# Centre for Gastrointestinal Health - Audience Style Guide

## Comprehensive Brand Voice & Content Guidelines for Patient-Centred Communication

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## Executive Summary

Centre for Gastrointestinal Health's brand voice balances medical authority with patient accessibility, establishing trust through evidence-based expertise while maintaining warmth and empathy in patient communication. As Australia's largest gastroenterology network, our voice reflects both professional excellence and genuine care for individual patient experiences across diverse communities in Sydney and Regional NSW.

### Core Brand Voice Principles

#### 1. Authoritative Yet Accessible

* \*\*Medical expertise communication\*\* without intimidating professional jargon
* \*\*Evidence-based information delivery\*\* in patient-understandable terminology
* \*\*Professional credibility establishment\*\* balanced with human approachability
* \*\*Complex concept simplification\*\* maintaining accuracy while improving comprehension

#### 2. Empathetic & Patient-Centred

* \*\*Validation of patient concerns\*\* acknowledging anxiety and uncertainty in healthcare
* \*\*Supportive guidance provision\*\* throughout challenging healthcare journeys
* \*\*Dignity preservation\*\* in discussing sensitive digestive health matters
* \*\*Hope and reassurance communication\*\* while maintaining realistic expectations

#### 3. Regional Community Connection

* \*\*NSW geographic awareness\*\* with local healthcare access understanding
* \*\*Cultural diversity recognition\*\* serving multicultural Australian communities
* \*\*Practical accessibility focus\*\* addressing real patient logistical challenges
* \*\*Community health advocacy\*\* demonstrating commitment to population wellness

#### 4. Innovation & Excellence Leadership

* \*\*Latest treatment advancement\*\* communication with patient benefit focus
* \*\*Network scale advantage\*\* presentation without corporate impersonality
* \*\*Quality improvement commitment\*\* with patient outcome prioritisation
* \*\*Healthcare accessibility innovation\*\* particularly for underserved regional communities

### Style Guide Application Framework

\*\*Content Creators:\*\* All personnel involved in patient-facing communication and content development

\*\*Review Authority:\*\* Medical professionals and brand compliance officers

\*\*Update Schedule:\*\* Quarterly review with annual comprehensive assessment

\*\*Compliance Monitoring:\*\* Monthly content audit for voice consistency and AHPRA adherence

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## Brand Voice Foundation

### Core Voice Attributes

#### Primary Voice Characteristics

##### 1. Trustworthy & Evidence-Based

**Voice Expression:**

* \*\*"Our approach is grounded in the latest gastroenterology research..."\*\*
* \*\*"Evidence from recent clinical studies shows..."\*\*
* \*\*"Our specialists' extensive experience demonstrates..."\*\*
* \*\*"Published medical literature supports this treatment approach..."\*\*

**Implementation Guidelines:**

* Always cite credible medical sources for treatment claims
* Reference peer-reviewed research when discussing condition management
* Acknowledge when treatments are emerging or experimental
* Present balanced information including limitations and uncertainties

##### 2. Warm & Supportive

**Voice Expression:**

* \*\*"We understand this news can feel overwhelming..."\*\*
* \*\*"Many of our patients initially feel concerned about..."\*\*
* \*\*"You're not alone in experiencing these symptoms..."\*\*
* \*\*"It's completely normal to have questions about..."\*\*

**Implementation Guidelines:**

* Acknowledge patient emotions and concerns explicitly
* Use inclusive language ("we," "together," "our community")
* Validate patient experiences without minimising symptoms
* Offer reassurance while maintaining medical accuracy

##### 3. Clear & Educational

**Voice Expression:**

* \*\*"Let's break this down into simple steps..."\*\*
* \*\*"Here's what this means for your daily life..."\*\*
* \*\*"To put this in perspective..."\*\*
* \*\*"The most important thing to remember is..."\*\*

**Implementation Guidelines:**

* Explain medical concepts using familiar analogies
* Break complex information into digestible sections
* Summarise key points at content conclusions
* Use progressive disclosure for detailed medical information

##### 4. Respectful & Professional

**Voice Expression:**

* \*\*"We respect your time and concerns..."\*\*
* \*\*"Your comfort and dignity are our priorities..."\*\*
* \*\*"We value your questions and encourage open communication..."\*\*
* \*\*"Professional confidentiality and privacy are fundamental to our care..."\*\*

**Implementation Guidelines:**

* Address patients with appropriate formal courtesy
* Maintain professional boundaries while expressing empathy
* Respect cultural and personal health perspectives
* Uphold patient autonomy in healthcare decision-making

### Voice Personality Dimensions

#### Expertise Level: High Authority

* \*\*Medical knowledge demonstration\*\* through accurate, current information
* \*\*Clinical experience integration\*\* with real-world patient care insights
* \*\*Professional credential communication\*\* without intimidation
* \*\*Continuous learning emphasis\*\* staying current with medical advances

