

# Healthcare Customer Persona

## 1. Basic Information

### Name

[Sample Name]

### Age

[Sample Age]

### Gender

[Sample Gender]

### Location

[Sample City, State]

### Occupation

[Sample Occupation]

## 2. Biography

[Brief summary of the person's background, lifestyle, and relevant medical history.]

## 3. Demographics

- Education: [Sample]
- Income: [Sample]
- Family Status: [Sample]
- Insurance: [Sample]

## 4. Healthcare Needs

- [Primary healthcare needs or concerns]
- [Chronic conditions or ongoing treatment needs]
- [Preventive care requirements]

## 5. Goals & Challenges

- Goals: [Desired health outcomes or improvements]
- Challenges: [Barriers preventing optimal care]

## 6. Behaviors & Preferences

- Preferred communication: [e.g., Phone, Email, Patient Portal]
- Technology adoption: [Digital health tools, Telemedicine]
- Appointment preferences: [Time, Frequency]
- Decision influences: [Family, Friends, Online Reviews]

## 7. Pain Points

- [Pain Point 1 e.g., Long waiting times]
- [Pain Point 2 e.g., Difficulty understanding medical instructions]
- [Pain Point 3]

## 8. Opportunities for Medical Services

- [Opportunity 1: e.g., Offer virtual consultations]
- [Opportunity 2: e.g., Enhanced patient education materials]
- [Opportunity 3]

## 9. Additional Notes

[Any other insights or important observations about this customer persona.]