

Target Audience Persona Template

Use this template to create clear, detailed personas for your target audience. Each persona should include demographics, psychographics, goals, and behaviors. These insights help align your marketing, operations, and patient experience strategies.

Persona Name & Short Description

Example: Maria, the Busy Professional – 38-year-old working mother balancing family and career.

Demographics

Age:

Gender:

Ethnicity:

Marital/Family Status:

Occupation:

Education:

Location:

Psychographics

Values:

Motivations:

Challenges/Frustrations:

Lifestyle Preferences:

Goals

What are they trying to achieve? (ex: better health, convenience, affordability)

Short-Term Goals:

Long-Term Goals:

Behaviors

How do they interact with healthcare?

Preferred Communication Channels:

Decision-Making Style:

Research Habits:

Technology Use:

Key Messaging & Experience Strategies

What tone, channels, and service improvements will resonate with this persona?

Example: Send appointment reminders via text, offer evening hours, emphasize trust and clarity.

Turn Insight into Impact: You've taken the first step by creating your target audience personas—now take the next step with expert support to map your target to each Patient TouchPoint.

Contact HMCG to schedule a comprehensive **Nine Pillars Practice Review**.

We'll dive deeper into each phase of the patient journey, uncover operational blind spots, and deliver actionable strategies to:

- Improve first impressions and online reputation
- Streamline scheduling and front-desk efficiency
- Enhance clinical engagement and follow-up systems
- Boost patient loyalty, reviews, and retention

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Because a remarkable patient experience doesn't happen by accident—it happens by design.