#### Warmth Level: High Empathy

* \*\*Emotional intelligence application\*\* in patient communication
* \*\*Compassionate language use\*\* acknowledging healthcare anxiety
* \*\*Personal connection building\*\* while maintaining professional boundaries
* \*\*Cultural sensitivity demonstration\*\* across diverse patient populations

#### Formality Level: Professional-Approachable

* \*\*Medical terminology precision\*\* with patient-friendly explanations
* \*\*Professional courtesy maintenance\*\* without coldness or distance
* \*\*Accessible language preference\*\* over technical jargon
* \*\*Respectful tone consistency\*\* across all communication channels

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## Primary Audience Personas

### Persona 1: Sarah Chen - Urban Professional with Digestive Concerns

**Demographics:**

* \*\*Age:\*\* 34 years old
* \*\*Location:\*\* Sydney CBD area
* \*\*Occupation:\*\* Marketing Manager
* \*\*Education:\*\* University graduate
* \*\*Income:\*\* $75,000-$95,000 AUD annually

**Healthcare Behaviour:**

* \*\*Research-intensive approach\*\* to health decisions
* \*\*Digital-first information seeking\*\* with mobile device preference
* \*\*Time-conscious patient\*\* requiring efficient healthcare experiences
* \*\*Quality-focused healthcare consumer\*\* willing to pay for expertise

**Communication Preferences:**

* \*\*Direct, factual information\*\* with evidence-based recommendations
* \*\*Professional yet personal tone\*\* respecting intelligence and time constraints
* \*\*Digital communication channels\*\* with online booking and results access
* \*\*Comprehensive preparation guides\*\* for efficient appointment utilisation

**Voice Adaptation for Sarah:**

```

"We know how important it is to get clear answers quickly. Our specialists can

provide the expert assessment you need, with comprehensive information to help

you make informed decisions about your digestive health. Book online at your

convenience, and we'll ensure your appointment is productive and thorough."

```

### Persona 2: Robert Mitchell - Regional Retiree Managing Chronic Condition

**Demographics:**

* \*\*Age:\*\* 67 years old
* \*\*Location:\*\* Dubbo, Regional NSW
* \*\*Occupation:\*\* Retired teacher
* \*\*Education:\*\* University qualified
* \*\*Income:\*\* $45,000-$55,000 AUD annually (pension plus superannuation)

**Healthcare Behaviour:**

* \*\*Relationship-focused care preferences\*\* valuing long-term provider relationships
* \*\*Thorough information processing\*\* with preference for detailed explanations
* \*\*Geographic access challenges\*\* requiring travel for specialist care
* \*\*Cost-conscious healthcare decisions\*\* with Medicare and private insurance consideration

**Communication Preferences:**

* \*\*Patient, detailed explanations\*\* with time for questions and clarification
* \*\*Telephone and in-person communication\*\* preference over digital channels
* \*\*Local healthcare context\*\* understanding regional access challenges
* \*\*Respectful, courteous tone\*\* acknowledging life experience and wisdom

**Voice Adaptation for Robert:**

```

"Managing your condition well means having the right information and support.

We understand the effort it takes to travel from regional areas, so we make

sure every visit is comprehensive. Our team coordinates with your local GP to

ensure your care continues smoothly at home, with clear instructions and

ongoing support."

```

### Persona 3: Maria Gonzales - Young Mother with Family Health Concerns

**Demographics:**

* \*\*Age:\*\* 29 years old
* \*\*Location:\*\* Parramatta, Western Sydney
* \*\*Occupation:\*\* Part-time administrative assistant
* \*\*Education:\*\* High school plus TAFE qualification
* \*\*Income:\*\* $35,000-$45,000 AUD annually (household income)

**Healthcare Behaviour:**

* \*\*Family-focused health decisions\*\* considering impact on children and spouse
* \*\*Practical information seeking\*\* with focus on daily life management
* \*\*Budget-conscious healthcare\*\* requiring cost transparency and payment options
* \*\*Community-oriented approach\*\* seeking recommendations from friends and family

**Communication Preferences:**

* \*\*Simple, practical language\*\* avoiding complex medical terminology
* \*\*Reassuring, supportive tone\*\* acknowledging family responsibility stress
* \*\*Practical guidance focus\*\* with actionable steps and clear instructions
* \*\*Cultural sensitivity\*\* respecting diverse background and health perspectives

**Voice Adaptation for Maria:**

```

"We understand how worrying health issues can be when you're caring for your

family. Our team explains everything clearly, answers all your questions, and

works with you to find treatment approaches that fit your life. We're here to

support you through every step, and we'll make sure you understand everything

before you leave."

