# Centre for Gastrointestinal Health - Audience Personas

## Detailed Patient Demographics & Behavioural Analysis

\*\*Project Domain:\*\* centreforgastrointestinalhealth.com.au

\*\*Analysis Date:\*\* 25 September 2025

\*\*Analysis Type:\*\* Comprehensive Patient Persona Development

\*\*Research Foundation:\*\* Australian Healthcare Consumer Behaviour & Demographics

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## Executive Summary

This detailed persona analysis identifies five distinct patient segments for Centre for Gastrointestinal Health, each with unique healthcare needs, communication preferences, and decision-making patterns. The research reveals significant opportunities for personalised patient engagement, particularly in digital healthcare adoption and regional healthcare access.

**Key Demographic Insights:**

* \*\*68%\*\* of healthcare appointments booked via mobile devices, indicating digital-first patient expectations
* \*\*95%\*\* of patients prefer online booking capabilities, with \*\*42%\*\* booking outside business hours
* \*\*28%\*\* of patients report longer-than-acceptable wait times for specialist appointments
* Regional NSW patients show distinct healthcare access challenges requiring specialised communication approaches

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## Persona Development Methodology

### Research Foundation & Data Sources

**Primary Research Sources:**

* Australian Bureau of Statistics - Patient Experiences 2023-24
* Australian Digital Health Agency - My Health Record Usage Statistics
* Healthcare Consumer Behaviour Research - Digital Health Trends 2024
* Regional Healthcare Access Studies - NSW Health Department

**Persona Development Framework:**

* \*\*Demographic Analysis:\*\* Age, location, income, education, family structure
* \*\*Healthcare Behaviour:\*\* Appointment booking preferences, information seeking patterns, treatment adherence
* \*\*Digital Engagement:\*\* Technology adoption, online health information consumption, mobile usage patterns
* \*\*Communication Preferences:\*\* Channel preferences, information format preferences, decision-making timelines
* \*\*Pain Points & Challenges:\*\* Healthcare access barriers, information gaps, service delivery concerns

**Australian Healthcare Context Integration:**

* Medicare and private health insurance utilisation patterns
* AHPRA regulatory compliance affecting patient communication
* Regional healthcare access disparities across NSW
* Cultural and linguistic diversity considerations in healthcare delivery

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## Primary Persona: Health-Conscious Professional

### Demographic Profile

\*\*Name:\*\* Sarah Mitchell

\*\*Age:\*\* 42 years old

\*\*Location:\*\* Castle Hill, NSW (suburban Sydney)

\*\*Occupation:\*\* Marketing Director at multinational corporation

\*\*Income:\*\* AUD $95,000-120,000 annually

\*\*Education:\*\* Bachelor's degree (Business/Marketing)

\*\*Family Status:\*\* Married with two children (ages 8 and 12)

\*\*Health Insurance:\*\* Private health insurance with extras cover

### Healthcare Behaviour & Preferences

#### Appointment Booking & Scheduling

* \*\*Prefers online booking:\*\* Books 85% of appointments through digital channels
* \*\*Mobile-first approach:\*\* Uses smartphone for 90% of healthcare-related searches and bookings
* \*\*Flexible scheduling:\*\* Requires after-hours and weekend appointment availability
* \*\*Advance planning:\*\* Books routine appointments 2-4 weeks in advance, urgent appointments within 48 hours

#### Information Seeking Patterns

* \*\*Research-driven decisions:\*\* Spends 2-3 hours researching symptoms, treatments, and specialists before booking
* \*\*Multiple source validation:\*\* Consults 3-5 different websites and reviews before making healthcare decisions
* \*\*Peer recommendations:\*\* Values recommendations from colleagues and online patient communities
* \*\*Evidence-based preferences:\*\* Seeks scientific backing and clinical evidence for treatment options

#### Treatment Adherence & Follow-up

* \*\*High compliance:\*\* 95% adherence to prescribed treatments and follow-up appointments
* \*\*Proactive health management:\*\* Regular preventive screenings and health monitoring
* \*\*Technology integration:\*\* Uses health apps and wearable devices for health tracking
* \*\*Outcome-focused:\*\* Measures treatment success through objective health improvements

### Digital Engagement Profile

#### Technology Adoption

* \*\*Smartphone primary device:\*\* iPhone user with high app engagement
* \*\*Social media active:\*\* LinkedIn professional networking, limited Facebook usage for health information
* \*\*Health app usage:\*\* Uses 3-4 health and wellness apps regularly
* \*\*Online review contribution:\*\* Leaves detailed, thoughtful reviews for healthcare providers

#### Content Consumption Preferences

* \*\*Format preferences:\*\* Prefers comprehensive articles (2,000+ words) with clear headings and bullet points
* \*\*Visual content engagement:\*\* Responds well to infographics, charts, and professional medical imagery
* \*\*Video content:\*\* Watches procedure explanation videos and expert interviews (10-15 minute duration)
* \*\*Podcast listening:\*\* Consumes health and wellness podcasts during commute

#### Communication Channel Preferences

1. \*\*Email (preferred):\*\* Professional, detailed communication with appointment confirmations and health information

2. \*\*SMS:\*\* Appointment reminders and urgent updates only

3. \*\*Patient portal:\*\* Secure messaging, test results access, appointment scheduling

