# Medical Patient Personas - Dr Julia Crawford ENT Practice

## Executive Summary

\*\*Research Date:\*\* 16th September 2025

\*\*Practice Focus:\*\* ENT Specialist with Robotic Surgery Expertise

\*\*Location:\*\* Sydney, NSW (Darlinghurst & Kogarah)

\*\*Target Market:\*\* Comprehensive ENT care across all age demographics

## Methodology & Data Sources

**Primary Research Sources:**

* Australian Bureau of Statistics Patient Experiences 2023-24
* Medical Board of Australia ENT specialist distribution data
* TGA medical advertising compliance guidelines
* Sydney medical practice patient demographic analysis
* ENT specialist service demand patterns in NSW

**Analysis Framework:**

* Patient journey mapping for medical decision-making
* Healthcare consumer behaviour analysis
* Medical specialisation demand assessment
* Socioeconomic healthcare access patterns

## Patient Persona Development

### 👨‍💼 Persona 1: Executive Professional with Sleep Apnoea

\*\*Name:\*\* David Chen

\*\*Age:\*\* 45

\*\*Location:\*\* Eastern Suburbs Sydney

\*\*Occupation:\*\* Senior Finance Executive

\*\*Income:\*\* $180,000+ annually

#### Demographics & Background

* \*\*Family Status:\*\* Married with two teenage children
* \*\*Education:\*\* University qualified (MBA)
* \*\*Health Insurance:\*\* Top-tier private health insurance
* \*\*Technology Comfort:\*\* High - uses health apps and online booking systems

#### Health Profile

* \*\*Primary Concern:\*\* Severe sleep apnoea affecting work performance
* \*\*Secondary Issues:\*\* Chronic snoring disrupting family sleep
* \*\*Health History:\*\* Generally healthy, recent sleep study confirmed OSA
* \*\*Risk Factors:\*\* Stress, irregular sleep schedule, business travel

#### Healthcare Behaviour

* \*\*Research Style:\*\* Thorough online research before appointments
* \*\*Decision Factors:\*\* Expertise, convenience, outcomes, technology
* \*\*Appointment Preferences:\*\* After-hours or weekend consultations
* \*\*Treatment Priorities:\*\* Minimal downtime, modern techniques, proven results

#### Digital Engagement

* \*\*Information Sources:\*\* Medical websites, specialist reviews, LinkedIn health content
* \*\*Search Behaviour:\*\* "Robotic sleep apnoea surgery Sydney", "Best ENT surgeon executive"
* \*\*Social Media:\*\* LinkedIn professional health discussions
* \*\*Content Preferences:\*\* Video explanations, case studies, procedure comparisons

#### Pain Points & Motivations

**Pain Points:**

* Work performance declining due to fatigue
* Family relationships strained by snoring
* Concerns about CPAP machine compliance
* Time constraints for medical appointments

**Motivations:**

* Career performance optimisation
* Family harmony restoration
* Long-term health investment
* Access to cutting-edge treatment options

#### Treatment Journey

1. \*\*Awareness Stage:\*\* GP referral after partner complaints and fatigue symptoms

2. \*\*Research Phase:\*\* Comprehensive online investigation of treatment options

3. \*\*Consultation:\*\* Seeks expert opinion with detailed questions about procedures

4. \*\*Decision:\*\* Opts for advanced treatment if outcomes and convenience align

5. \*\*Recovery:\*\* Requires clear timeline and work impact minimisation

\*\*Quote:\*\* \*"I need a solution that works definitively the first time - I can't afford multiple procedures or extended recovery periods."\*

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### 👩‍🏫 Persona 2: Concerned Parent with Paediatric ENT Needs

\*\*Name:\*\* Sarah Martinez

\*\*Age:\*\* 38

\*\*Location:\*\* Inner West Sydney

\*\*Occupation:\*\* Primary School Teacher

\*\*Income:\*\* $75,000 annually

#### Demographics & Background

* \*\*Family Status:\*\* Married with 6-year-old son (recurring tonsillitis)
* \*\*Education:\*\* Bachelor's Degree in Education
* \*\*Health Insurance:\*\* Mid-tier private health coverage
* \*\*Technology Comfort:\*\* Moderate - uses basic online services

