# 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.