```

### Persona 4: David Thompson - Business Executive with Complex Digestive Issues

**Demographics:**

* \*\*Age:\*\* 52 years old
* \*\*Location:\*\* North Shore, Sydney
* \*\*Occupation:\*\* Senior corporate executive
* \*\*Education:\*\* MBA, university graduate
* \*\*Income:\*\* $150,000+ AUD annually
* \*\*Health Insurance:\*\* Comprehensive private health cover

**Healthcare Behaviour:**

* \*\*Efficiency-focused healthcare\*\* seeking premium service and minimal disruption
* \*\*Decision-maker mentality\*\* wanting comprehensive options and expert recommendations
* \*\*Quality-without-compromise approach\*\* prioritising best available treatment
* \*\*Professional schedule management\*\* requiring flexible appointment times

**Communication Preferences:**

* \*\*Executive summary format\*\* with key points and recommendations upfront
* \*\*Professional peer-to-peer tone\*\* respecting business experience and intelligence
* \*\*Comprehensive options presentation\*\* with clear benefit-risk analysis
* \*\*Premium service expectation\*\* with white-glove patient experience

**Voice Adaptation for David:**

```

"As Australia's leading gastroenterology network, we provide the expertise and

comprehensive care you expect. Our specialists offer the latest treatment options

with clear recommendations based on your specific needs. We accommodate your

schedule and provide thorough, efficient care that gets you back to your important

work with confidence in your health."

```

### Persona 5: Jennifer Walsh - Rural Family Seeking Specialised Care

**Demographics:**

* \*\*Age:\*\* 41 years old
* \*\*Location:\*\* Orange, Regional NSW
* \*\*Occupation:\*\* Primary school teacher
* \*\*Education:\*\* University degree (Education)
* \*\*Income:\*\* $65,000-$75,000 AUD annually
* \*\*Family Status:\*\* Married with two teenage children

**Healthcare Behaviour:**

* \*\*Family healthcare coordinator\*\* managing medical needs for multiple family members
* \*\*Research-thorough approach\*\* given limited local specialist availability
* \*\*Travel planning required\*\* for specialist appointments and follow-up care
* \*\*Community-connected\*\* seeking recommendations from local healthcare providers

**Communication Preferences:**

* \*\*Thorough, educational content\*\* supporting informed decision-making
* \*\*Regional awareness\*\* acknowledging travel and accommodation requirements
* \*\*Family-inclusive communication\*\* considering impact on dependents
* \*\*Practical support information\*\* for accessing care across geographic distances

**Voice Adaptation for Jennifer:**

```

"We know the effort it takes to travel from regional areas for specialist care.

Our team ensures your visit is comprehensive and worthwhile, with thorough

preparation support and coordination with your local healthcare providers. We'll

give you all the information and resources you need for confident health management

at home, with ongoing support when you need it."

```

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## Tone Guidelines by Content Type

### Educational Blog Content

#### Tone Profile: Informative & Reassuring

**Primary Characteristics:**

* \*\*Educational focus\*\* with comprehensive information provision
* \*\*Reassuring tone\*\* reducing anxiety about health conditions
* \*\*Accessible language\*\* making complex medical concepts understandable
* \*\*Evidence-based authority\*\* with credible source integration

**Voice Implementation:**

```

GOOD: "IBS affects many Australians, and while symptoms can be challenging,

effective management strategies can significantly improve your quality of life.

Recent research shows that dietary modifications, combined with stress management,

help 80% of patients achieve better symptom control."

AVOID: "IBS is a chronic disorder affecting the large intestine that presents

with various symptomatology requiring comprehensive therapeutic interventions

across multiple treatment modalities."

```

#### Content Structure Approach:

* \*\*Opening reassurance\*\* acknowledging common patient concerns
* \*\*Clear information hierarchy\*\* with logical progression
* \*\*Practical application focus\*\* with actionable patient guidance
* \*\*Professional validation\*\* with medical expert review statements

### Procedure Preparation Guides

#### Tone Profile: Clear & Supportive

**Primary Characteristics:**

* \*\*Step-by-step clarity\*\* with precise instruction delivery
* \*\*Anxiety acknowledgement\*\* validating common patient concerns
* \*\*Practical support\*\* with detailed preparation assistance
* \*\*Confidence building\*\* through thorough preparation guidance

**Voice Implementation:**

```

GOOD: "Preparing for your colonoscopy may feel overwhelming, but following these

clear steps ensures the best possible results. Many patients find the preparation

process easier than expected when they understand exactly what to expect. We're

here to support you through each step."

AVOID: "Colonoscopy preparation requires strict adherence to bowel preparation

protocols. Failure to comply with preparation requirements may necessitate

procedure postponement and rescheduling."

```

#### Content Structure Approach:

* \*\*Reassuring introduction\*\* normalising procedure preparation anxiety
* \*\*Clear timeline presentation\*\* with day-by-day preparation steps
* \*\*Troubleshooting support\*\* addressing common preparation challenges
* \*\*Contact information prominence\*\* for preparation questions and concerns

### Treatment Information Content

#### Tone Profile: Balanced & Informative

**Primary Characteristics:**

* \*\*Balanced presentation\*\* of benefits and risks for informed consent
* \*\*Patient-centred focus\*\* with quality of life impact consideration
* \*\*Evidence-based information\*\* with current research integration
* \*\*Decision support\*\* without pressure or bias toward specific treatments

**Voice Implementation:**

```

GOOD: "Several treatment options are available for your condition, each with

different benefits and considerations. We'll discuss how each approach aligns

with your lifestyle, preferences, and health goals. Together, we'll determine

the best path forward for your individual situation."

AVOID: "Treatment protocol selection requires careful analysis of therapeutic

efficacy balanced against potential adverse effects and patient compliance

factors across various intervention strategies."

