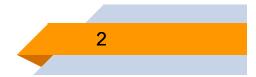
PATIENT PERSONA WORKSHEETS



Having a deep understanding of your patient persona(s) is critical as it relates to patient acquisition and retention...





DEMOGRAPHIC INFORMATION (Who They Are)



Name:	
Gender:	
Age (Generation):	Quote:
Relationship Status:	
#/Age of Children:	
Level of Education:	
Income:	
Location:	
Other:	





PYSCHOGRAPHIC INFORMATION (What They Do)

Social Media Groups:	These traits are based
Books/Magazines:	on values, attitudes, interests, and lifestyle.
Experts they look to:	Examples are: wants a healthy lifestyle, values
Brands:	time with family,
Websites/Blogs:	doesn't have much time, etc.
Conferences/Events:	
Activities:	
Tools they use:	
Other:	

Medical Care Marketing | Patient Persona Worksheets

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When you can articulate the problem your ideal customers have better than they can, they'll automatically perceive that you have their solution.





Here's where you can

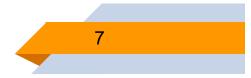
input real quotes from patients and potential patients from the surveys and interviews you conducted for persona research.





When you communicate

that you understand exactly what your patient's fears and anxieties are, on an emotional level, you are in a position to genuinely help.



DREAMS | ASPIRATIONS (Short & Long Term)

The bottom line is the one who understands their potential patient the best wins.

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	Quote:	Goals Desires:	
Frustrations Pain Points:			
	Demographics:		
	<u> </u>		
Feere Anvieties		Dreams Aspirations:	
Fears Anxieties:			
	Psychographics:		



NEGATIVE PATIENT PERSONAS

The fact is, some leads just aren't a good fit for your practice. Getting to know people who will never be your patients will save you time and money in the long run.







Hope This Helped!

Any questions?

You can reach us at MedicalCareMarekting.com

