**Megan**

**THE ADAPTIVE PATIENT**

*…has become accustomed to her long-term condition and desires to live every day to the fullest and not let this define her.*

     Megan is a cancer patient who spends so much time at the hospital that it feels like a second home. She takes her healthcare seriously and expects her care team to help with every aspect of her treatment and recovery. Megan's fight with cancer has caused her to substantially adjust her lifestyle. Because she is always in and out of the hospital, she is often fatigued and has developed up and down emotions with her condition and accompanying treatments. Megan has developed a self-reliance on how to navigate through the complexities of cancer.

     In order to gain momentum, Megan wishes for compassion from her healthcare providers and loved ones and expects immediate, accessibly access to her providers when problems arise. Megan is learning to live and cope with the disease, but she is trying her best to not let it get the best of her.

**Pete**

**THE MAINTENANCE PATIENT**

*…understands the importance of maintaining a healthy lifestyle and has trust in his providers for support for the remainder of his life.*

     Pete acknowledges the fact that as he ages, he will likely need to keep a close watch on several health issues, so maintaining his present good health is critical to him. He wants to stay on top of preventative health and relies on the support of his doctors to help him stay healthful and ahead of potential health issues. As a maintenance patient, Pete is a loyal collaborator with his healthcare providers. He is looking to maintain his good health for years to come.

     Pete wants to be in control of his overall lifestyle and feel empowered by his healthcare vigilance. However, there are times when Pete may develop feelings of anxiety, especially if he has a minor health scare or doesn’t immediately know the answer to a question regarding his health. He is constantly looking for ways to optimize his health and educate himself on various health topics. He views his doctors as the experts in medicine and healthy living, which can be challenging at times to keep up with all on his own.

**Darien**

**THE DISRUPTED PATIENT**

*…feels frustrated about this temporary condition and wants to get back to his normal state as soon as possible.*

     Darien is coping with the healing process after knee replacement surgery. Due to his injury, which led to his surgery, Darien has been forced to make some temporary adjustments to his life — some that are more intense and are taking longer than he had originally hoped. Despite the physical and emotional pain he is enduring, Darien hopes his knee heals quickly and expects to make a full recovery and get back to normal.

     Throughout this process, Darien wants to feel confident in his providers. He wants to know that his physician is an expert in their field, thus reassuring that he will be receiving the very best care in order to recover quickly. Procedures may cause anxiety, frustration, and impatience, but Darien is continuing to push forward. Ultimately, he expects to continue his day-to-day life at the same pace as he did before his injury.

**Ashley**

**THE INVINCIBLE PATIENT**

*…views healthcare as an additional expense, not a necessity, and is relatively confident in her own ability to determine appropriate diagnoses and treatments.*

    Ashley is a recent college graduate with a standard 9AM-5PM weekday schedule, although her life outside of work is spontaneous, sometimes hectic. She casually works out at the local gym a few times a week, eats healthily, and gets sick only a couple times a year; therefore, she is under the impression that she is very healthful. She has not visited a primary care physician in years because she does not feel a need to. Since moving out of state for college and remaining in the same city for her career, she claims to not have the time to search for a new doctor.

     For the most part, Ashley feels like she has a good grasp on her own health and wellbeing. If she feels sick, she quickly researches her symptoms online and buys the suggested over the counter medications at the drugstore. Ashley appreciates immediacy and convenience in almost all aspects of her life, including the ways in which she travels, plans, communicates, and performs everyday tasks.

**Susan**

**THE MANAGER CAREGIVER**

*…lives for two (or more) people and must find the time and energy to provide comfort, guidance and positivity throughout the journey.*

     Susan is a working wife, mother, and grandmother. Her daily routines have been disrupted by the need to care for her son, who was diagnosed with a long-term illness. In her role of manager caregiver, she needs to take control of the situation every day. She knows all the facets of her son’s disease, treatment plan, and follow-up care. This is a full-time role carried out for the love of her son that requires every ounce of her energy.

     Due to her demanding caregiver role, Susan often feels worn down, physically and emotionally. Along with having a sense of great responsibility and obligation, she sometimes struggles with getting past feelings of guilt when she cannot be around 24/7. Not only does she deal with her son's physical and emotional wellbeing, but she must also maintain her own. She has little time to herself and is required to remember a lot of information. She is essentially living for two people: coordinating and managing daily schedules, scheduling and attending appointments, going to work, and trying to keep things as normal as possible.

Dr. Vasquez

**THE AUTHORITY PHYSICIAN**

*…views themselves as an expert in their area of specialty that patients, colleagues and the community respect and continually reference.*

     Dr. Vasquez is a physician who prides herself in the vast medical knowledge and expertise she possesses. She works hard to keep herself informed to better serve and treat her patients. She relies on centralized information resources, which need to be current and robust. Dr. Vasquez delivers relevant information to her patients as she sees fit, but she mostly uses what she has learned from her readings and studies to assist her with diagnoses and treatments.

***(ADD MORE BASED ON THE ORIGINAL PERSONA…)***