```

#### Content Structure Approach:

* \*\*Option overview\*\* with clear treatment category explanations
* \*\*Individual treatment details\*\* with realistic outcome expectations
* \*\*Patient consideration factors\*\* helping personalise decision-making
* \*\*Next steps clarity\*\* with consultation and follow-up planning

### Appointment & Service Information

#### Tone Profile: Professional & Accommodating

**Primary Characteristics:**

* \*\*Professional courtesy\*\* with respect for patient time and needs
* \*\*Service clarity\*\* with transparent process and expectation communication
* \*\*Accessibility focus\*\* accommodating diverse patient needs and preferences
* \*\*Efficient information delivery\*\* respecting patient time constraints

**Voice Implementation:**

```

GOOD: "We've designed our appointment process to be straightforward and

comfortable. Your time is valuable, and we're committed to providing efficient,

thorough care. Our team will ensure you have everything you need for a

productive visit."

AVOID: "Appointment scheduling requires adherence to established protocols

and administrative procedures. Patients must comply with documentation

requirements and scheduling policies."

```

#### Content Structure Approach:

* \*\*Service overview\*\* with clear process explanation
* \*\*Practical details\*\* including location, timing, and preparation requirements
* \*\*Accommodation information\*\* for accessibility needs and preferences
* \*\*Contact prominence\*\* for scheduling questions and special requirements

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## Medical Terminology Standards

### Medical Language Simplification Framework

#### Primary Terminology Translation Guidelines

##### Level 1: Always Simplify (Patient-Friendly Required)

**Complex Medical Terms → Patient-Friendly Alternatives:**

* \*\*Gastroenterology\*\* → "digestive health specialist" or "stomach and bowel specialist"
* \*\*Endoscopy\*\* → "internal examination using a thin, flexible camera"
* \*\*Inflammatory Bowel Disease (IBD)\*\* → "ongoing inflammation in the digestive system"
* \*\*Irritable Bowel Syndrome (IBS)\*\* → "sensitive stomach and bowel condition"
* \*\*Gastroesophageal Reflux Disease (GERD)\*\* → "chronic acid reflux" or "persistent heartburn"

##### Level 2: Explain Then Use (Introduction with Definition)

**Medical Terms Requiring Definition:**

* \*\*Colonoscopy:\*\* "A procedure where we examine the large bowel (colon) using a thin, flexible tube with a camera (called a colonoscope)"
* \*\*Biopsy:\*\* "Taking a tiny tissue sample for microscopic examination to help with diagnosis"
* \*\*Polyp:\*\* "A small growth on the bowel wall that we can often remove during examination"
* \*\*Inflammatory markers:\*\* "Blood test results that show if there's inflammation in your body"

##### Level 3: Professional Context Acceptable (With Patient Education)

**Terms Used in Professional Context with Explanation:**

* \*\*Histopathology:\*\* Used in professional communication, explained as "detailed tissue examination results"
* \*\*Pharmacokinetics:\*\* Professional term, explained as "how your body processes medication"
* \*\*Therapeutic intervention:\*\* Professional usage, simplified as "treatment approach"

### Condition-Specific Terminology Guidelines

#### Inflammatory Bowel Disease (IBD) Communication

**Patient-Friendly Explanations:**

```

GOOD: "IBD is a condition where parts of your digestive system become inflamed

and irritated. The two main types are Crohn's disease and ulcerative colitis.

While they're both types of IBD, they affect different parts of the digestive

system and may require different treatment approaches."

AVOID: "IBD encompasses chronic inflammatory disorders of the gastrointestinal

tract, primarily manifesting as Crohn's disease and ulcerative colitis, with

distinct pathophysiology and therapeutic management protocols."

```

#### Irritable Bowel Syndrome (IBS) Communication

**Patient-Friendly Explanations:**

```

GOOD: "IBS is a common condition where your digestive system becomes sensitive,

causing symptoms like stomach pain, bloating, and changes in bowel movements.

While symptoms can be uncomfortable, IBS doesn't cause permanent damage to

your digestive system."

AVOID: "IBS presents as a functional gastrointestinal disorder characterised

by abdominal pain associated with altered bowel habits in the absence of

structural abnormalities."

