



## YOUR IDEAL PATIENT AVATAR

Your ideal patient avatar is the patient that you would love to treat all the time. It is the patient that you lose track of time with, the patient that you think about when you're out of the clinic, and the one that makes you feel fulfilled when you treat them. They give you energy and you look forward to seeing them on your schedule.

### **Who is this patient?**

Think of a specific person that you've loved working with. This could be a current patient or someone from a clinical experience.

NAME:

AGE:

GENDER:

### **Get in their head and feel how they feel**

Sometimes we think we know our ideal patient avatar. We make assumptions of what they need based on what we observe, and we decide what we can best help them with based on our skills. Instead, we need to figure out what they want help with, what their goals are, and what is truly meaningful to them. We need to know how they *feel* in addition to understanding what they do. As you write these down, make sure you write them from the perspective of your patients. Use the words they would use. Write down the things THEY would say are their pain points, barriers, etc – not what YOU would say these are.

Brainstorm and write down ideas for the questions below:

1. What are their desires? What do they want out of life?
2. If they had a magic wand, what would they change?
3. What are their biggest challenges?
4. What motivates them?
5. What would they complain/vent/or confide in their closest friends about their challenges and fears?

### **What do they value?**

What is most important to this person? Think healthcare but also about the context in their whole life.

1.

2.

3.

### **Why do they value these things?**

Dig deeper than just surface level. Values are intertwined with who that person is and what they want out of life. For each value you came up with ask *why* they care about it and what it means. Keep asking why until you get at the core of each value.

1.

2.

3.

### **What are their goals?**

What would they do if they knew they could not fail? Whether we recognize it or not, many of our patients have put limits on what they can do before they sit down in front of us. What are their hopes, dreams, and goals for their life?

1.

2.

3.



### **What are the barriers to their goals?**

Barriers to their goals may be internal or external. Identify what may be holding this person back. Think about what you could remove that would make it easier for them.

1.

2.

3.

### **What are their objections?**

If you were to tell them that change/improvement is possible, what are some limiting beliefs that may challenge them. What have they tried that has failed or what have they struggled with for an extended period? What are some things they are confused about or do not understand fully that may limit them? What are some health concepts that they are misguided on or do not understand fully?

1.

2.

3.

### **What are their health pain points?**

After looking at their goals, what they are afraid of, and what holds them back, what are their biggest pain points? What we *observe* and what they *feel* are not always the same thing. We may believe wholeheartedly that we know how to help them, but if they do not see the same pain point as us, we will not be able to help them change.

What are the specific problems they face with respect to their health?

1.

2.

3.



**What are their expectations for your services? What specific reassurances/actions/communications are they expecting from you?**

What do they want to get out of working with you?

What barriers or objections do you need to speak to so that they are ready to move forward?

1.

2.

3.

### **Putting it all together**

Go back to the goals, barriers, and expectations that you identified. Use the prompts below to bring all the pieces together.

We do (expectation), so that you can overcome (barrier) and (meet goal).

The healthcare system can be frustrating for people who (health pain point). If you think (something they value), then I can help by (expectation).

