# Precision Upper GI Surgery - Audience Style Guide

## Brand Voice and Tone

### Core Brand Personality

**Professional, Compassionate, Reassuring, Expert**

**Brand Voice Attributes:**

* \*\*Authoritative yet Approachable\*\* - Expert knowledge delivered with warmth
* \*\*Empathetic and Understanding\*\* - Acknowledging patient concerns and anxiety
* \*\*Clear and Educational\*\* - Complex medical concepts explained simply
* \*\*Confident and Reassuring\*\* - Inspiring trust through competence and care

### Tone Variations by Context

#### Educational Content Tone

* \*\*Informative and Patient\*\* - Teaching without talking down
* \*\*Encouraging and Supportive\*\* - Building confidence in treatment decisions
* \*\*Precise but Accessible\*\* - Medically accurate yet understandable
* \*\*Culturally Sensitive\*\* - Inclusive language for diverse Sydney population

#### Procedure Information Tone

* \*\*Thorough and Transparent\*\* - Honest about procedures and expectations
* \*\*Calming and Reassuring\*\* - Reducing anxiety through clear explanation
* \*\*Step-by-step Clarity\*\* - Breaking down complex processes
* \*\*Safety-focused\*\* - Emphasising care and precision

#### Patient Communication Tone

* \*\*Warm and Personal\*\* - Individual care and attention
* \*\*Respectful and Dignified\*\* - Honouring patient autonomy and concerns
* \*\*Responsive and Available\*\* - Accessible healthcare support
* \*\*Collaborative\*\* - Partnership in healthcare decisions

## Target Audience Profiles

### Primary Persona 1: The Concerned First-Timer (40%)

**Demographics:**

* Age: 45-65
* Gender: 60% female, 40% male
* Location: Sydney Northern Beaches, North Shore
* Income: $80,000-$150,000 household
* Education: University-educated professionals

**Psychographics:**

* Recently diagnosed with upper GI condition
* High anxiety about surgical procedures
* Values thorough information and expert care
* Researches extensively before making decisions
* Seeks reassurance and clear explanations

**Communication Preferences:**

* Detailed educational content
* Step-by-step procedure explanations
* Patient testimonials and success stories
* Clear timeline and recovery expectations
* Multiple consultation touchpoints

**Content Needs:**

* "What to expect" guides
* Condition-specific educational materials
* Pre and post-operative care instructions
* FAQ sections addressing common concerns
* Comparison of treatment options

### Primary Persona 2: The Informed Researcher (25%)

**Demographics:**

* Age: 35-55
* Gender: 55% male, 45% female
* Location: Eastern Suburbs, Inner West Sydney
* Income: $100,000+ household
* Education: High school to postgraduate

**Psychographics:**

* Proactive about health management
* Compares multiple specialists and options
* Values credentials and expertise
* Appreciates efficiency and professionalism
* Seeks cutting-edge treatment approaches

**Communication Preferences:**

* Detailed surgeon credentials and experience
* Procedure outcome statistics and success rates
* Technology and technique innovations
* Professional affiliations and recognition
* Direct comparison with other specialists

**Content Needs:**

* Surgeon biography and qualifications
* Advanced surgical technique explanations
* Research publications and case studies
* Technology and equipment information
* Professional speaking and teaching activities

### Primary Persona 3: The Referred Patient (20%)

**Demographics:**

* Age: 50-70
* Gender: 50/50 split
* Location: Greater Sydney area
* Income: $60,000-$120,000 household
* Education: Varied educational backgrounds

**Psychographics:**

* Trusts referring physician's recommendation
* Less likely to extensively research alternatives
* Values convenience and accessibility
* Appreciates clear communication
* Seeks confirmation of referral decision

**Communication Preferences:**

* Referral acknowledgment and coordination
* Clear appointment scheduling and preparation
* Confirmation of insurance and billing processes
* Straightforward procedure and recovery information
* Ongoing communication with referring physician

**Content Needs:**

* Referral process and coordination information
* Insurance and billing explanations
* Appointment preparation guidelines
* Recovery timeline and support resources
* Referral network and collaboration details

### Primary Persona 4: Cultural Community Member (15%)

**Demographics:**

* Age: 40-70
* Gender: Cultural variation
* Location: Diverse Sydney suburbs
* Income: $50,000-$100,000 household
* Education: Varied with cultural emphasis on family involvement

**Psychographics:**

* May have language barriers or preferences
* Family-centered healthcare decision making
* Cultural considerations in medical care
* Values respectful and inclusive treatment
* May prefer cultural community recommendations

**Communication Preferences:**

* Multilingual resources where possible
* Family involvement in consultations
* Cultural sensitivity in treatment approaches
* Community-based referrals and recommendations
* Clear visual and illustrated materials

**Content Needs:**

* Translated key information materials
* Cultural dietary and recovery considerations
* Family involvement guidelines
* Community healthcare resources
* Culturally appropriate patient testimonials

