

PETER

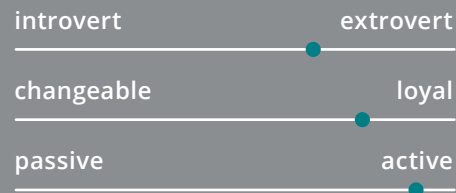
“ I’VE JUST GOT TO GET THROUGH THIS ROUGH PATCH. THIS IS NOT ME! ”

Age: 58
Occupation: Retired school teacher
Education: University
Location: Hawthorn
Family Status: Married, 3 adult children & 4 grandchildren
Nationality: British
Health: • Active lifestyle
• Pain management – required as a result of recent double knee op

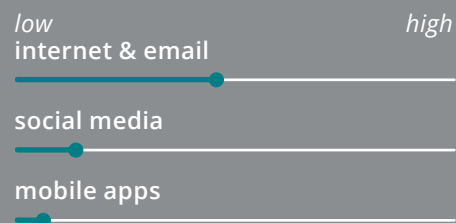
FRUSTRATED
FRIENDLY
INSIGHTFUL
PERCEPTIVE



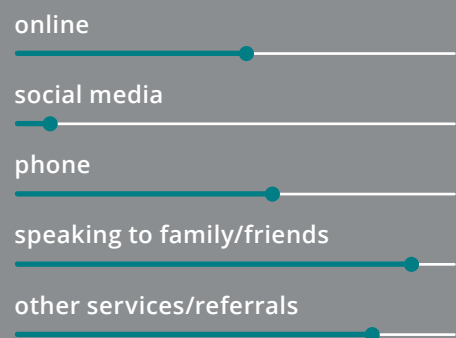
PERSONALITY



TECH USAGE



PREFERRED CHANNELS



INCOME LEVEL



BIO

Hello, I’m Peter. I’m 58-years old and retired a couple of years ago after teaching for 35 years. I live with my wife, Sal. We have three kids and 4 grandkids. Our family is everything to us.

In my younger days, I was an elite athlete and was a keen mountaineer throughout my 30s and 40s. I’ve pushed myself hard over the years and as a result, recently had to have a double knee replacement. It was on the cards for a while, but was still a bit of shock when it happened. I just wasn’t prepared for the downtime. I’ve had some complications with my recovery, so progress has been slow. Really slow. And it’s been a whole lot more painful than I anticipated.

I’m usually a really active and outgoing person but recently I’ve begun to feel ‘flat’ and unmotivated. I’m worried about my recovery and feel like I’m becoming a burden on Sal.

KEY FINDINGS FOR PETER

SERVICE NEEDS

- Experienced staff who listen to and respect me
- Confidentiality is critical – “I don’t want anyone knowing about this”
- Wants a ‘quick fix’

GOALS

- Get back to the active life and mental state I had before surgery
- Be able to manage all my physio and outpatient appointments
- Walk on a daily basis
- Feel strong and independent
- Stay fit and healthy as long as possible

FEARS & FRUSTRATIONS

- Privacy and confidentiality
- Finding the ‘right’ help
- Inexperienced staff
- Being kept waiting for appointments
- Not feeling in control with decision making

I WANT AN EXPERIENCED CLINICIAN WHO I RESPECT AND CAN CONNECT WITH. CONFIDENTIALITY IS CRITICAL!

TRUST

I WANT TO FIND SOMEONE WHO GETS WHAT’S IMPORTANT TO ME AND CAN DELIVER SERVICES IN A STYLE AND IN AN ENVIRONMENT I AM COMFORTABLE IN.

CHOICE & CONTROL

I WANT A SERVICE DIRECTORY OF PSYCHOLOGISTS WITH THEIR CREDENTIALS AND EXPERIENCE SO I CAN EASILY SEARCH FOR A PROVIDER THAT SUITS MY NEEDS.

COMMUNICATION

