# 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.*