## Communication Style Guidelines

### Language and Terminology

#### Preferred Language Style

* \*\*Clear and Conversational\*\* - Avoid unnecessary jargon
* \*\*Active Voice\*\* - Direct and engaging communication
* \*\*Patient-First Language\*\* - Person-centered rather than condition-focused
* \*\*Australian English\*\* - Local spelling and terminology
* \*\*Inclusive Pronouns\*\* - Gender-neutral when appropriate

#### Medical Terminology Guidelines

* \*\*Explain Technical Terms\*\* - Define medical language upon first use
* \*\*Use Analogies\*\* - Compare complex procedures to familiar concepts
* \*\*Provide Context\*\* - Explain why procedures are necessary
* \*\*Avoid Frightening Language\*\* - Choose reassuring over alarming terms
* \*\*Include Pronunciation\*\* - Help with difficult medical terms

#### Examples of Preferred Phrasing

Instead of: "You suffer from gastroesophageal reflux disease"

Use: "You have gastroesophageal reflux disease (GORD), a condition where stomach acid flows back into your oesophagus"

Instead of: "The procedure involves incisions"

Use: "We make small, keyhole incisions using minimally invasive techniques"

Instead of: "Complications may include..."

Use: "While uncommon, it's important you're aware of all possible outcomes..."

### Content Structure Preferences

#### Educational Content Structure

1. \*\*Clear Headlines\*\* - Descriptive and benefit-focused

2. \*\*Summary Overview\*\* - Key points upfront for scanners

3. \*\*Detailed Explanation\*\* - Comprehensive information for researchers

4. \*\*Visual Elements\*\* - Diagrams, illustrations, and infographics

5. \*\*Action Steps\*\* - Clear next steps for engagement

#### Procedure Information Structure

1. \*\*Procedure Overview\*\* - What, why, and when

2. \*\*Preparation Guidelines\*\* - Step-by-step pre-operative instructions

3. \*\*What to Expect\*\* - Detailed procedure walkthrough

4. \*\*Recovery Timeline\*\* - Realistic healing and return to activity expectations

5. \*\*Support Resources\*\* - Contact information and additional help

## Cultural Sensitivity Guidelines

### Sydney's Diverse Population Considerations

#### Language and Communication

* \*\*Plain English Priority\*\* - Clear communication for all backgrounds
* \*\*Visual Communication\*\* - Diagrams and illustrations to support text
* \*\*Key Translation\*\* - Critical information in common community languages
* \*\*Cultural Liaison\*\* - Community health worker connections where appropriate

#### Cultural Healthcare Practices

* \*\*Family Involvement\*\* - Respect for collective decision-making cultures
* \*\*Religious Considerations\*\* - Understanding of faith-based healthcare preferences
* \*\*Traditional Medicine\*\* - Respectful discussion of complementary approaches
* \*\*Gender Preferences\*\* - Sensitivity to cultural gender considerations

#### Inclusive Marketing Approaches

* \*\*Diverse Representation\*\* - Multicultural imagery and testimonials
* \*\*Community Engagement\*\* - Participation in cultural health events
* \*\*Accessible Information\*\* - Multiple format options for different literacy levels
* \*\*Respectful Messaging\*\* - Avoiding assumptions about cultural healthcare practices

## Accessibility Standards

### Content Accessibility Requirements

* \*\*Reading Level\*\* - Target Year 8-10 Australian reading level for general content
* \*\*Font and Design\*\* - High contrast, readable fonts, adequate white space
* \*\*Alternative Text\*\* - Descriptive alt text for all images and diagrams
* \*\*Video Captions\*\* - Closed captions for all educational videos
* \*\*Screen Reader Compatibility\*\* - Proper heading structure and navigation

### Communication Accessibility

* \*\*Multiple Formats\*\* - Written, audio, and visual content options
* \*\*Large Print Options\*\* - Available for older patients or visual impairments
* \*\*Interpreter Services\*\* - Professional medical interpreters for consultations
* \*\*Assistive Technology\*\* - Website compatibility with accessibility tools

## Content Quality Standards

### Medical Accuracy Requirements

* \*\*Clinical Review\*\* - All medical content reviewed by qualified medical professionals
* \*\*Current Guidelines\*\* - Alignment with current medical standards and practices
* \*\*Evidence-Based\*\* - References to peer-reviewed research and clinical evidence
* \*\*Regulatory Compliance\*\* - AHPRA and TGA guideline adherence

### Content Review Process

1. \*\*Medical Accuracy\*\* - Clinical content verification

2. \*\*Language Clarity\*\* - Plain English and accessibility review

3. \*\*Cultural Sensitivity\*\* - Inclusive language and representation check

4. \*\*Legal Compliance\*\* - Regulatory and professional standard verification

5. \*\*Brand Consistency\*\* - Voice, tone, and messaging alignment

This audience style guide ensures all communication maintains professional medical standards while being accessible, inclusive, and engaging for Precision Upper GI Surgery's diverse Sydney patient community.