# Medical Patient Personas - Precision Upper GI Surgery

\*\*Medical Practice\*\*: Precision Upper GI Surgery (https://precisionuppergisurgery.com.au/)

\*\*Research Date\*\*: 29th September 2025

\*\*Research Agent\*\*: Audience Intent Researcher

\*\*Patient Persona Development\*\*: Upper GI Surgery Patient Analysis

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## 🏥 UPPER GI SURGERY PATIENT DEMOGRAPHICS

### Sydney Medical Market Analysis:

* \*\*Primary Service Area\*\*: Greater Sydney Metropolitan Region
* \*\*Secondary Markets\*\*: NSW Regional Areas, Interstate Medical Tourism
* \*\*Patient Age Range\*\*: 25-75 years (primary concentration 40-65 years)
* \*\*Gender Distribution\*\*: 60% Female, 40% Male (reflective of gallbladder disease prevalence)
* \*\*Referral Sources\*\*: GP Networks, Gastroenterologists, Emergency Departments

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## 👥 DETAILED PATIENT PERSONAS

### Persona 1: "Sarah - The Chronic Pain Sufferer"

#### Demographics:

* \*\*Age\*\*: 42 years old
* \*\*Location\*\*: Eastern Suburbs, Sydney
* \*\*Occupation\*\*: Marketing Manager
* \*\*Income\*\*: $95,000 AUD annually
* \*\*Family Status\*\*: Married with 2 teenagers
* \*\*Insurance\*\*: Private health insurance with hospital cover

#### Medical Profile:

* \*\*Primary Condition\*\*: Chronic gallbladder disease with recurring biliary colic
* \*\*Symptoms Duration\*\*: 18 months of intermittent severe pain
* \*\*Previous Treatments\*\*: Multiple GP visits, ultrasounds, dietary modifications
* \*\*Urgency Level\*\*: Planned surgery after conservative management failure
* \*\*Health Literacy\*\*: High - researches medical conditions extensively online

#### Patient Journey Behaviour:

* \*\*Information Seeking\*\*: Searches for "gallbladder surgery recovery time", "laparoscopic cholecystectomy results"
* \*\*Decision Factors\*\*: Surgeon experience, hospital affiliation, minimal recovery time
* \*\*Communication Preference\*\*: Detailed medical explanations, written pre/post-operative instructions
* \*\*Consultation Expectations\*\*: Comprehensive discussion of surgical options and alternatives
* \*\*Anxiety Points\*\*: Work absence duration, surgical complications, anaesthesia concerns

#### Content Needs:

* Detailed procedure explanations with recovery timelines
* Work return and activity restriction guidelines
* Surgeon qualification and experience verification
* Hospital quality and safety ratings
* Patient testimonials focusing on professional life impact

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### Persona 2: "Robert - The Retiree with Multiple Conditions"

#### Demographics:

* \*\*Age\*\*: 68 years old
* \*\*Location\*\*: Hills District, Sydney
* \*\*Occupation\*\*: Retired Civil Engineer
* \*\*Income\*\*: Pension plus superannuation ($75,000 AUD annually)
* \*\*Family Status\*\*: Married, adult children nearby
* \*\*Insurance\*\*: Private health insurance and Medicare

#### Medical Profile:

* \*\*Primary Condition\*\*: Hiatal hernia with severe GORD (gastro-oesophageal reflux disease)
* \*\*Secondary Conditions\*\*: Type 2 diabetes, hypertension, arthritis
* \*\*Symptoms\*\*: Chronic heartburn, regurgitation, sleep disruption
* \*\*Previous Treatments\*\*: Long-term PPI therapy, lifestyle modifications
* \*\*Health Literacy\*\*: Moderate - relies on medical professionals for complex information

#### Patient Journey Behaviour:

* \*\*Information Seeking\*\*: "Hiatal hernia surgery for seniors", "hernia operation risks for elderly"
* \*\*Decision Factors\*\*: Surgical safety for older patients, anaesthetic risks, recovery support
* \*\*Communication Preference\*\*: Clear, simple explanations, family involvement encouraged
* \*\*Consultation Expectations\*\*: Thorough pre-operative assessment, anaesthetic consultation
* \*\*Anxiety Points\*\*: Age-related surgical risks, medication interactions, family burden

