

Doctor who is comfortable embracing new technologies.

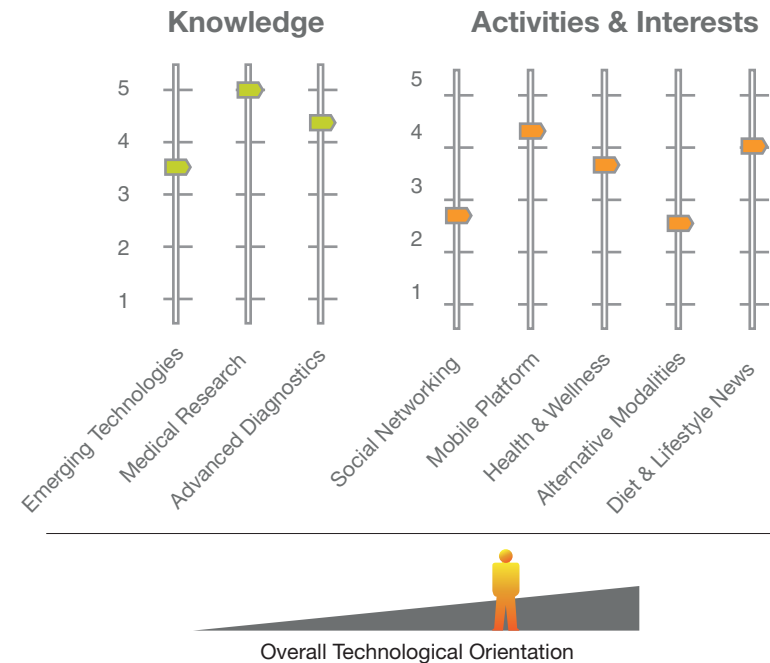


Dr. George Herbert
Partner in a well established practice. He is 48 years old.

“I love incorporating new technologies in to my practice. Time saved allows me to focus my attention on my patients & gives me more opportunities to do research on innovative treatment options”

Dr. Herbert uses the computer in his practice & at home, where he has set up a home office that he shares with his wife. He is very comfortable using computers. As a graduate student, he learned to use the Web for medical related research.

He recently upgraded his home PC to Windows 7. He uses the Web daily to research stock & mutual fund information & purchase goods online. He also uses the Web to check the weather and to follow his favorite sports teams. He watches videos on YouTube & watches only webcasts relating to industry news. Dr. Herbert uses texting on his iPhone to keep in touch with his kids who are away in college & communicates digitally with his colleagues. He is on the advisory board of a leading Medical University.



Key Characteristics

- Innovative
- Loves to try new technologies
- Stays on the cutting edge
- Independent
- Cost/ budget Conscious
- Disciplined/Methodical
- Strategic Approach
- Good @ Networking
- Great “Bedside” manner

Goals

- Build a successful practice
- Help his patients get & stay well
- Provide superior service
- Retire by the age 55 & play tennis

Questions

- How can this help my practice?
- How can this help my patients?
- Is there a better way to do this?
- The best way to balance Life/Work ?

Influencers

- Colleagues
- Industry leaders
- Patients

Applications/Devices

- Blackberry
- MS Outlook
- YouTube
- Linked-in
- iPhone

Frustrations & Pain Points

- Small Screens/ Font size
- Slow or inefficient programs
- Paper clutter in a busy practice
- Patients who do not adhere to his advice
- Not enough time to do everything
- Inefficiencies of insurance approval process

Doctor who is reluctant to embrace new technologies.



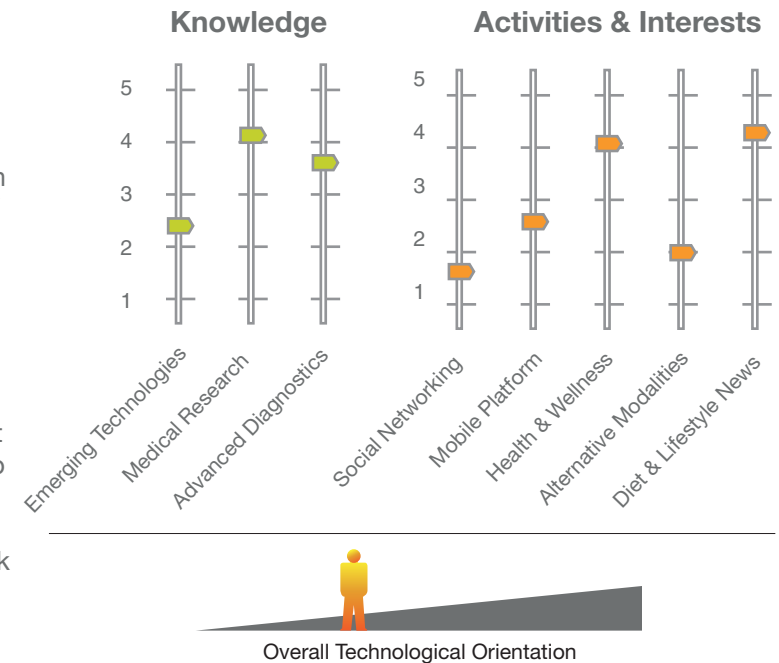
Dr. David Carlton

Sr. Partner in a well established practice
He is 56 years old.

