

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):

Relationship Status:

#/Age of Children:

Level of Education:

Income:

Location:

Other:

Quote:



PYCHOGRAPHIC INFORMATION (What They Do)

Social Media Groups:	
Books/Magazines:	
Experts they look to:	
Brands:	
Websites/Blogs:	
Conferences/Events:	
Activities:	
Tools they use:	
Other:	

These traits are based on values, attitudes, interests, and lifestyle. Examples are: wants a healthy lifestyle, values time with family, doesn't have much time, etc.



FRUSTRATIONS | PAIN POINTS (Challenges)

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



GOALS | DESIRES (Values)

Here's where you can input real quotes from patients and potential patients from the surveys and interviews you conducted for persona research.



FEARS | ANXIETIES (Implications)

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.



Frustrations | Pain Points:

Fears | Anxieties:

Quote:

Demographics:

Psychographics:

Goals | Desires:

Dreams | Aspirations:



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
MedicalCareMarketing.com