

# IDEAL PATIENT AVATAR "JEFF"



## Demographics

Age: 29

Gender: Male

Marital Status: Married

Age Of Children: 2 & 4

Locaton: Pittsburgh, PA

Occupation: Software Sales

Job Title: Account Executive

Annual Income: \$125,000

Education Level: Bachelors

Other: \_\_\_\_\_

## Goals & Health

- Children's well -being
- Maintain active lifestyle
- Works out
- Healthy diet

## Challenges & Pain Points

- Time constraints
- Over-prescribing
- Too much information, not enough time

## Information Sources

- Books
- Popular health blogs
- Trusted friends and family

## Products & Services

- Online appointments
- Holistic options
- Pediatric care