# 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Table of Contents

1. [Executive Summary](#executive-summary)
2. [Persona Development Methodology](#persona-development-methodology)
3. [Primary Persona: Health-Conscious Professional](#primary-persona-health-conscious-professional)
4. [Secondary Persona: Senior Health Manager](#secondary-persona-senior-health-manager)
5. [Tertiary Persona: Family Health Coordinator](#tertiary-persona-family-health-coordinator)
6. [Quaternary Persona: Chronic Condition Navigator](#quaternary-persona-chronic-condition-navigator)
7. [Quintenary Persona: Regional Healthcare Seeker](#quintenary-persona-regional-healthcare-seeker)
8. [Patient Journey Mapping Across Personas](#patient-journey-mapping-across-personas)
9. [Communication Strategy Framework](#communication-strategy-framework)

10. [Content Personalisation Strategy](#content-personalisation-strategy)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**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