```

### Anatomical Reference Guidelines

#### Digestive System Terminology

**Patient-Friendly Anatomical References:**

* \*\*Gastrointestinal tract\*\* → "digestive system" or "stomach and bowel system"
* \*\*Duodenum\*\* → "first part of the small bowel"
* \*\*Cecum\*\* → "beginning of the large bowel"
* \*\*Sigmoid colon\*\* → "lower left part of the large bowel"
* \*\*Rectum\*\* → "final section of the large bowel"

#### Procedure Location Explanations

**Clear Anatomical Context:**

```

GOOD: "During the colonoscopy, we'll examine your large bowel (colon), starting

from the rectum (the final section) and moving through the entire length to

where it connects with the small bowel."

AVOID: "Colonoscopic examination involves retrograde visualization of the colon

from the rectosigmoid junction through the cecum to the ileocecal valve."

```

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## Cultural Sensitivity & Inclusivity Framework

### Multicultural Communication Standards

#### Cultural Awareness Integration

**Primary Cultural Considerations:**

* \*\*Religious dietary restrictions\*\* acknowledgement in treatment planning
* \*\*Family decision-making patterns\*\* respecting collective healthcare approaches
* \*\*Language accessibility\*\* providing interpretation services when needed
* \*\*Cultural health beliefs\*\* integration with evidence-based medicine

#### Inclusive Language Standards

**Gender-Inclusive Communication:**

* \*\*"People with [condition]"\*\* rather than "patients suffering from [condition]"
* \*\*"Individuals experiencing symptoms"\*\* rather than gender-specific assumptions
* \*\*"Partner" or "family member"\*\* rather than assuming traditional family structures
* \*\*"Healthcare decisions that work for you"\*\* respecting individual autonomy

#### Cultural Dietary Considerations

**Religion & Culture-Sensitive Nutrition Guidance:**

```

GOOD: "Dietary recommendations can be adapted to work with your cultural food

preferences and religious requirements. Our dietitian will work with you to

create a plan that respects your traditions while supporting your digestive

health."

AVOID: "Standard dietary protocols must be followed for optimal treatment

outcomes regardless of personal preferences or cultural practices."

```

### Accessibility & Inclusivity Standards

#### Language Accessibility Guidelines

**Clear Communication Principles:**

* \*\*Plain English preference\*\* with complex concept simplification
* \*\*Short sentence structure\*\* improving comprehension across education levels
* \*\*Active voice usage\*\* for direct, clear instruction delivery
* \*\*Visual aid integration\*\* supporting different learning preferences

#### Socioeconomic Sensitivity

**Economic Accessibility Communication:**

```

GOOD: "We understand healthcare costs can be a concern. Our team will explain

your Medicare benefits and any out-of-pocket expenses upfront. We also offer

payment plans to help manage treatment costs."

AVOID: "Payment is required at time of service according to standard fee

schedules regardless of individual financial circumstances."

```

#### Age-Appropriate Communication

**Generational Communication Adaptation:**

* \*\*Younger patients:\*\* Digital-first information delivery with mobile optimisation
* \*\*Middle-aged patients:\*\* Comprehensive information with practical application focus
* \*\*Older patients:\*\* Patient explanation with time for questions and clarification
* \*\*Family caregivers:\*\* Inclusive communication involving support persons appropriately

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## Australian English Compliance Standards

### Mandatory Australian Spelling & Terminology

#### Required Australian Spellings

**Medical & Healthcare Terms:**

* \*\*"Specialise"\*\* not "specialize"
* \*\*"Optimise"\*\* not "optimize"
* \*\*"Analyse"\*\* not "analyze"
* \*\*"Recognised"\*\* not "recognized"
* \*\*"Organised"\*\* not "organized"
* \*\*"Favour"\*\* not "favor"
* \*\*"Colour"\*\* not "color"
* \*\*"Centre"\*\* not "center"

#### Australian Healthcare Terminology

**Healthcare System References:**

* \*\*"GP" (General Practitioner)\*\* not "family doctor" or "primary care physician"
* \*\*"Specialist referral"\*\* not "specialist consultation request"
* \*\*"Medicare benefits"\*\* not "insurance coverage"
* \*\*"Private health insurance"\*\* not "private healthcare plan"
* \*\*"Pathology results"\*\* not "lab results"
* \*\*"Day surgery"\*\* not "outpatient procedure"

#### Australian Geographic & Cultural References

**Location & Cultural Context:**

* \*\*"NSW" or "New South Wales"\*\* with appropriate geographic context
* \*\*"Australian health guidelines"\*\* referencing local standards
* \*\*"AHPRA" (Australian Health Practitioner Regulation Agency)\*\* compliance
* \*\*"TGA" (Therapeutic Goods Administration)\*\* for medication references

### Currency & Measurement Standards

#### Financial References

**Australian Dollar Integration:**

* \*\*"AUD $XXX"\*\* or \*\*"$XXX AUD"\*\* for pricing information
* \*\*"Medicare schedule fees"\*\* for healthcare cost references
* \*\*"Private health insurance gap payments"\*\* for out-of-pocket costs
* \*\*"Payment plan options available"\*\* for financial accessibility

#### Measurement System Usage

**Metric System Standard:**

* \*\*Kilometres\*\* for distance references
* \*\*Metres and centimetres\*\* for anatomical measurements
* \*\*Kilograms\*\* for weight references
* \*\*Celsius\*\* for temperature measurements
* \*\*Millilitres\*\* for medication dosages