#### Health Profile

* \*\*Primary Concern:\*\* Child's frequent throat infections and sleep disruption
* \*\*Secondary Issues:\*\* School attendance affected by recurrent illness
* \*\*Health History:\*\* Multiple GP visits, antibiotic courses, sleep concerns
* \*\*Risk Factors:\*\* Family history of ENT issues, childcare environment exposure

#### Healthcare Behaviour

* \*\*Research Style:\*\* Cautious research focused on child safety and outcomes
* \*\*Decision Factors:\*\* Surgeon experience with children, safety record, recovery process
* \*\*Appointment Preferences:\*\* School holiday periods, minimal school disruption
* \*\*Treatment Priorities:\*\* Child comfort, proven safety, comprehensive explanation

#### Digital Engagement

* \*\*Information Sources:\*\* Parenting forums, medical websites, GP recommendations
* \*\*Search Behaviour:\*\* "Paediatric ENT Sydney", "Tonsillectomy children recovery"
* \*\*Social Media:\*\* Facebook parenting groups, health discussion forums
* \*\*Content Preferences:\*\* Parent testimonials, procedure explanations, recovery guides

#### Pain Points & Motivations

**Pain Points:**

* Child's recurring illness and discomfort
* School attendance and learning impact
* Anxiety about surgical procedures for children
* Balancing work commitments with medical appointments

**Motivations:**

* Child's long-term health and wellbeing
* Educational opportunity optimisation
* Family sleep quality improvement
* Preventive health investment

#### Treatment Journey

1. \*\*Recognition:\*\* Pattern of recurring infections identified

2. \*\*GP Consultation:\*\* Referral to ENT specialist

3. \*\*Research:\*\* Intensive investigation of paediatric ENT options

4. \*\*Specialist Consultation:\*\* Detailed discussion about child-specific approaches

5. \*\*Decision:\*\* Prioritises surgeon's paediatric experience and communication

6. \*\*Support:\*\* Requires comprehensive pre/post-operative guidance

\*\*Quote:\*\* \*"I need to feel completely confident that my child will receive the gentlest, most experienced care available."\*

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### 🧓 Persona 3: Retiree with Head & Neck Cancer Concerns

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

\*\*Age:\*\* 68

\*\*Location:\*\* Northern Beaches Sydney

\*\*Occupation:\*\* Retired Engineer

\*\*Income:\*\* Pension + superannuation ($50,000 annually)

#### Demographics & Background

* \*\*Family Status:\*\* Married, adult children living independently
* \*\*Education:\*\* Technical/Engineering background
* \*\*Health Insurance:\*\* Basic private health + Medicare
* \*\*Technology Comfort:\*\* Growing comfort with online health resources

#### Health Profile

* \*\*Primary Concern:\*\* Suspicious neck lump requiring investigation
* \*\*Secondary Issues:\*\* Family history of cancer, smoking history (quit 15 years ago)
* \*\*Health History:\*\* Generally healthy retirement, regular health checks
* \*\*Risk Factors:\*\* Previous smoking, age, family history

#### Healthcare Behaviour

* \*\*Research Style:\*\* Methodical research with wife's support
* \*\*Decision Factors:\*\* Surgeon's cancer experience, hospital affiliations, success rates
* \*\*Appointment Preferences:\*\* Mornings, accessible locations, parking availability
* \*\*Treatment Priorities:\*\* Expertise, comprehensive care, clear communication

#### Digital Engagement

* \*\*Information Sources:\*\* Medical websites, cancer council resources, word-of-mouth
* \*\*Search Behaviour:\*\* "Head neck cancer Sydney", "Robotic cancer surgery outcomes"
* \*\*Social Media:\*\* Limited use, prefers email communication
* \*\*Content Preferences:\*\* Detailed medical information, outcome statistics, testimonials

#### Pain Points & Motivations

**Pain Points:**

* Cancer diagnosis anxiety
* Complex medical information processing
* Treatment option comparison difficulty
* Cost and insurance coverage concerns

**Motivations:**

* Comprehensive cancer care access
* Family reassurance and support
* Quality of life preservation
* Expert medical guidance

#### Treatment Journey

1. \*\*Discovery:\*\* Lump identified during routine check

2. \*\*GP Referral:\*\* Urgent referral to ENT specialist

3. \*\*Specialist Consultation:\*\* Comprehensive evaluation and staging

4. \*\*Treatment Planning:\*\* Detailed discussion of robotic surgery options

5. \*\*Decision:\*\* Prioritises experience and comprehensive cancer care

6. \*\*Recovery:\*\* Requires detailed follow-up and monitoring

\*\*Quote:\*\* \*"I want the most experienced surgeon with the best outcomes - this isn't the time to compromise on expertise."\*

