

Patient Personas: The Advantages of Understanding Your Audience

A summary of the characteristics, needs, motivations and environment of your key patient.

Creating Your Patient Persona(s)

To get in front of the **right** patient, at the **right** time, with the **right** message you need to first determine who the “right” patient is.

Simply put, a patient persona represents the totality of the traits, needs, and motivations of a particular kind of online patient. You'll identify and select your patient persona as a key target by segmenting data across your medical practice in a clear and efficient way. This ultimately will enable your practice to create the optimal user experience for your patients at all touchpoints, which will drive success and increase revenue streams.

Patient personas are more than just hypothetical users - they represent real people and are assigned names, demographics, behavior patterns, and goals. All those elements coalesce to paint a picture for your practice's broader target audience.

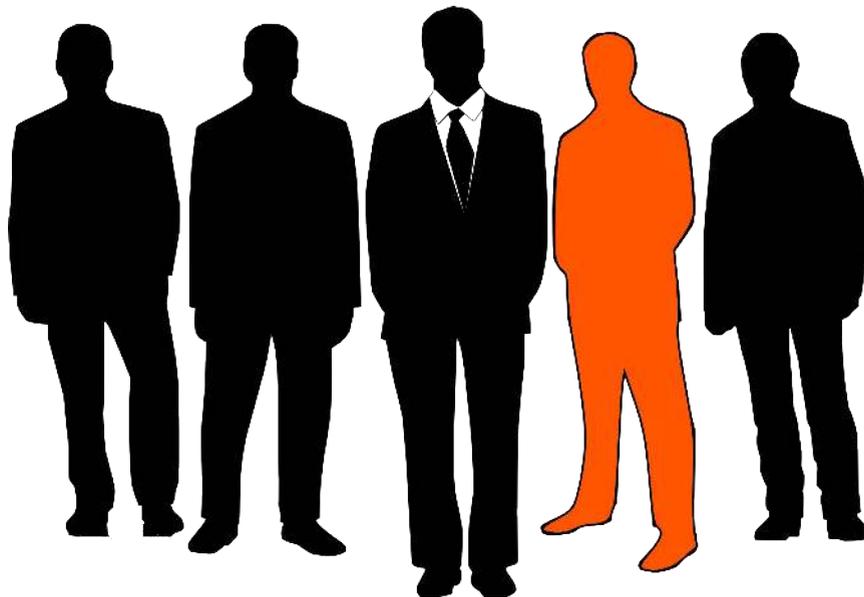
This ultimately enables your practice to design the best user experience for its customers at all touchpoints, which is a key success factor in today's business environment



Why Create Personas?

Investing time into creating personas provides a myriad of benefits to the overall success and bottom line of your practice marketing efforts including:

- Personas ensure your website meets patient needs.
- Navigation, ease of use, and content can be improved through the use of personas.
- Personas increase conversion. By honing in on the patient journey, you can optimize the content you create and set the perfect tone and style to best appeal to your target user
- Personas encourage site integration with other subspecialty channels, increasing referral traffic.
- Personas enable you to track results based on objective data and allow you to adapt your strategy based on clear research-led assumptions about target patients.



How to Create a Persona

Persona 1: Sally - Mom

- **Age**
 - 42
- **Marital Status**
 - Divorced
- **Number of Kids**
 - Two
- **Goals**
 - Just wants a place to relax and not have to talk to people
- **Values**
 - Values her time and will plan appointments in advance
- **Challenges**
 - Is likely to book last-minute services and expect availability
- **Pain Points**
 - Has no time and is on a tight budget
- **Sources of Information**
 - Reads and absorbs her news in chunks, not long-form (i.e., BuzzFeed)
 - Facebook, Instagram
- **Objections to the Sale**
 - This needs to be fast and affordable
 - She has kids to send to college
- **Role in Purchase Process**
 - Decision maker with a set budget



"I have very little, if any, free-time."



Persona Specific Campaigns

Now that you know who you are talking to, you can better craft your messaging.

What kind of messages will Sally likely respond to?