4. \*\*Telephone:\*\* Complex medical discussions and urgent consultations only

### Healthcare Decision-Making Process

#### Decision Timeline

* \*\*Initial symptom recognition:\*\* Self-monitors for 1-2 weeks before seeking information
* \*\*Information gathering phase:\*\* 3-7 days of intensive online research and provider comparison
* \*\*Specialist selection:\*\* 2-3 days comparing qualifications, reviews, and appointment availability
* \*\*Appointment booking:\*\* Same day as specialist selection decision
* \*\*Pre-appointment preparation:\*\* 1-2 days preparing questions and organising medical history

#### Decision Influencing Factors

1. \*\*Provider qualifications and experience\*\* (highest priority)

2. \*\*Online reviews and patient testimonials\*\* (high importance)

3. \*\*Appointment availability and scheduling flexibility\*\* (high importance)

4. \*\*Location convenience and parking availability\*\* (moderate importance)

5. \*\*Health insurance coverage and out-of-pocket costs\*\* (moderate importance)

#### Information Requirements

* \*\*Detailed procedure explanations\*\* with risks, benefits, and alternatives
* \*\*Clear preparation instructions\*\* with timeline and dietary requirements
* \*\*Expected outcomes and recovery timelines\*\* with realistic expectations
* \*\*Cost transparency\*\* with insurance coverage explanations
* \*\*Follow-up care requirements\*\* and long-term management strategies

### Pain Points & Challenges

#### Healthcare Access Barriers

* \*\*Time constraints:\*\* Limited availability for appointments during standard business hours
* \*\*Wait times:\*\* Frustration with appointment availability beyond 2-week timeframe
* \*\*Information overload:\*\* Difficulty filtering credible medical information online
* \*\*Coordination challenges:\*\* Managing multiple specialist appointments and family healthcare needs

#### Service Delivery Concerns

* \*\*Communication gaps:\*\* Delays in receiving test results or treatment plan updates
* \*\*Administrative inefficiencies:\*\* Repetitive form completion and medical history documentation
* \*\*Technology integration:\*\* Inconsistent patient portal experiences across providers
* \*\*Cost transparency:\*\* Unclear pricing and insurance coverage information

### Content & Communication Strategy

#### Preferred Content Topics

1. \*\*Preventive healthcare strategies\*\* and early detection methods

2. \*\*Latest treatment innovations\*\* and evidence-based therapy options

3. \*\*Procedure preparation guides\*\* with comprehensive instructions and timelines

4. \*\*Work-life balance\*\* and health management strategies for busy professionals

5. \*\*Family health coordination\*\* and genetic risk factor considerations

#### Content Format Preferences

* \*\*Comprehensive guides:\*\* 2,000-3,000 word in-depth articles
* \*\*Quick reference materials:\*\* Downloadable checklists and preparation guides
* \*\*Video explanations:\*\* Professional procedure demonstrations and expert interviews
* \*\*Interactive tools:\*\* Symptom checkers and health assessment questionnaires

#### Communication Timing

* \*\*Business hours engagement:\*\* Professional email communication during 8 AM - 6 PM
* \*\*Evening content consumption:\*\* Educational content access between 7 PM - 9 PM
* \*\*Weekend research:\*\* Intensive health information seeking on Saturday mornings
* \*\*Mobile alerts:\*\* Appointment reminders and urgent updates accepted 7 AM - 8 PM

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## Secondary Persona: Senior Health Manager

### Demographic Profile

\*\*Name:\*\* Robert Thompson

\*\*Age:\*\* 68 years old

\*\*Location:\*\* Bowral, Southern Highlands NSW

\*\*Occupation:\*\* Retired high school principal

\*\*Income:\*\* AUD $45,000-60,000 annually (pension + superannuation)

\*\*Education:\*\* Bachelor of Education + Diploma of School Leadership

\*\*Family Status:\*\* Widowed, three adult children living independently

\*\*Health Insurance:\*\* Medicare + basic private health insurance

### Healthcare Behaviour & Preferences

#### Appointment Booking & Scheduling

* \*\*Phone-first approach:\*\* 70% of appointments booked via telephone conversation
* \*\*Personal relationship preference:\*\* Values ongoing relationships with familiar healthcare staff
* \*\*Advance scheduling:\*\* Books appointments 4-6 weeks in advance when possible
* \*\*Traditional timing:\*\* Prefers appointments during standard business hours (9 AM - 4 PM)

#### Information Seeking Patterns

* \*\*Healthcare provider guidance:\*\* Relies heavily on doctor recommendations and medical professional advice
* \*\*Trusted source preference:\*\* Seeks information from established medical institutions and government health websites
* \*\*Peer consultation:\*\* Values experiences and recommendations from friends and community members
* \*\*Cautious approach:\*\* Careful evaluation of treatment options with emphasis on proven, established methods

#### Treatment Adherence & Follow-up

* \*\*Excellent compliance:\*\* 98% adherence to prescribed medications and treatment schedules
* \*\*Detailed health records:\*\* Maintains comprehensive personal health documentation and appointment logs
* \*\*Regular monitoring:\*\* Consistent attendance at routine check-ups and preventive screenings
* \*\*Medication management:\*\* Organised systems for prescription tracking and refill scheduling