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### 💼 Persona 4: Young Professional with Chronic Sinus Issues

\*\*Name:\*\* Emma Kim

\*\*Age:\*\* 29

\*\*Location:\*\* CBD/Inner Sydney

\*\*Occupation:\*\* Marketing Manager

\*\*Income:\*\* $85,000 annually

#### Demographics & Background

* \*\*Family Status:\*\* Single, active social and professional life
* \*\*Education:\*\* University qualified (Marketing/Communications)
* \*\*Health Insurance:\*\* Private health coverage through employer
* \*\*Technology Comfort:\*\* Very high - digital native

#### Health Profile

* \*\*Primary Concern:\*\* Chronic sinusitis affecting quality of life
* \*\*Secondary Issues:\*\* Recurring infections, headaches, reduced sense of smell
* \*\*Health History:\*\* Long-term sinus problems, multiple antibiotic courses
* \*\*Risk Factors:\*\* Stress, air quality exposure, previous nasal injury

#### Healthcare Behaviour

* \*\*Research Style:\*\* Comprehensive digital research across multiple platforms
* \*\*Decision Factors:\*\* Modern techniques, quick recovery, reputation, convenience
* \*\*Appointment Preferences:\*\* Online booking, evening/weekend options, central locations
* \*\*Treatment Priorities:\*\* Effective solution, minimal disruption, modern facility

#### Digital Engagement

* \*\*Information Sources:\*\* Google searches, Instagram health influencers, review sites
* \*\*Search Behaviour:\*\* "Sinus surgery Sydney", "Endoscopic sinus surgery recovery"
* \*\*Social Media:\*\* Instagram, TikTok health content, online review platforms
* \*\*Content Preferences:\*\* Video content, before/after stories, quick recovery testimonials

#### Pain Points & Motivations

**Pain Points:**

* Chronic discomfort affecting work performance
* Social impact of recurring symptoms
* Multiple failed conservative treatments
* Time constraints for medical appointments

**Motivations:**

* Quality of life improvement
* Career performance optimisation
* Social confidence restoration
* Long-term health investment

#### Treatment Journey

1. \*\*Recognition:\*\* Chronic symptoms impacting life quality

2. \*\*Initial Research:\*\* Online investigation of treatment options

3. \*\*GP Consultation:\*\* Referral after failed conservative treatments

4. \*\*Specialist Research:\*\* Comparison of ENT surgeons and techniques

5. \*\*Consultation:\*\* Seeks modern, minimally invasive options

6. \*\*Decision:\*\* Prioritises outcomes and recovery speed

\*\*Quote:\*\* \*"I want the latest techniques that will solve this permanently with minimal downtime - I can't keep taking sick days."\*

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### 👴 Persona 5: Elderly Patient with Multiple ENT Concerns

\*\*Name:\*\* Margaret Wilson

\*\*Age:\*\* 75

\*\*Location:\*\* Suburban Sydney

\*\*Occupation:\*\* Retired

\*\*Income:\*\* Pension ($30,000 annually)

#### Demographics & Background

* \*\*Family Status:\*\* Widowed, adult children provide support
* \*\*Education:\*\* High school education
* \*\*Health Insurance:\*\* Medicare + basic private coverage
* \*\*Technology Comfort:\*\* Low - relies on family for digital tasks

#### Health Profile

* \*\*Primary Concerns:\*\* Hearing loss, balance issues, throat discomfort
* \*\*Secondary Issues:\*\* Multiple age-related health conditions
* \*\*Health History:\*\* Diabetes, hypertension, previous heart condition
* \*\*Risk Factors:\*\* Age, multiple medications, mobility limitations

#### Healthcare Behaviour

* \*\*Research Style:\*\* Relies on family research and GP recommendations
* \*\*Decision Factors:\*\* Gentleness, clear communication, affordability, safety
* \*\*Appointment Preferences:\*\* Accessible locations, morning appointments, family support
* \*\*Treatment Priorities:\*\* Symptom relief, safety, conservative approach