- Save Time, Save Money – see a doctor today, no appointment necessary
- Look and Feel Your Best
- Stunning and impactful images and not a lot of words (because she reads and absorbs her news in chunks, not long-form)
- Be the Best Mom You Can Be

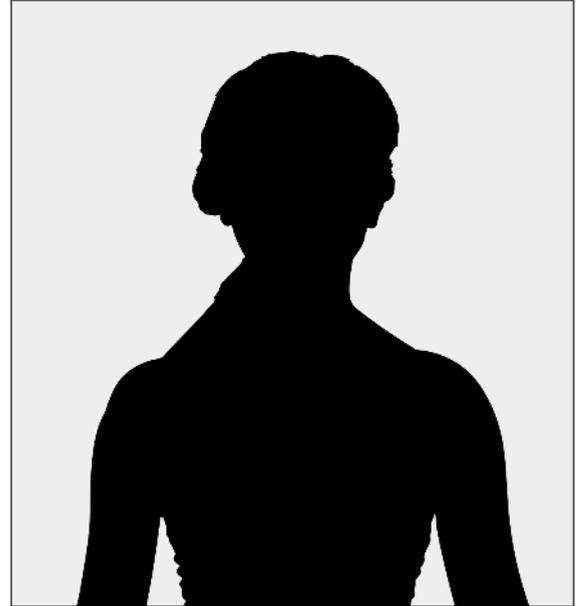
Now that you know Sally (and her pain points), you can craft the perfect marketing message to her, one that will have the best chance of conversion.



Your Turn

Persona 1: [NAME]

- **Age**
 -
- **Marital Status**
 -
- **Number of Kids**
 -
- **Goals**
 -
- **Values**
 -
- **Challenges**
 -
- **Pain Points**
 -
- **Sources of Information**
 -
- **Objections to the Sale**
 -
- **Role in Purchase Process**
 -



“QUOTE”

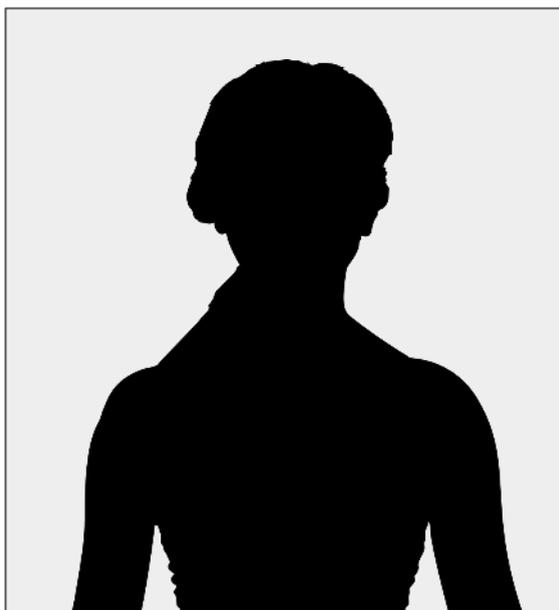


Persona Specific Campaigns

Now that you know who you are talking to, you can better craft your messaging.

What kind of messages will **[NAME]** likely respond to?

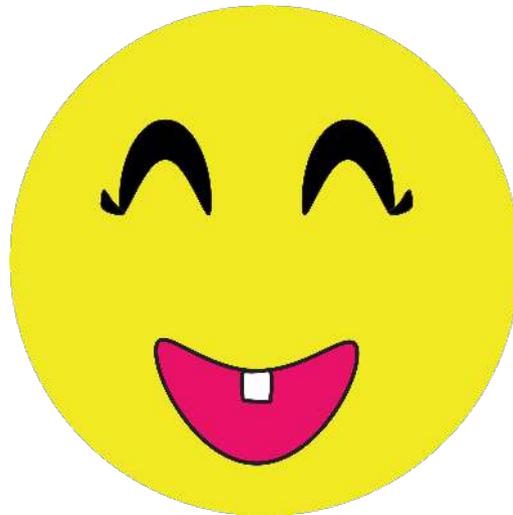
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There You Have It

Now that you have identified your patient personas, you can start creating specific campaigns to drive conversions that are targeted to the right patient, in the right place at the right time.

Happy persona building!



Need Help Creating Your Patient Personas?

We're here for you. Just visit **InsightMG.com** to schedule a free, no obligation call with one of our medical marketing experts.



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