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## Content Structure & Formatting Guidelines

### Heading Hierarchy Standards

#### Content Organisation Framework

**H1: Primary Page Topic**

```

# Complete Guide to Colonoscopy Preparation in Australia

```

**H2: Major Content Sections**

```

## What is Colonoscopy and Why is it Important?

## Step-by-Step Preparation Process

## Recovery and After-Care Instructions

```

**H3: Subsection Detail**

```

### Dietary Modifications (2 Days Before Procedure)

### Bowel Preparation Medication Instructions

### Day of Procedure Timeline

```

#### Patient-Friendly Formatting

**Scannable Content Design:**

* \*\*Bold text highlighting\*\* for key patient action items
* \*\*Bullet point lists\*\* for easy information processing
* \*\*Numbered sequences\*\* for step-by-step instructions
* \*\*Call-out boxes\*\* for important warnings or reminders

### Information Hierarchy Standards

#### Patient Information Prioritisation

**Content Order Framework:**

1. \*\*Most Important Information First\*\* - Key patient action items and safety information

2. \*\*Practical Application\*\* - How information applies to patient's daily life

3. \*\*Background Context\*\* - Medical explanation and rationale

4. \*\*Additional Resources\*\* - Further reading and support information

**Example Implementation:**

```

## Colonoscopy Preparation: What You Need to Know

### Key Points (Most Important)

* Start preparation 3 days before your procedure
* Arrange transport home (you cannot drive after sedation)
* Contact us immediately if you have preparation questions

### Preparation Steps (Practical Application)

[Detailed step-by-step instructions]

### Why Preparation Matters (Background Context)

[Medical explanation of preparation importance]

### Additional Support (Resources)

[Contact information and additional resources]

```

### Visual Content Integration Guidelines

#### Image Description Standards

**Accessibility-First Visual Content:**

* \*\*Detailed alt-text descriptions\*\* for all medical images and diagrams
* \*\*Text-based explanations\*\* accompanying visual content
* \*\*High contrast design\*\* for visibility accessibility
* \*\*Mobile-responsive formatting\*\* for smartphone accessibility

#### Infographic Content Standards

**Medical Information Visual Presentation:**

* \*\*Clear, simple graphics\*\* avoiding overly complex medical illustrations
* \*\*Patient-friendly colour schemes\*\* with professional medical appearance
* \*\*Text legibility prioritisation\*\* over decorative design elements
* \*\*Cultural sensitivity\*\* in visual representation choices

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## Patient Communication Protocols

### Initial Contact Communication

#### Phone Inquiry Standards

**Professional Phone Greeting:**

```

"Good [morning/afternoon], Centre for Gastrointestinal Health, this is [name].

How can I help you today?"

```

**Information Gathering Approach:**

* \*\*Patient concern acknowledgement\*\* before administrative details
* \*\*Clear information provision\*\* about services and appointment availability
* \*\*Respectful question asking\*\* for necessary booking information
* \*\*Next steps confirmation\*\* with clear follow-up expectations

#### Email Communication Standards

**Professional Email Structure:**

```

Subject: Your [Appointment/Inquiry] - Centre for Gastrointestinal Health

Dear [Patient Name],

Thank you for contacting Centre for Gastrointestinal Health. [Specific response

to patient inquiry/concern]

[Relevant information and next steps]

If you have any questions, please don't hesitate to contact our team on

[phone number] or reply to this email.

Kind regards,

[Name]

[Title]

Centre for Gastrointestinal Health

```

### Appointment Communication Protocols

#### Confirmation Communication

**Appointment Confirmation Content:**

* \*\*Clear appointment details\*\* (date, time, location, specialist name)
* \*\*Preparation instructions\*\* specific to appointment type
* \*\*What to bring\*\* documentation and preparation checklist
* \*\*Contact information\*\* for questions or rescheduling needs

**Professional Confirmation Tone:**

```

"We're looking forward to seeing you for your appointment with Dr [Name] on

[date] at [time]. We've sent preparation instructions to help you get ready.

Please call us if you have any questions – we're here to help."

```

#### Reminder Communication

**Pre-Appointment Reminders:**

* \*\*24-48 hour advance notice\*\* allowing preparation completion
* \*\*Key preparation reminders\*\* highlighting critical requirements
* \*\*Contact accessibility\*\* for last-minute questions or concerns
* \*\*Rescheduling options\*\* if preparation cannot be completed

### Results Communication Standards

#### Test Results Delivery

**Professional Results Communication:**

```

"Dr [Name] has reviewed your test results and would like to discuss them with

you. The results show [brief, patient-appropriate summary]. We'd like to

schedule a follow-up appointment to explain everything in detail and discuss

your treatment options."

