



# Mary

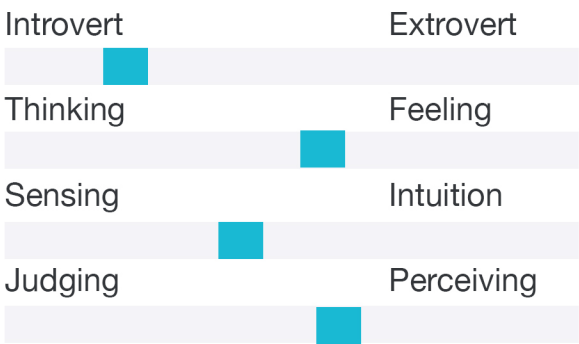
“ Having hip pain and facing surgery at my age is terrifying. It’s important to me that I have a supportive medical team by my side.”

Mary has been suffering with hip pain for several years. She has been through cortisone injections, therapy and different doctors opinions. Recently her pain has kept her from enjoying her passions of traveling and playing with her grandkids.

She has a trip planned with friends in 6 months and wants to be able to walk around Florence without pain. She wants to schedule her surgery right away but has some concerns about recovery and how she will manage on her own. It is important to her to feel as though she can talk to her doctor and ask questions. She also wants to feel confident she is making the right decision for her lifestyle.

Age: 82  
Education: Bachelors Degree  
Occupation: Retired  
Family: Widow  
Residence: CT  
Hobbies: Playing with grandkids and traveling  
  
Technology: Moderate  
Cell phone and laptop

## Personality



## Motivation



## Influencers

### FAMILY

I am very close to my family and lean on them not only for support but advice. I look forward to spending time and creating new memories together one I am better.

### FRIENDS & PEERS

I am always looking for another point of view from friends and peers. They always have my best interest in mind and I value their opinion.

## MOTIVATIONS



Family  
Travel  
No more pain

## INHIBITING FACTORS



Finding time to book  
Arranging schedules

## TRIGGERS



Afraid  
Not wanting to be a burden on others



# Joann

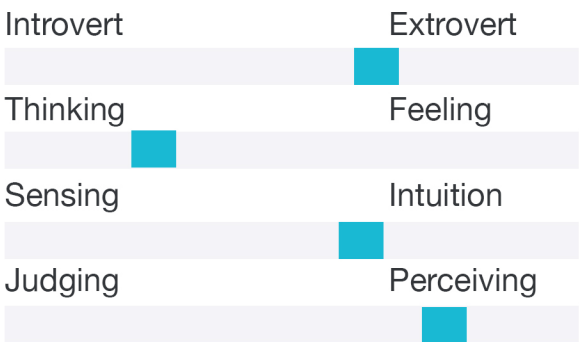
“ Watching my son suffer after a football injury has been awful. He needs to have his meniscus repaired and set up with therapy after.”

Joann’s son Carter is a Freshman in high school and recently tore his meniscus playing football on the freshman team. He needs to get into surgery quickly and Joann wants to make sure that he is set up with the right medical team.

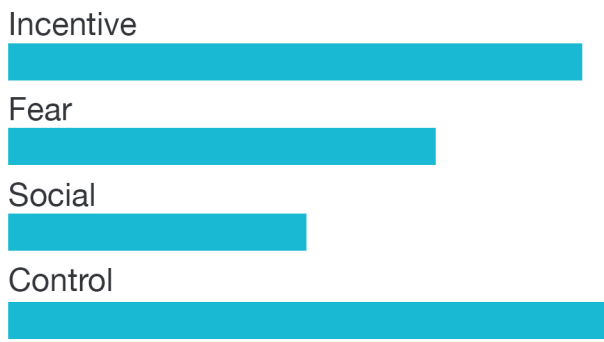
It’s important that they keep his goals in mind for his recovery plan. He is an active 14 year old young man that want to get back to sports as quickly as possible. Having a dedicated out patient team is how Carter will thrive in his recovery and will help ease Joann’s anxiety about what to expect after surgery.

Age: 44  
Education: Bachelors Degree  
Occupation: Teacher  
Family: Married, 3 kids  
Residence: CT  
Hobbies: Traveling, hiking  
  
Technology: Expert  
Cell phone and laptop

## Personality



## Motivation



## Influencers

### FAMILY

I depend on my family circle for advice and support. I look to them to make sure I am making the right decisions not out of emotion but based on facts on what’s best.

### FRIENDS & PEERS

Talking to friends and peers that have simliar experiences helps me to make more informed decisions and know what to expect.

## MOTIVATIONS



Health  
Activity/sports  
No more pain

## INHIBITING FACTORS



Fear of what is to come  
Schedules

## TRIGGERS



Fear  
Wanting what is best for her son



# John

*“ Hurting my shoulder has affecting both my job and my personal life. I don’t want to have surgery if it can be avoided but I am not sure who to trust.”*

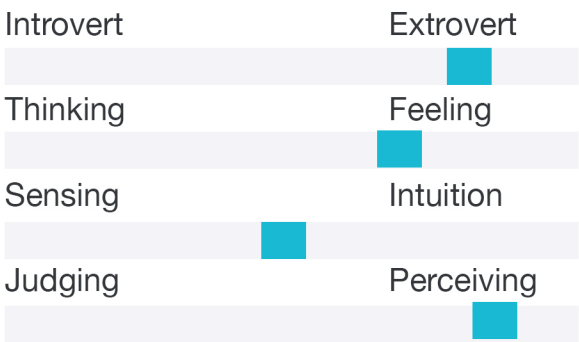
John was in a car accident last year and hurt his shoulder. He has been to physcial therapy and tried cortisone injections. Both helped for a short amount of time but the pain has come back.

John knows he might need surgery but is hesitant due to the recovery time. He doesn’t want to take time away from work or from his usual social activities. It is important to him to understand his options and be able to ask questions with a doctor he can trust. If surgery is his only option, he wants to understand what to expect post surgery.

Age: 25  
Education: High School  
Occupation: Mechanic  
Family: Single  
Residence: CT  
Hobbies: Hiking/Biking

Technology: Expert  
Cell phone and laptop

## Personality



## Motivation



## Influencers

### FAMILY

My family lives far away and I know that they will come to help out. Their opinion matters alot to me and how they feel about my options makes a difference in what I decide.

### FRIENDS & PEERS

My friends are my family. I respect their opinion as I know they have my best interest in mind. They will support which ever route I end up taking.

## MOTIVATIONS



Health  
Activity  
Career

## INHIBITING FACTORS



Scheduling  
Work

## TRIGGERS



Fear  
Being out of work  
Missing out