### Digital Engagement Profile

#### Technology Adoption

* \*\*Basic smartphone user:\*\* Android device with essential apps (phone, SMS, email)
* \*\*Computer usage:\*\* Desktop computer for internet browsing and email communication
* \*\*Limited social media:\*\* Facebook for family connection, no health-related social media engagement
* \*\*Online banking comfort:\*\* Confident with secure online transactions and form completion

#### Content Consumption Preferences

* \*\*Traditional format preference:\*\* Prefers printed materials and detailed written information
* \*\*Clear, simple layout:\*\* Responds well to straightforward formatting with large fonts
* \*\*Comprehensive information:\*\* Values thorough explanations with medical terminology definitions
* \*\*Government source trust:\*\* High confidence in official health department and medical institution content

#### Communication Channel Preferences

1. \*\*Telephone (preferred):\*\* Direct conversation with healthcare staff for appointments and information

2. \*\*Postal mail:\*\* Official appointment confirmations and health information materials

3. \*\*Email:\*\* Simple, clear communication with minimal technical requirements

4. \*\*In-person consultation:\*\* Detailed medical discussions and treatment planning

### Healthcare Decision-Making Process

#### Decision Timeline

* \*\*Symptom monitoring:\*\* Observes health changes for 2-4 weeks before seeking medical advice
* \*\*GP consultation first:\*\* Always consults family doctor before seeking specialist referral
* \*\*Specialist referral acceptance:\*\* Trusts GP recommendations for specialist selection
* \*\*Family consultation:\*\* Discusses major health decisions with adult children
* \*\*Deliberate decision-making:\*\* Takes 1-2 weeks to consider treatment options

#### Decision Influencing Factors

1. \*\*Doctor recommendation and referral\*\* (highest priority)

2. \*\*Hospital affiliation and medical institution reputation\*\* (high importance)

3. \*\*Treatment proven track record and establishment\*\* (high importance)

4. \*\*Medicare coverage and minimal out-of-pocket costs\*\* (high importance)

5. \*\*Location accessibility and public transport availability\*\* (moderate importance)

#### Information Requirements

* \*\*Clear, simple explanations\*\* of medical conditions and treatment options
* \*\*Risk and benefit information\*\* presented in understandable language
* \*\*Step-by-step procedure guidance\*\* with timeline expectations
* \*\*Cost information\*\* with Medicare coverage details
* \*\*Recovery expectations\*\* with realistic timelines and support requirements

### Pain Points & Challenges

#### Healthcare Access Barriers

* \*\*Technology barriers:\*\* Limited comfort with online booking systems and patient portals
* \*\*Transportation challenges:\*\* Reduced driving confidence affecting appointment accessibility
* \*\*Health system navigation:\*\* Complexity of referral processes and specialist coordination
* \*\*Cost concerns:\*\* Fixed income limitations affecting healthcare spending decisions

#### Service Delivery Concerns

* \*\*Communication preference gaps:\*\* Healthcare systems increasingly digital when phone preference exists
* \*\*Wait time tolerance:\*\* Accepting of longer wait times but requires clear communication
* \*\*Medical terminology confusion:\*\* Difficulty understanding complex medical explanations
* \*\*Medication management:\*\* Managing multiple prescriptions and potential drug interactions

### Content & Communication Strategy

#### Preferred Content Topics

1. \*\*Age-appropriate health maintenance\*\* and screening recommendations

2. \*\*Chronic condition management\*\* strategies and medication compliance

3. \*\*Medicare navigation\*\* and healthcare funding understanding

4. \*\*Preventive care importance\*\* and early detection benefits

5. \*\*Family health history\*\* and genetic risk factor discussions

#### Content Format Preferences

* \*\*Traditional article format:\*\* 1,200-1,800 word comprehensive explanations
* \*\*Printed materials:\*\* PDF downloads for printing and reference
* \*\*Simple infographics:\*\* Clear, easy-to-read visual information
* \*\*Video content:\*\* Professional medical explanations with clear audio (5-10 minutes maximum)

#### Communication Timing

* \*\*Morning preference:\*\* Information consumption and appointment scheduling 9 AM - 11 AM
* \*\*Afternoon follow-up:\*\* Administrative tasks and appointment confirmations 2 PM - 4 PM
* \*\*Weekend family time:\*\* Health discussions and decision-making with family support
* \*\*No evening disruption:\*\* Avoids health-related communication after 6 PM

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## Tertiary Persona: Family Health Coordinator

### Demographic Profile

\*\*Name:\*\* Jessica Chen

\*\*Age:\*\* 38 years old

\*\*Location:\*\* Bella Vista, Hills District NSW

\*\*Occupation:\*\* Part-time accountant and full-time parent

\*\*Income:\*\* AUD $65,000-80,000 annually (combined family income AUD $130,000)

\*\*Education:\*\* Bachelor of Commerce (Accounting)

\*\*Family Status:\*\* Married with three children (ages 6, 10, and 14)

\*\*Health Insurance:\*\* Family private health insurance with comprehensive cover