“I think technology has its uses, but I really prefer to focus on the medicine and give my patients my full attention, rather than figuring out new gadgets all the time.

Dr. Carlton rarely uses computers in the office, He relies on office manager and nurses stuff to do the bulk of the data/ billing processing & scheduling. He does use computer in his home to do limited professional research & exchange some e-mails with his friends & colleagues. He thinks “Texting” is inefficient use of his time and is only for the younger generation.

As a consumer, he will do research on products online, but prefers to buy them from a Brick & Mortar store, he likes to experience tangible items over just a picture. He also likes that sales reps can explain pros-and-cons of products to him in person. Dr. Carlton thinks that a phone is only to talk on and not take pictures or use mobile apps. He always says “If it’s not broke, don’t fix it.”



Key Characteristics

- Slow to make big changes
- Hates to try new technologies
- Stays with “Tried & True”
- Conservative Approach
- Cost Conscious
- Gets irritated easily
- High self-opinion
- Gregarious
- Very good with patients

Goals

- Maintain a successful practice
- Help his patients get well
- Provide good service

Questions

- How can I make more \$ in my practice?
- How can I make prescribing the right medications for my patients easier?
- How do I help to educate my patients about seasonal & other allergies?

Influencers

- AMA Colleagues
- Friends at the Golf Club
- Sales Reps
- His wife (Rebecca)

Applications/Devices

- Outlooks Express
- MS Word & Excel
- Yahoo Mail

Frustrations & Pain Points

- Figuring out new programs
- Dealing with Insurance companies
- Too much new staff to keep up with
- Patients not heeding medical advice
- Patients who miss appointments
- Self & Over-medicating patients
- Seasonal spikes in allergies for patients

Office Staff who is in a supporting position.



Joy Carter - RN

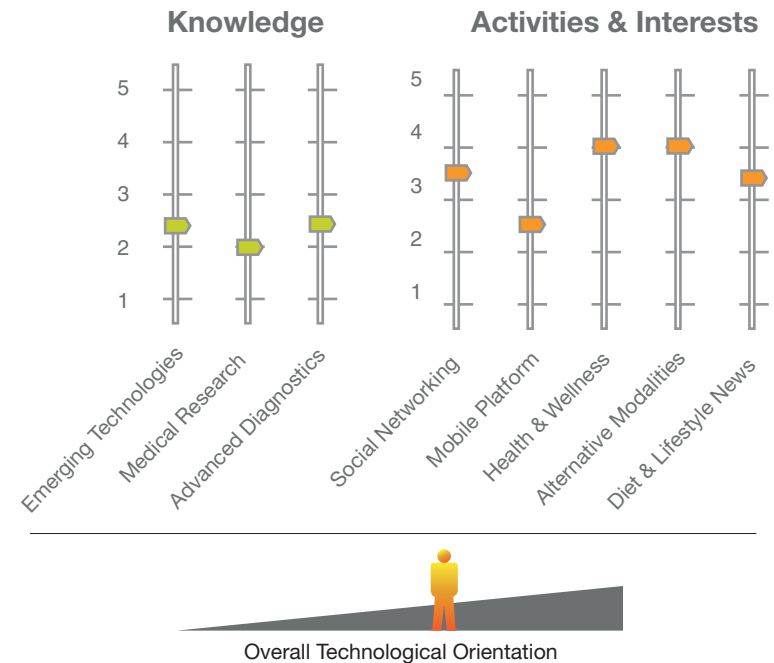
Office manager & RN in a Medium size practice. She is 36 years old.

“I am here to support the doctors/practice and make sure that the office runs smoothly. I will do whatever it takes to get the job done.”

Joy is a very busy married mother of one. She is on the computer numerous times in the course of the day. She is very proud of the fact that she has gotten the office to transfer all patient records & appointments in to the computer database. She interacts with patients throughout the day providing the pre-screens for doctor, getting office visit payment from patients & dealing with phone calls from Pharmacy regarding PA for patients.

Joy will use local caterers to order for lunch events via the phone, but she orders office supplies through Office Depot online. She prints package labels from FedEx and UPS because it saves time & confusion and is very simple to use.

She uses AIM Instant Messenger to chat with her family and friends during work hours and uses AOL for text messaging.



Key Characteristics

- Quick to embrace change
- Will try new technologies
- Organized & Thorough
- Great Managerial skills
- Very patient with everyone
- Efficient & Innovative
- Flexible & Understanding
- Handles stress very well
- Patient- friendly

Goals

- Keep everything running smoothly
- Assuring that patients are happy
- Provide good professional service
- Maintain Life/Work balance
- Ensures doctors are happy

Questions

- How can I be more efficient in my job?
- Is there one type of allergic rhinitis?
- Difference between nasal allergies and cold symptoms?

Influencers

- Doctors in her office
- TV & Magazines
- Her patients
- Pharmacy
- Her husband (Richard)

Applications//Devices

- AOL (Personal e-mail)
- Appointment & Billing software
- Outlook (Work e-mail)
- Flickr

Frustrations & Pain Points

- Amount of time dealing with Insurance companies' bureaucracy
- Patients who miss appointments
- Hates dealing with pushy Reps
- Having to multi-task on 5 things @ once
- Cost-efficient way to have additional information on allergies for patients
- Patient education about allergies