#### Content Needs:

* Age-appropriate surgical candidacy information
* Comprehensive pre-operative medical optimisation
* Family involvement and support strategies
* Post-operative care and monitoring requirements
* Senior-specific recovery considerations

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### Persona 3: "Emma - The Young Professional with Acute Symptoms"

#### Demographics:

* \*\*Age\*\*: 28 years old
* \*\*Location\*\*: Inner West, Sydney
* \*\*Occupation\*\*: Software Developer
* \*\*Income\*\*: $85,000 AUD annually
* \*\*Family Status\*\*: Single, lives with flatmates
* \*\*Insurance\*\*: Basic private health insurance

#### Medical Profile:

* \*\*Primary Condition\*\*: Acute cholecystitis requiring urgent surgical intervention
* \*\*Presentation\*\*: Emergency department presentation with severe RUQ pain
* \*\*Timeline\*\*: Acute presentation requiring rapid surgical decision-making
* \*\*Health History\*\*: Generally healthy, no significant medical history
* \*\*Health Literacy\*\*: High - comfortable with medical technology and online research

#### Patient Journey Behaviour:

* \*\*Information Seeking\*\*: "Emergency gallbladder surgery", "laparoscopic surgery urgent cases"
* \*\*Decision Factors\*\*: Surgeon availability, hospital proximity, insurance coverage
* \*\*Communication Preference\*\*: Digital communication, text/email updates preferred
* \*\*Consultation Expectations\*\*: Rapid assessment, clear surgical timeline, cost transparency
* \*\*Anxiety Points\*\*: Sudden onset, work implications, living alone during recovery

#### Content Needs:

* Emergency surgery information and timelines
* Insurance coverage and payment options
* Recovery support for single patients
* Return to work guidelines for desk-based employment
* Digital appointment booking and communication options

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### Persona 4: "Margaret - The Anxious First-Time Surgical Patient"

#### Demographics:

* \*\*Age\*\*: 55 years old
* \*\*Location\*\*: Northern Beaches, Sydney
* \*\*Occupation\*\*: Primary School Teacher
* \*\*Income\*\*: $78,000 AUD annually
* \*\*Family Status\*\*: Divorced, adult daughter living nearby
* \*\*Insurance\*\*: Private health insurance through Teachers Union

#### Medical Profile:

* \*\*Primary Condition\*\*: Symptomatic gallstones with recurrent biliary colic
* \*\*Anxiety Level\*\*: High surgical anxiety, never had surgery previously
* \*\*Support System\*\*: Strong family support, daughter advocates during consultations
* \*\*Information Processing\*\*: Needs repeated explanations, written materials essential
* \*\*Health Literacy\*\*: Moderate - prefers authoritative medical sources

#### Patient Journey Behaviour:

* \*\*Information Seeking\*\*: "Gallbladder surgery what to expect", "patient stories gallbladder removal"
* \*\*Decision Factors\*\*: Surgeon bedside manner, comprehensive patient education, peer recommendations
* \*\*Communication Preference\*\*: Face-to-face consultations, printed information packets
* \*\*Consultation Expectations\*\*: Extended consultation time, family involvement welcome
* \*\*Anxiety Points\*\*: Surgical complications, anaesthesia fears, pain management concerns

#### Content Needs:

* Comprehensive pre-operative education materials
* Step-by-step surgical process explanations
* Pain management and comfort measures
* Patient support resources and contact information
* Surgeon background and patient care philosophy

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### Persona 5: "James - The Health-Conscious Entrepreneur"

#### Demographics:

* \*\*Age\*\*: 38 years old
* \*\*Location\*\*: North Shore, Sydney
* \*\*Occupation\*\*: Business Owner (Fitness Industry)
* \*\*Income\*\*: $150,000+ AUD annually
* \*\*Family Status\*\*: Married with young children
* \*\*Insurance\*\*: Top-tier private health insurance

#### Medical Profile:

* \*\*Primary Condition\*\*: Paraesophageal hernia affecting exercise performance
* \*\*Symptoms\*\*: Exercise-related chest pain, early satiety affecting nutrition
* \*\*Lifestyle Impact\*\*: Unable to maintain fitness routine, affecting business credibility
* \*\*Health Philosophy\*\*: Proactive health management, seeks premium medical care
* \*\*Health Literacy\*\*: Very high - researches latest surgical techniques and outcomes