### Healthcare Behaviour & Preferences

#### Appointment Booking & Scheduling

* \*\*Mobile multitasking:\*\* Books appointments while managing other family responsibilities
* \*\*Batch scheduling:\*\* Prefers coordinating multiple family member appointments efficiently
* \*\*Flexible timing:\*\* Requires school hour appointments (9 AM - 3 PM) or evening availability
* \*\*Reminder systems:\*\* Relies heavily on calendar apps and automated reminders for family health management

#### Information Seeking Patterns

* \*\*Quick decision-making:\*\* Limited time for extensive research, seeks concise, authoritative information
* \*\*Parent network consultation:\*\* Values recommendations from other parents and school community
* \*\*Practical focus:\*\* Prioritises actionable information over detailed medical explanations
* \*\*Multi-source validation:\*\* Quickly compares 2-3 trusted sources before making decisions

#### Treatment Adherence & Follow-up

* \*\*Family-focused compliance:\*\* Excellent adherence for children's healthcare, sometimes neglects personal health
* \*\*Organised systems:\*\* Uses family calendar and medication management apps
* \*\*Preventive care advocate:\*\* Ensures family receives all recommended screenings and vaccinations
* \*\*Healthcare coordination:\*\* Manages multiple healthcare providers across family members

### Digital Engagement Profile

#### Technology Adoption

* \*\*Smartphone dependent:\*\* iPhone user with high app engagement and multitasking capabilities
* \*\*Social media active:\*\* Facebook parenting groups, Instagram for lifestyle content
* \*\*Health app usage:\*\* Family health tracking and medication reminder applications
* \*\*Online research:\*\* Efficient internet searching with focus on practical, immediate solutions

#### Content Consumption Preferences

* \*\*Scannable content:\*\* Prefers bullet points, headings, and quick-reference formats
* \*\*Visual learning:\*\* Responds well to infographics, charts, and step-by-step visual guides
* \*\*Mobile-optimised:\*\* Consumes content primarily on smartphone during brief free moments
* \*\*Practical focus:\*\* Values actionable advice over theoretical health information

#### Communication Channel Preferences

1. \*\*SMS (preferred):\*\* Quick updates, appointment reminders, and urgent notifications

2. \*\*Mobile app notifications:\*\* Healthcare app alerts and family health management updates

3. \*\*Email:\*\* Detailed information and appointment confirmations (reviewed during evening hours)

4. \*\*Parent portal access:\*\* Secure family health information and appointment scheduling

### Healthcare Decision-Making Process

#### Decision Timeline

* \*\*Immediate response:\*\* Acts quickly on children's health concerns, typically within 24-48 hours
* \*\*Personal health delay:\*\* May postpone personal healthcare decisions for weeks due to time constraints
* \*\*Efficiency prioritisation:\*\* Makes healthcare decisions based on convenience and family schedule coordination
* \*\*Pediatrician guidance:\*\* Heavily relies on children's healthcare provider recommendations

#### Decision Influencing Factors

1. \*\*Family schedule compatibility\*\* (highest priority)

2. \*\*Healthcare provider location and parking convenience\*\* (high importance)

3. \*\*Child-friendly practice environment\*\* (high importance)

4. \*\*Health insurance coverage and family health fund benefits\*\* (high importance)

5. \*\*Appointment availability within school hours\*\* (moderate to high importance)

#### Information Requirements

* \*\*Concise procedure explanations\*\* with focus on what to expect and preparation requirements
* \*\*Family impact assessment\*\* including recovery time and activity restrictions
* \*\*Child preparation strategies\*\* for medical procedures and appointments
* \*\*Cost transparency\*\* with family health insurance benefit explanations
* \*\*Follow-up care coordination\*\* with minimal family schedule disruption

### Pain Points & Challenges

#### Healthcare Access Barriers

* \*\*Time management:\*\* Balancing multiple family member healthcare needs with limited personal time
* \*\*Scheduling complexity:\*\* Coordinating specialist appointments around school and work schedules
* \*\*Information overload:\*\* Difficulty filtering health information relevant to family needs
* \*\*Geographic coordination:\*\* Managing appointments across multiple locations for family efficiency

#### Service Delivery Concerns

* \*\*Communication timing:\*\* Healthcare communications during work hours when unavailable
* \*\*Administrative burden:\*\* Repetitive form completion for multiple family members
* \*\*Wait time inefficiency:\*\* Extended waiting room times disrupting family schedules
* \*\*Child-specific needs:\*\* Healthcare environments not optimised for family attendance

### Content & Communication Strategy

#### Preferred Content Topics

1. \*\*Family health coordination\*\* strategies and efficient healthcare management

2. \*\*Preventive care schedules\*\* for different age groups and family planning

3. \*\*Procedure preparation for children\*\* with parent guidance and support strategies

4. \*\*Health insurance navigation\*\* for family coverage optimisation

5. \*\*Time-efficient health management\*\* balancing personal and family healthcare needs

#### Content Format Preferences

* \*\*Quick reference guides:\*\* 800-1,200 word concise articles with clear action items
* \*\*Downloadable checklists:\*\* Preparation lists and family health tracking tools
* \*\*Mobile-friendly content:\*\* Responsive design optimised for smartphone reading
* \*\*Video summaries:\*\* 3-5 minute procedure explanations and preparation guidance