```

**Results Communication Principles:**

* \*\*Professional delivery\*\* by qualified healthcare personnel
* \*\*Patient-appropriate language\*\* avoiding alarming medical terminology
* \*\*Follow-up scheduling\*\* for detailed discussion and questions
* \*\*Support availability\*\* for patient concerns and anxiety

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## Regional NSW Content Adaptation

### Geographic Awareness Integration

#### Regional Patient Acknowledgement

**Travel & Access Recognition:**

```

"We understand that travelling from [region] for specialist care requires

planning and commitment. Our team ensures your visit is comprehensive and

worthwhile, with thorough preparation support and coordination with your

local healthcare providers."

```

#### Local Healthcare Coordination

**GP Relationship Integration:**

```

"We work closely with your referring GP to ensure continuity of care. All

findings and recommendations will be shared with your local doctor, so your

ongoing health management continues seamlessly at home."

```

### Rural Healthcare Context

#### Community Health Awareness

**Regional Health Challenges Recognition:**

* \*\*Limited specialist availability\*\* acknowledgement in content
* \*\*Extended travel requirements\*\* practical support and understanding
* \*\*Local healthcare provider coordination\*\* emphasis throughout content
* \*\*Community health resource\*\* integration and referral

#### Practical Regional Support

**Travel & Accommodation Guidance:**

```

"For patients travelling from regional areas, we recommend [specific

accommodation suggestions near clinic]. Our team can provide travel planning

assistance and coordinate extended appointments to make your visit efficient."

```

### Telehealth Integration

#### Remote Consultation Promotion

**Digital Healthcare Access:**

```

"Following your initial consultation, many follow-up appointments can be

conducted via telehealth, reducing travel requirements while maintaining

quality specialist care. Our telehealth platform is easy to use and provides

secure, professional consultation from your home."

```

#### Technology Support

**Digital Accessibility Assistance:**

* \*\*Simple technology instructions\*\* for telehealth platform usage
* \*\*Technical support availability\*\* for remote consultation setup
* \*\*Alternative communication options\*\* for patients preferring phone consultations
* \*\*Digital literacy support\*\* ensuring equitable healthcare access

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## Digital Channel Voice Adaptation

### Website Content Voice

#### Homepage Communication

**Authoritative & Welcoming Tone:**

```

"As Australia's leading gastroenterology network, we're committed to providing

exceptional digestive health care across Sydney and Regional NSW. Our team of

specialists combines advanced medical expertise with genuine care for every

patient's individual needs."

```

#### Service Page Communication

**Professional & Informative Tone:**

```

"Our [service name] provides comprehensive assessment and treatment for

[condition]. Using the latest techniques and technology, our specialists

deliver effective, patient-centred care designed to improve your digestive

health and quality of life."

```

### Social Media Voice Adaptation

#### Facebook Communication

**Community-Focused & Educational Tone:**

```

"Digestive Health Tip: Many Australians experience occasional digestive

discomfort. While mild symptoms are often normal, persistent issues lasting

more than two weeks deserve professional attention. Trust your instincts –

your health matters. #DigestiveHealth #NSW #HealthyLiving"

```

#### LinkedIn Professional Communication

**Expertise & Industry Leadership Tone:**

```

"Recent advances in gastroenterology are improving patient outcomes across

Australia. Our network remains committed to bringing the latest evidence-based

treatments to patients throughout NSW, ensuring equitable access to quality

digestive healthcare."

```

### Email Newsletter Voice

#### Patient Education Newsletter

**Helpful & Engaging Tone:**

```

"This month's digestive health focus: Understanding IBS management strategies

that really work. Our specialists share practical insights to help you take

control of your symptoms and improve your daily comfort."

```

#### Appointment-Related Email

**Professional & Supportive Tone:**

```

"We're here to support you through your upcoming appointment. This email

contains everything you need to prepare, along with our contact information

for any questions. We look forward to providing you with excellent care."

```

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## AHPRA Compliance Voice Guidelines

### Medical Advertising Compliance

#### Evidence-Based Claims Only

**Compliant Treatment Outcome Communication:**

```

COMPLIANT: "Clinical studies demonstrate that [treatment] provides symptom

improvement for many patients with [condition]. Individual outcomes vary,

and our specialists will discuss realistic expectations based on your

specific situation."

NON-COMPLIANT: "Our revolutionary treatment cures [condition] with 100%

success rates and guaranteed results for all patients."

```

#### Professional Qualification Presentation

**Appropriate Credential Communication:**

```

COMPLIANT: "Dr [Name] is a qualified gastroenterologist with specialist

training in [area] and extensive experience treating [conditions]. She is

registered with AHPRA and maintains ongoing professional development."

NON-COMPLIANT: "Dr [Name] is the best gastroenterologist in Australia with

superior skills that guarantee better outcomes than other specialists."

```

### Patient Privacy Protection

#### Confidentiality-Compliant Communication

**Privacy-Protective Patient References:**

```

COMPLIANT: "Many of our patients with similar conditions have experienced

significant improvement through [treatment approach]. While individual results

vary, evidence-based treatment provides hope for better digestive health."

NON-COMPLIANT: "Mrs Smith from Parramatta had severe IBS but our treatment

completely cured her symptoms within two weeks."

