HOW IT WORKS

Create fictional characters or ‘personalities’ that bring to life user data for a target audience. Anticipate and understand what patients, providers and caregivers may think, do and feel when engaging in a particular product, service or experience with your healthcare organization.

Personas make it easier to understand and embody the point of view of others and to identify issues and opportunities for improving healthcare interactions. Personas also humanize the process and help to generate compelling narratives that reflect the people you serve.

It is important not to base personas off of known individuals as this can inhibit perception. Use personas as an engaging exercise with your marketing team to reflect on the individuals that you aim to serve, and assess whether the means for engagement is relevant or if additional opportunities may exist.

We recommend conducting the appropriate user research prior to engaging in this exercise. Be cognizant of your organization’s policies and procedures when conducting research.
1. Identify a healthcare interaction between users and your organization. Who are all of the users involved in this experience—beyond the end user? Identify primary, secondary and tertiary users. Remember, both patient and provider each belong to a broader system of support and interactions.

2. Brainstorm a list of characteristics and demographics relevant to your healthcare product, service or experience—aspects that define and influence users and their decisions (for example, 'experience with technology').

3. Envision your user and list their name, age, residence, background, income, beliefs, values, motivations, job, marital status, children, faith, hobbies, strengths, weaknesses, perception of health and wellbeing, etc.

4. Get creative—create a visual representation of this user and their interests. This visualization is a valuable tool to use in collaboration with your team.

5. Repeat this process to generate 3 or more personas—think both inside and outside of the hospital.

6. Discuss the product, service or experience from the point of view of your persona(s). Use these personas to provide focus and prioritization of your topic of exploration.