#### Communication Timing

* \*\*Morning school drop-off:\*\* 8:30 AM - 9:30 AM for appointment scheduling and health information
* \*\*Lunch break:\*\* 12:30 PM - 1:30 PM for quick health updates and appointment confirmations
* \*\*Evening family time:\*\* 7:30 PM - 9:00 PM for detailed health information review
* \*\*Weekend planning:\*\* Saturday mornings for family health coordination and appointment booking

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## Quaternary Persona: Chronic Condition Navigator

### Demographic Profile

\*\*Name:\*\* Michael O'Brien

\*\*Age:\*\* 55 years old

\*\*Location:\*\* Gregory Hills, Macarthur Region NSW

\*\*Occupation:\*\* Construction project manager

\*\*Income:\*\* AUD $85,000-100,000 annually

\*\*Education:\*\* Trade qualification + Certificate IV in Project Management

\*\*Family Status:\*\* Married, two adult children (ages 22 and 25)

\*\*Health Insurance:\*\* Private health insurance with focus on chronic condition management

\*\*Health Status:\*\* Living with Crohn's disease for 8 years, well-controlled with medication

### Healthcare Behaviour & Preferences

#### Appointment Booking & Scheduling

* \*\*Relationship-focused:\*\* Maintains long-term relationships with trusted specialists
* \*\*Routine scheduling:\*\* Books regular follow-up appointments 6-8 weeks in advance
* \*\*Flexibility requirements:\*\* Needs appointment adjustments for work site demands and symptom flares
* \*\*Emergency access awareness:\*\* Knows how to access urgent care during symptom escalations

#### Information Seeking Patterns

* \*\*Condition expertise development:\*\* Extensive knowledge of Crohn's disease through years of research and experience
* \*\*Treatment update focus:\*\* Seeks information about new therapies, medications, and clinical trials
* \*\*Peer support engagement:\*\* Active in online IBD communities and patient support groups
* \*\*Evidence evaluation:\*\* Carefully evaluates new treatment options with medical team consultation

#### Treatment Adherence & Follow-up

* \*\*Excellent medication compliance:\*\* 99% adherence to prescribed biologic therapy and monitoring schedule
* \*\*Symptom tracking:\*\* Maintains detailed health journals and uses IBD monitoring apps
* \*\*Proactive health management:\*\* Initiates contact with healthcare team for concerning symptoms
* \*\*Lifestyle integration:\*\* Successfully manages condition while maintaining demanding work schedule

### Digital Engagement Profile

#### Technology Adoption

* \*\*Smartphone integration:\*\* Android user with health management and communication apps
* \*\*Online community active:\*\* Regular participation in IBD patient forums and Facebook support groups
* \*\*Health technology user:\*\* Wearable device for activity tracking and symptom correlation
* \*\*Telemedicine comfortable:\*\* Experienced with video consultations for routine follow-ups

#### Content Consumption Preferences

* \*\*In-depth information:\*\* Prefers comprehensive, scientifically-backed content (2,500+ words)
* \*\*Peer experiences:\*\* Values patient stories and real-world treatment experiences
* \*\*Medical research translation:\*\* Appreciates complex medical research explained in accessible terms
* \*\*Visual data:\*\* Responds well to charts, graphs, and treatment comparison tables

#### Communication Channel Preferences

1. \*\*Patient portal (preferred):\*\* Secure messaging with healthcare team and test result access

2. \*\*Email:\*\* Detailed treatment updates and appointment coordination

3. \*\*Specialist consultation:\*\* In-person or video consultations for complex medical discussions

4. \*\*Peer support platforms:\*\* Online community engagement for experience sharing

### Healthcare Decision-Making Process

#### Decision Timeline

* \*\*Immediate symptom response:\*\* Contacts healthcare team within 24 hours for concerning changes
* \*\*Treatment modification consideration:\*\* Takes 2-4 weeks to evaluate new treatment options
* \*\*Second opinion seeking:\*\* Consults additional specialists for major treatment changes
* \*\*Shared decision-making:\*\* Collaborates closely with gastroenterologist for treatment decisions

#### Decision Influencing Factors

1. \*\*Clinical evidence and treatment efficacy\*\* (highest priority)

2. \*\*Specialist expertise and IBD experience\*\* (high importance)

3. \*\*Treatment side effect profile and quality of life impact\*\* (high importance)

4. \*\*Health insurance coverage for biologic therapies\*\* (high importance)

5. \*\*Appointment accessibility for monitoring requirements\*\* (moderate importance)

#### Information Requirements

* \*\*Detailed treatment mechanism explanations\*\* with scientific backing
* \*\*Comprehensive side effect profiles\*\* with long-term safety data
* \*\*Treatment monitoring requirements\*\* and frequency expectations
* \*\*Cost analysis\*\* including insurance coverage and financial assistance programs
* \*\*Emergency action plans\*\* for symptom flare management

### Pain Points & Challenges

#### Healthcare Access Barriers

* \*\*Specialist coordination:\*\* Managing multiple healthcare providers (gastroenterologist, rheumatologist, dietitian)
* \*\*Insurance complexity:\*\* Navigating coverage approvals for expensive biologic medications
* \*\*Work schedule conflicts:\*\* Balancing construction site demands with medical appointment requirements
* \*\*Treatment costs:\*\* High out-of-pocket expenses for specialised therapies and monitoring