```

#### Testimonial Guidelines

**AHPRA-Compliant Patient Feedback:**

* \*\*Anonymous patient feedback\*\* without identifying information
* \*\*Balanced outcome representation\*\* acknowledging individual variation
* \*\*Professional review verification\*\* ensuring accuracy and appropriateness
* \*\*Evidence-based context\*\* supporting patient experience claims

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## Content Review & Quality Assurance

### Medical Content Review Process

#### Clinical Accuracy Verification

**Medical Professional Review Standards:**

* \*\*Qualified medical reviewer\*\* for all clinical content
* \*\*Current evidence verification\*\* ensuring up-to-date medical information
* \*\*AHPRA compliance checking\*\* for advertising and professional standards
* \*\*Patient safety prioritisation\*\* in all content recommendations

#### Content Quality Checklist

**Pre-Publication Review Requirements:**

✅ \*\*Medical accuracy verified\*\* by qualified healthcare professional

✅ \*\*Australian English compliance\*\* including spelling and terminology

✅ \*\*Cultural sensitivity reviewed\*\* for inclusive language and accessibility

✅ \*\*AHPRA compliance confirmed\*\* for professional standards adherence

✅ \*\*Patient-friendly language verified\*\* with terminology simplification

✅ \*\*Source citations included\*\* for evidence-based claims

✅ \*\*Contact information accuracy\*\* confirmed for patient accessibility

### Brand Voice Consistency Monitoring

#### Voice Compliance Assessment

**Monthly Content Audit Framework:**

* \*\*Brand voice attribute alignment\*\* with established personality characteristics
* \*\*Tone consistency evaluation\*\* across different content types and channels
* \*\*Terminology standard adherence\*\* with medical language guidelines
* \*\*Cultural sensitivity maintenance\*\* ensuring inclusive communication

#### Performance Measurement

**Voice Effectiveness Metrics:**

* \*\*Patient feedback integration\*\* on content helpfulness and clarity
* \*\*Healthcare professional input\*\* on medical accuracy and appropriateness
* \*\*Accessibility testing\*\* for diverse patient population comprehension
* \*\*AHPRA compliance verification\*\* through professional standards review

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## Implementation Framework

### Staff Training & Development

#### Brand Voice Training Programme

**Comprehensive Team Education:**

1. \*\*Brand voice foundation training\*\* for all patient-facing staff

2. \*\*Medical terminology translation\*\* skills development

3. \*\*Cultural sensitivity workshops\*\* for diverse patient communication

4. \*\*AHPRA compliance education\*\* ensuring professional standards adherence

#### Ongoing Professional Development

**Continuous Improvement Framework:**

* \*\*Quarterly training updates\*\* incorporating feedback and best practices
* \*\*Patient communication skills\*\* development with practical scenarios
* \*\*Medical accuracy maintenance\*\* through continuing education
* \*\*Technology integration\*\* training for digital communication platforms

### Content Creation Workflow

#### Content Development Process

**Quality Assurance Integration:**

1. \*\*Content planning\*\* with patient journey and persona alignment

2. \*\*Initial content creation\*\* following brand voice guidelines

3. \*\*Medical professional review\*\* for clinical accuracy and AHPRA compliance

4. \*\*Brand voice compliance check\*\* ensuring consistency with established standards

5. \*\*Patient accessibility review\*\* confirming understandable language

6. \*\*Final approval and publication\*\* with ongoing performance monitoring

#### Content Performance Monitoring

**Effectiveness Measurement:**

* \*\*Patient engagement metrics\*\* tracking content interaction and helpfulness
* \*\*Medical accuracy feedback\*\* from healthcare professionals
* \*\*Brand voice consistency\*\* evaluation through regular content audits
* \*\*Patient satisfaction surveys\*\* measuring communication effectiveness

### Technology Integration

#### Digital Platform Voice Consistency

**Multi-Channel Brand Voice Maintenance:**

* \*\*Website content management\*\* with brand voice template integration
* \*\*Email communication templates\*\* ensuring consistent professional tone
* \*\*Social media voice guidelines\*\* adapted for platform-specific communication
* \*\*Patient portal messaging\*\* maintaining professional, supportive tone

#### AI & Automation Voice Training

**Technology-Assisted Communication:**

* \*\*Chatbot voice programming\*\* reflecting brand personality and medical accuracy
* \*\*Automated email systems\*\* maintaining professional, empathetic tone
* \*\*Patient reminder systems\*\* integrating supportive, clear communication
* \*\*Response template development\*\* ensuring consistent voice across all digital touchpoints

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\*\*Audience Style Guide Status:\*\* Comprehensive Brand Voice & Communication Standards Complete

\*\*Next Priority:\*\* Sydney Competitor Analysis Correction & Pillar Page Strategy Development

\*\*Implementation Focus:\*\* Staff training integration & content creation workflow establishment

**Review Schedule:\*\* Quarterly brand voice assessment with annual comprehensive update**