Persona Model for Pool 3

Osa



Personal Information

* Married, in her late forties, with two grown-up children.
* She is an immigrant from Norway and English is not her first language.
* Osa is a breast cancer survivor and sees many different types of doctors.
* She belongs to support groups and spends a lot of time on her health, which is her top-of-mind concern. She doesn’t always get the best advice from her doctors because they don’t always talk to each other and they are often busy and make quick decisions, and sometimes she gets better information about medications and care from others that she networks with or research she does on the internet.

Osa’s Goals

* Osa wants to know about the drugs her doctors are prescribing and any potential risks, side effects, or interactions so that she can know what to expect when taking them.
* She also wants access to information about other drugs for her condition she reads about online, so that she can research them and discuss them with her doctors and pharmacist.
* It is very important to Osa that she obtain quality information that is easy to access, and also that the information is unbiased so she can make the best decisions possible about her health.