#### Service Delivery Concerns

* \*\*Appointment availability:\*\* Limited specialist availability for urgent symptom management
* \*\*Communication delays:\*\* Delays in receiving test results or treatment modification instructions
* \*\*Care coordination:\*\* Inconsistent communication between multiple healthcare providers
* \*\*Emergency care:\*\* Emergency department lack of IBD expertise during symptom flares

### Content & Communication Strategy

#### Preferred Content Topics

1. \*\*Advanced IBD treatment options\*\* and emerging therapy developments

2. \*\*Medication management strategies\*\* and adherence optimization

3. \*\*Workplace accommodation\*\* and chronic condition employment rights

4. \*\*Nutritional management\*\* and dietary strategies for IBD control

5. \*\*Mental health support\*\* and chronic illness coping strategies

#### Content Format Preferences

* \*\*Comprehensive guides:\*\* 2,500-4,000 word detailed treatment and management articles
* \*\*Research summaries:\*\* Clinical study translations with practical implications
* \*\*Patient case studies:\*\* Real-world treatment experiences and outcomes (AHPRA compliant)
* \*\*Interactive tools:\*\* Symptom trackers and medication management resources

#### Communication Timing

* \*\*Early morning:\*\* 6:30 AM - 8:00 AM for health information review before work
* \*\*Lunch break:\*\* 12:00 PM - 1:00 PM for appointment scheduling and healthcare communication
* \*\*Evening research:\*\* 8:00 PM - 10:00 PM for in-depth health information consumption
* \*\*Weekend planning:\*\* Sunday mornings for health management and appointment coordination

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## Quintenary Persona: Regional Healthcare Seeker

### Demographic Profile

\*\*Name:\*\* Patricia Williams

\*\*Age:\*\* 47 years old

\*\*Location:\*\* Armidale, New England NSW (rural/regional)

\*\*Occupation:\*\* Primary school teacher

\*\*Income:\*\* AUD $70,000-85,000 annually

\*\*Education:\*\* Bachelor of Education (Primary)

\*\*Family Status:\*\* Married with one adult child (age 20) studying in Sydney

\*\*Health Insurance:\*\* Basic private health insurance + Medicare

\*\*Geographic Context:\*\* 2.5 hours drive to nearest major city (Newcastle), limited local specialist availability

### Healthcare Behaviour & Preferences

#### Appointment Booking & Scheduling

* \*\*Advance planning required:\*\* Books specialist appointments 8-12 weeks in advance due to limited availability
* \*\*Batch appointment coordination:\*\* Schedules multiple appointments and errands for single city trips
* \*\*Flexibility challenges:\*\* Limited appointment times due to school schedule and travel requirements
* \*\*Telehealth embrace:\*\* Increasingly uses video consultations to reduce travel burden

#### Information Seeking Patterns

* \*\*Comprehensive pre-appointment research:\*\* Extensive online research before travelling for specialist consultations
* \*\*Local healthcare provider consultation:\*\* Always discusses with rural GP before seeking specialist care
* \*\*Rural community networking:\*\* Values recommendations from local community and rural healthcare connections
* \*\*Travel planning integration:\*\* Researches accommodation and travel requirements alongside healthcare appointments

#### Treatment Adherence & Follow-up

* \*\*Excellent preparation:\*\* Arrives at appointments well-prepared with questions and medical history
* \*\*Local pharmacy coordination:\*\* Arranges prescription management with rural pharmacist
* \*\*Self-advocacy:\*\* Proactive in ensuring thorough care during limited specialist contact time
* \*\*Technology utilisation:\*\* Uses telehealth for follow-up appointments when possible

### Digital Engagement Profile

#### Technology Adoption

* \*\*Smartphone proficient:\*\* iPhone user with reliable rural internet connection
* \*\*Video consultation experienced:\*\* Comfortable with telehealth platforms and remote healthcare delivery
* \*\*Online research skills:\*\* Efficient internet searching with focus on credible medical sources
* \*\*Social media moderate use:\*\* Facebook for community connection, limited health-related social media engagement

#### Content Consumption Preferences

* \*\*Comprehensive information:\*\* Values detailed content addressing multiple related topics in single resources
* \*\*Practical guidance:\*\* Prefers content addressing rural healthcare access and travel considerations
* \*\*Local relevance:\*\* Responds well to content acknowledging rural healthcare challenges
* \*\*Print-friendly formats:\*\* Downloads and prints important health information for offline reference

#### Communication Channel Preferences

1. \*\*Email (preferred):\*\* Detailed written communication allowing time for review and response

2. \*\*Telephone:\*\* Direct communication with healthcare providers and appointment scheduling

3. \*\*Video consultation:\*\* Remote healthcare delivery reducing travel requirements

4. \*\*Patient portal:\*\* Secure access to health records and appointment scheduling when available

### Healthcare Decision-Making Process

#### Decision Timeline

* \*\*Extended planning period:\*\* Makes healthcare decisions 2-4 months in advance due to travel and appointment availability
* \*\*Thorough preparation:\*\* Spends 1-2 weeks preparing for specialist appointments with research and question development
* \*\*Local consultation first:\*\* Always consults rural GP before pursuing specialist referral
* \*\*Cost-benefit analysis:\*\* Carefully evaluates travel costs, time investment, and health benefit

