# 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

1. **Digital Communication** (Supplementary: 60%)

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

1. **Written Materials** (Essential: 95%)

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

1. **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

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

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

1. **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

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

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

1. **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

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

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

1. **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