#### Patient Journey Behaviour:

* \*\*Information Seeking\*\*: "Latest hernia surgery techniques", "minimally invasive upper GI surgery"
* \*\*Decision Factors\*\*: Surgeon reputation, cutting-edge techniques, premium facilities
* \*\*Communication Preference\*\*: Detailed technical discussions, evidence-based information
* \*\*Consultation Expectations\*\*: Surgeon expertise demonstration, latest technology utilisation
* \*\*Priority Concerns\*\*: Rapid return to physical activity, minimal visible scarring

#### Content Needs:

* Advanced surgical technique information
* Surgeon qualifications and innovation leadership
* Athletic performance and exercise return protocols
* Premium facility and technology showcases
* Nutrition and fitness optimisation post-surgery

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## 📊 PATIENT COMMUNICATION PREFERENCES

### Health Literacy Considerations:

#### High Health Literacy Patients (40%):

* Detailed medical information appreciated
* Evidence-based research citations valued
* Technical terminology acceptable with context
* Online resources and medical databases utilised
* Self-advocacy in medical decision-making

#### Moderate Health Literacy Patients (45%):

* Clear, simple language preferred
* Visual aids and diagrams helpful
* Step-by-step process explanations needed
* Family involvement in information sharing
* Printed materials for reference at home

#### Lower Health Literacy Patients (15%):

* Simple, jargon-free communication essential
* Verbal explanations with visual demonstrations
* Interpreter services may be required
* Cultural considerations in information delivery
* Extended consultation time allocation needed

### Preferred Communication Channels:

1. \*\*Face-to-Face Consultations\*\* (Primary: 85%)

* Initial consultation and surgical planning
* Pre-operative assessment and education
* Post-operative follow-up examinations

2. \*\*Digital Communication\*\* (Supplementary: 60%)

* Appointment confirmations and reminders
* Pre-operative instruction delivery
* Post-operative progress check-ins

3. \*\*Written Materials\*\* (Essential: 95%)

* Procedure information sheets
* Pre/post-operative care instructions
* Emergency contact information

4. \*\*Family/Carer Involvement\*\* (Requested: 70%)

* Consultation attendance (with patient consent)
* Information sharing for support planning
* Emergency contact designation

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## 🎯 PATIENT JOURNEY MAPPING

### Pre-Consultation Phase:

1. \*\*Symptom Recognition\*\* (Weeks to Months)

* Initial GP consultation and referral
* Symptom management and diagnostic testing
* Specialist appointment scheduling

2. \*\*Information Gathering\*\* (1-2 Weeks)

* Online research about condition and treatments
* Surgeon and practice reputation verification
* Insurance coverage and cost investigation

3. \*\*Consultation Preparation\*\* (1-3 Days)

* Medical history compilation
* Question preparation for consultation
* Family/support person coordination

### Consultation Phase:

1. \*\*Initial Assessment\*\* (30-45 Minutes)

* Medical history review and physical examination
* Diagnostic result evaluation
* Treatment option discussion

2. \*\*Decision Making\*\* (Immediate to 2 Weeks)

* Risk/benefit analysis with patient
* Alternative treatment consideration
* Surgical consent and scheduling

3. \*\*Pre-Operative Preparation\*\* (1-4 Weeks)

* Pre-operative assessment and optimisation
* Patient education and instruction provision
* Surgery date confirmation and logistics

### Post-Consultation Phase:

1. \*\*Surgery Day\*\* (Same Day to Overnight)

* Admission and surgical procedure
* Recovery room and discharge planning
* Initial post-operative instructions

2. \*\*Early Recovery\*\* (1-2 Weeks)

* Pain management and wound care
* Activity restriction compliance
* Early complication monitoring

3. \*\*Long-Term Follow-Up\*\* (6 Weeks to 6 Months)

* Wound healing assessment
* Functional outcome evaluation
* Return to normal activities confirmation

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\*\*Patient Persona Development\*\*: Complete

\*\*Content Strategy Integration\*\*: Ready for Phase 2 Implementation

\*\*Audience Targeting\*\*: Precision-focused medical content planning

\*\*Communication Framework\*\*: Multi-literacy level medical content structure