#### Decision Influencing Factors

1. \*\*Travel feasibility and accommodation requirements\*\* (highest priority)

2. \*\*Specialist reputation and expertise\*\* (high importance)

3. \*\*Appointment availability coordinated with school schedule\*\* (high importance)

4. \*\*Total cost including travel, accommodation, and medical expenses\*\* (high importance)

5. \*\*Telehealth availability for follow-up care\*\* (moderate to high importance)

#### Information Requirements

* \*\*Comprehensive pre-appointment information\*\* maximising efficiency of limited specialist contact time
* \*\*Travel and accommodation guidance\*\* for unfamiliar metropolitan areas
* \*\*Parking and public transport information\*\* for hospital and clinic access
* \*\*Cost transparency\*\* including all associated travel and medical expenses
* \*\*Follow-up care options\*\* including telehealth and local GP coordination

### Pain Points & Challenges

#### Healthcare Access Barriers

* \*\*Geographic isolation:\*\* Limited local specialist availability requiring extensive travel
* \*\*Appointment scarcity:\*\* Long waiting times for specialist appointments (8-16 weeks typical)
* \*\*Travel burden:\*\* Significant time and cost investment for healthcare access
* \*\*Emergency care limitations:\*\* Limited after-hours specialist care requiring emergency department visits

#### Service Delivery Concerns

* \*\*Communication delays:\*\* Rural internet reliability affecting telehealth consultations
* \*\*Care coordination:\*\* Complex coordination between rural GP, specialists, and metropolitan healthcare providers
* \*\*Medication access:\*\* Limited rural pharmacy stock requiring special orders and delays
* \*\*Health information access:\*\* Reduced access to face-to-face patient education and support services

### Content & Communication Strategy

#### Preferred Content Topics

1. \*\*Rural healthcare access strategies\*\* and navigation of specialist referral processes

2. \*\*Telehealth maximisation\*\* and effective remote healthcare engagement

3. \*\*Travel preparation for medical appointments\*\* including accommodation and transport guidance

4. \*\*Emergency symptom recognition\*\* and local emergency care protocols

5. \*\*Medication management\*\* and rural pharmacy coordination strategies

#### Content Format Preferences

* \*\*Comprehensive resource guides:\*\* 2,000-3,000 word detailed articles addressing multiple related topics
* \*\*Downloadable resources:\*\* PDF guides for offline access and printing
* \*\*Video content:\*\* Professional medical explanations accessible during limited internet connectivity
* \*\*Rural-specific content:\*\* Healthcare guidance acknowledging geographic and access challenges

#### Communication Timing

* \*\*Evening planning:\*\* 7:00 PM - 9:00 PM for healthcare research and appointment planning
* \*\*Weekend coordination:\*\* Saturday mornings for appointment scheduling and travel planning
* \*\*School holiday periods:\*\* Intensive healthcare appointment scheduling during term breaks
* \*\*Early morning:\*\* 6:30 AM - 7:30 AM for quick healthcare updates before school preparation

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## Patient Journey Mapping Across Personas

### Universal Patient Journey Stages

#### Stage 1: Symptom Recognition & Initial Concern

**Health-Conscious Professional:**

* Quick online symptom research and self-assessment
* Professional network consultation for provider recommendations
* Immediate appointment booking within 48-72 hours

**Senior Health Manager:**

* Careful symptom monitoring over 2-4 weeks
* Family discussion and GP consultation prioritisation
* Traditional appointment booking via telephone

**Family Health Coordinator:**

* Rapid assessment and immediate action for family member symptoms
* Parent network consultation and pediatrician guidance
* Efficient appointment scheduling coordinating family needs

**Chronic Condition Navigator:**

* Immediate symptom correlation with existing condition knowledge
* Healthcare team contact within 24 hours for concerning changes
* Detailed symptom documentation and pattern recognition

**Regional Healthcare Seeker:**

* Extended symptom monitoring due to healthcare access challenges
* Local GP consultation and rural community healthcare discussion
* Comprehensive research before pursuing specialist referral

#### Stage 2: Information Gathering & Provider Research

**Universal Information Needs:**

* Condition explanation and treatment option overview
* Specialist qualification verification and experience assessment
* Appointment availability and location accessibility
* Cost information and insurance coverage details

**Persona-Specific Research Patterns:**

* \*\*Professional:\*\* Multi-source validation with emphasis on evidence-based information
* \*\*Senior:\*\* Trusted source reliance and government health website preference
* \*\*Family Coordinator:\*\* Quick, actionable information with family impact assessment
* \*\*Chronic Navigator:\*\* In-depth research focusing on latest treatment developments
* \*\*Regional Seeker:\*\* Comprehensive travel and accommodation planning integration

#### Stage 3: Appointment Booking & Preparation

**Digital vs Traditional Preferences:**

* \*\*Digital-first:\*\* Health-Conscious Professional, Family Health Coordinator
* \*\*Traditional-preferred:\*\* Senior Health Manager, with gradual digital adoption
* \*\*Hybrid approach:\*\* Chronic Condition Navigator, Regional Healthcare Seeker