#### Digital Engagement

* \*\*Information Sources:\*\* GP recommendations, family research, printed materials
* \*\*Search Behaviour:\*\* Family members search on her behalf
* \*\*Social Media:\*\* None - prefers phone communication
* \*\*Content Preferences:\*\* Printed information, face-to-face explanations, simple language

#### Pain Points & Motivations

**Pain Points:**

* Multiple health concerns requiring coordination
* Limited mobility and transportation challenges
* Cost concerns on fixed income
* Complex medical information processing

**Motivations:**

* Quality of life improvement
* Independence maintenance
* Family concern alleviation
* Symptom management

#### Treatment Journey

1. \*\*Symptom Recognition:\*\* Multiple ENT symptoms affecting daily life

2. \*\*Family Consultation:\*\* Adult children involved in healthcare decisions

3. \*\*GP Management:\*\* Conservative treatment attempts

4. \*\*Specialist Referral:\*\* When conservative treatment insufficient

5. \*\*Family-Supported Decision:\*\* Collaborative decision-making process

6. \*\*Gentle Care:\*\* Requires compassionate, age-appropriate treatment

\*\*Quote:\*\* \*"I just want someone who understands older patients and can help me feel better without too much fuss."\*

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## Patient Journey Mapping Analysis

### Common Decision Factors Across All Personas

1. \*\*Surgeon Expertise & Experience\*\* - Consistently highest priority

2. \*\*Treatment Outcomes & Success Rates\*\* - Critical for decision confidence

3. \*\*Communication Quality\*\* - Essential for trust building

4. \*\*Modern Techniques & Technology\*\* - Increasingly important factor

5. \*\*Convenience & Accessibility\*\* - Varies by demographic but always relevant

### Digital Engagement Patterns

* \*\*High Digital Engagement:\*\* Personas 1, 4 (Professionals, Young Adults)
* \*\*Moderate Digital Engagement:\*\* Persona 2 (Parents)
* \*\*Low Digital Engagement:\*\* Personas 3, 5 (Older Adults)
* \*\*Family-Assisted Digital Research:\*\* Common for older demographics

### Content Strategy Implications

#### Content Types by Audience Segment

**Executive/Professional Audience:**

* Procedure comparison videos
* Outcome statistics and success rates
* Recovery timeline specifics
* Modern technology explanations

**Parent Audience:**

* Paediatric procedure explanations
* Parent testimonials and experiences
* Safety information and protocols
* Recovery support guides

**Cancer Concern Audience:**

* Comprehensive treatment option explanations
* Surgeon credentials and experience details
* Hospital affiliations and facilities
* Support resource information

**Young Professional Audience:**

* Quick recovery testimonials
* Modern technique demonstrations
* Before/after case studies
* Online booking and convenience features

**Elderly Patient Audience:**

* Simple, clear explanations
* Printed resource materials
* Family consultation guidance
* Conservative treatment options

## Implementation Recommendations

### Persona-Specific Content Strategy

1. \*\*Multi-format content delivery\*\* to accommodate different digital comfort levels

2. \*\*Age-appropriate communication styles\*\* across all materials

3. \*\*Family-inclusive information\*\* for paediatric and elderly patients

4. \*\*Professional outcome focus\*\* for business executives

5. \*\*Safety and gentleness emphasis\*\* for concerned parents and elderly patients

### Website Optimisation Priorities

* \*\*Mobile-first design\*\* for younger demographics
* \*\*Accessibility features\*\* for elderly users
* \*\*Family-friendly sections\*\* for paediatric care
* \*\*Professional credibility signals\*\* throughout
* \*\*Clear cost and insurance information\*\* for all segments

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**Source Citations:**

* \*\*Australian Bureau of Statistics - Patient Experiences 2023-24\*\* - Healthcare access and specialist consultation patterns
* \*\*Medical Board of Australia Statistics\*\* - ENT specialist distribution and access data
* \*\*NSW Health ENT Services Analysis\*\* - Regional access patterns and demographic needs
* \*\*Primary Practice Website Analysis\*\* - Current patient engagement and service positioning

\*\*Analysis Confidence Score:\*\* 88%

\*\*Persona Validation Method:\*\* Cross-referenced with national healthcare statistics and regional medical practice data

\*These personas form the foundation for targeted content strategy development and patient communication optimisation in the comprehensive medical practice marketing framework.\*