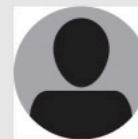


Oncology Patient

PRIMARY PERSONA



Lisa Becker

Age: 30

Education:
Bachelor of Science

Occupation:
Software Engineer

Location:
Austin, MN, United States

Status:
Single

Bio 🗒️:

A woman who is receiving outpatient treatment for breast cancer who have questions about her vitamins, supplements, and anti-nausea tips in addition to her round-the-clock anti-nausea medications.

Goals 🎯:

She just wants to make sure that any drugs she takes, such as chemotherapies and antibiotics, will not have a negative impact on her fertility post-treatment.

Motivations ❤️:

She wants to use telehealth to address these concerns since traveling to and from a pharmacy/waiting in lines to ask simple questions can be tedious.

Frustrations 🗑️:

Frequent doctor/pharmacy visits while experiencing side effects from cancer medications can prove difficult or uncomfortable. The doctor line is usually answered by nurses who make her wait which creates additional stress.

Behaviors & actions 🧑🏻::

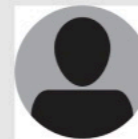
First time user

Technology and skills 🖥️:

Tech savvy, familiar with navigating new apps.

Pregnant Patient

PRIMARY PERSONA



Marissa Schmidt

Age: 31

Education:
Master's in Business
Administration

Occupation:
Working

Location:
Duluth, MN, United States

Status:
Married

Bio 🗒️:

A woman in her 30s with questions about her prenatal vitamins, herbal supplements, and depression medications.

Goals 🎯:

She wants fast access to answers regarding the dosages and side effects of the multiple pregnancy related drugs.

Motivations ❤️:

She would prefer to get answers without leaving the comfort and ease of his home, and would prefer to speak to a real human regarding her questions.

Frustrations 🗑️:

Frequent doctor/pharmacy visits while can prove difficult due to her difficulty driving, etc and her spouse is at work during the day. However, using unfamiliar healthtech app can also be confusing.

Behaviors & actions 🧑🏻::

First time user

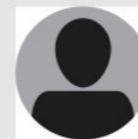
Wants quick and easy access when using apps

Technology and skills 🖥️:

Comfortable with navigating apps

General Patient

PRIMARY PERSONA



Joe Smith

Age: 60

Education:
High school; no college

Occupation:
Working

Location:
Buffalo, MN, United States

Status:
Married

Bio 🗒️:

A elderly man with chronic diseases (diabetes, hypertension, and asthma) who lives in rural Minnesota.

Goals 🎯:

He wants fast access to answers regarding the dosages and side effects of the multiple medications he takes.

Motivations ❤️:

He would prefer to get answers without having to drive far to their local pharmacy, but would prefer to speak to a real human regarding his questions.

Frustrations 🗑️:

Frequent doctor/pharmacy visits while can prove difficult due to age and condition (difficulty driving, etc). However, using unfamiliar technology can also be confusing.

Behaviors & actions 🧑🏻::

First time user

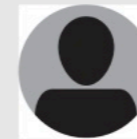
Has high expectations for ease of use

Technology and skills 🖥️:

Not tech savvy, trouble with reading small print
Prefers something that is easy to get the hang of

Breastfeeding Patient

PRIMARY PERSONA



Janet Hutchins

Age: 43

Education:
High school; no college

Occupation:
Working

Location:
Saint Paul, MN, United States

Status:
Married

Bio 🗒️:

A breastfeeding woman wondering what anxiety and depression medications would be safe to take as she breastfeed her infant.

Goals 🎯:

She wants fast access to answers regarding the dosages and side effects of the multiple mental health-related drugs she takes.

Motivations ❤️:

She would prefer to get answers without leaving the comfort and ease of her home, and would prefer to speak to a real human regarding his questions.

Frustrations 🗑️:

Frequent doctor/pharmacy visits while can prove difficult due to age and condition (difficulty driving, etc). However, using unfamiliar technology can also be confusing.

Behaviors & actions 🧑🏻::

First time user

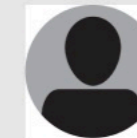
Can be impatient/easily frustrated and discouraged when using new technology and software

Technology and skills 🖥️:

Not tech savvy, trouble with reading small print
Prefers something that is easy to get the hang of

Pharmacist

PRIMARY PERSONA



Linda Martinez

Age: 35

Education:
Grad school; PharmD

Occupation:
Pharmacist

Location:
Austin, MN, United States

Status:
Married

Bio 🗒️:

Linda is a pharmacist looking to work remotely. She has young children at home and currently pays for childcare services during the workday.

Goals 🎯:

Linda wants to work for ImpactPharm because it provides her with the opportunity to apply her knowledge in the field to actively help patients, rather than redundantly filling prescriptions all day.

Motivations ❤️:

Working from home would not only allow her to apply her knowledge in the field in an impactful way, but would allow her to choose her hours at her convenience and stay home with her kids during the workday. This can help her cut down on childcare service costs as she works from home.

Frustrations 🗑️:

Not being able to answer patients' questions at her in-person pharmacy job; being forced to execute boring repetitive tasks all day and feeling like her PharmD is not being used to its potential.

Behaviors & actions 🧑🏻::

First time user

Technology and skills 🖥️:

Tech savvy, familiar with telehealth.