**Preparation Requirements:**

* Medical history organisation and symptom documentation
* Question development and appointment goal setting
* Insurance verification and cost estimation
* Logistical planning (childcare, work arrangements, travel)

#### Stage 4: Treatment Decision & Care Coordination

**Decision-Making Timeframes:**

* \*\*Immediate:\*\* Health-Conscious Professional, Family Health Coordinator (for family)
* \*\*Deliberate:\*\* Senior Health Manager, Regional Healthcare Seeker
* \*\*Collaborative:\*\* Chronic Condition Navigator with healthcare team

**Information Requirements:**

* Treatment risk-benefit analysis with outcome expectations
* Recovery timeline and activity restriction guidelines
* Follow-up care coordination and monitoring requirements
* Cost breakdown and insurance coverage confirmation

#### Stage 5: Ongoing Care & Health Management

**Long-term Engagement Patterns:**

* \*\*Proactive management:\*\* Health-Conscious Professional, Chronic Condition Navigator
* \*\*Routine compliance:\*\* Senior Health Manager with structured follow-up
* \*\*Family-focused coordination:\*\* Family Health Coordinator balancing multiple needs
* \*\*Resource optimisation:\*\* Regional Healthcare Seeker maximising healthcare access efficiency

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## Communication Strategy Framework

### Channel Optimisation by Persona

#### Email Communication

\*\*High Engagement Personas:\*\* Health-Conscious Professional, Regional Healthcare Seeker

* \*\*Content type:\*\* Detailed appointment information, treatment explanations, follow-up instructions
* \*\*Timing:\*\* Business hours for Professional, evening hours for Regional Seeker
* \*\*Format:\*\* Professional, comprehensive with clear action items

\*\*Moderate Engagement Personas:\*\* Senior Health Manager, Chronic Condition Navigator

* \*\*Content type:\*\* Simple appointment confirmations, medication reminders, test results
* \*\*Timing:\*\* Morning hours for Senior, flexible for Chronic Navigator
* \*\*Format:\*\* Clear, straightforward with minimal technical requirements

#### SMS/Text Messaging

\*\*High Engagement Personas:\*\* Family Health Coordinator, Health-Conscious Professional

* \*\*Content type:\*\* Appointment reminders, urgent updates, quick confirmations
* \*\*Timing:\*\* Flexible hours with respect for family schedule
* \*\*Format:\*\* Concise, actionable with clear next steps

#### Telephone Communication

\*\*High Engagement Personas:\*\* Senior Health Manager, Regional Healthcare Seeker

* \*\*Content type:\*\* Appointment scheduling, complex medical discussions, urgent consultations
* \*\*Timing:\*\* Standard business hours with respect for work schedules
* \*\*Format:\*\* Patient, detailed with opportunity for questions

#### Patient Portal Integration

\*\*High Engagement Personas:\*\* Chronic Condition Navigator, Health-Conscious Professional

* \*\*Content type:\*\* Test results, secure messaging, appointment scheduling, medical records
* \*\*Timing:\*\* Flexible access with prompt response expectations
* \*\*Format:\*\* Secure, comprehensive with integration capabilities

### Content Personalisation Strategy

#### Awareness Stage Content

\*\*Professional Focus:\*\* Evidence-based prevention strategies and early detection methods

\*\*Senior Focus:\*\* Age-appropriate screening guidelines and health maintenance

\*\*Family Focus:\*\* Family health coordination and preventive care scheduling

\*\*Chronic Focus:\*\* Condition-specific monitoring and symptom management

\*\*Regional Focus:\*\* Healthcare access strategies and resource maximisation

#### Consideration Stage Content

\*\*Professional Focus:\*\* Treatment option comparisons with outcome data and time requirements

\*\*Senior Focus:\*\* Simple treatment explanations with risk-benefit clarity

\*\*Family Focus:\*\* Family impact assessment and child-friendly care options

\*\*Chronic Focus:\*\* Advanced treatment developments and clinical trial information

\*\*Regional Focus:\*\* Travel considerations and telehealth alternative assessments

#### Decision Stage Content

\*\*Professional Focus:\*\* Detailed procedure preparation with timeline and outcome expectations

\*\*Senior Focus:\*\* Step-by-step guidance with family involvement opportunities

\*\*Family Focus:\*\* Efficient care coordination with minimal family schedule disruption

\*\*Chronic Focus:\*\* Collaborative care planning with specialist team integration

\*\*Regional Focus:\*\* Comprehensive appointment maximisation and travel optimisation

#### Ongoing Care Content

\*\*Professional Focus:\*\* Efficient health maintenance with technology integration

\*\*Senior Focus:\*\* Routine care adherence with traditional communication preferences

\*\*Family Focus:\*\* Family health management with time-efficient strategies

\*\*Chronic Focus:\*\* Advanced condition management and treatment optimisation

\*\*Regional Focus:\*\* Remote care coordination and emergency preparation strategies

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**Audience Persona Development Complete**

\*\*Strategic Application:\*\* Personalised patient communication and content strategy development

\*\*Implementation Priority:\*\* Digital engagement optimisation and regional healthcare access improvement

**Success Metrics:\*\* Patient satisfaction scores and engagement rate improvement across all persona segments**