



Target Audience Persona Template


Understanding Your Audiences

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Target Audience Persona

Clinicians & Respiratory Specialists



Dr. Priya Nair
Dr. Priya Nair is a board-certified pulmonologist at a large regional health system. She manages a high volume of patients with complex, long-term conditions. She is deeply committed to improving patient outcomes, but is often frustrated by the limitations of current therapies—particularly inconsistent results driven by poor inhaler technique and adherence challenges. While she values innovation, she is cautious and data-driven, adopting new technologies only when supported by strong clinical evidence and real-world applicability.

Age: 42-55
Gender: Female (though balanced representation in field)
Education: MD, Pulmonary & Critical Care Fellowship
Experience: 10-20 years in clinical practice
Focus: COPD, asthma, chronic respiratory disease
Practice Setting: Hospital system / outpatient pulmonary clinic
Patient Volume: 20-30 patients per day

GOALS & VALUES

- Better Outcomes** Focused on improving long-term patient health, not just managing symptoms in the moment.
- Reduced Risk** Prioritizes minimizing exacerbations and hospitalizations to keep patients stable and out of acute care.

ANTICIPATED STATE OF MIND

- Skeptical of new devices without strong data
- Frustrated by inconsistent patient adherence
- Open to innovation, but only if it improves outcomes
- Data-driven and focused on practicality
- Concerned about complications that complicate care

TRIGGER POINTS

- + Demonstrated improvement in clinical outcomes
- + Clear evidence of more consistent drug delivery
- + Ease of integration into existing treatment protocols
- + Positive feedback from peers or early adopters
- + Ability to reduce patient variability and technique-related issues

Clinical Integrity Values evidence-based, clinically validated solutions that are supported by real data and proven results.

Efficiency Needs solutions that fit within a demanding schedule and integrate seamlessly into existing workflows.

Real-World Adherence Believes treatments must be simple and intuitive enough for patients to use correctly every day.

Clarity about your audience creates clarity in your story

You cannot tell a compelling story without understanding who you are speaking to. Target Audience Personas help you define the real people behind your audiences by identifying their goals, challenges, motivations, and decision-making behavior. This allows you to move beyond assumptions and communicate in a way that is relevant, clear, and meaningful.

Without a clear understanding of your audience, messaging becomes generic and less effective. Strong personas ensure your story connects with what people actually care about, helping you build trust, improve engagement, and move conversations forward. They also create alignment across teams, so everyone is communicating with the same audience in mind.



The Target Audience Persona Framework

Start with one or two of your most important audiences rather than trying to define everyone at once. Focus on the people who have the greatest influence on your success, whether they are making decisions, shaping outcomes, or using your product. As you build each persona, think beyond surface-level traits and consider their context, what they are responsible for, what challenges they face, and how they make decisions. The goal is not to create a perfect profile, but to develop a clear, usable understanding that helps you communicate with greater relevance and intent. Use the following structure to define your key audiences in a clear and consistent way:

NAME & ROLE

Name _____ Title or Role _____

Provide a realistic name and role to humanize the audience and make the persona easier to understand and reference.

PROFILE

Who are they? What is their role, experience, and context? Describe their professional background, responsibilities, and the environment in which they operate.

GOALS & VALUES

What are they trying to achieve? What matters most to them?

ANTICIPATED STATE OF MIND

How do they think and feel about their work, challenges, or decisions?
(Include both positive and negative)



TRIGGER POINTS

What motivates action or decision-making?
(Include both positive and negative)

SOURCES OF INFORMATION

Where do they go to learn, validate, or explore solutions?

DEMOGRAPHICS AND CONTEXT

Relevant background details that shape their perspective:

Age: _____ Gender: _____

Education: _____ Experience: _____

Environment: _____ Other: _____

Other: _____ Other: _____

Include only details that influence how they think, decide, or engage.

Tip: If you are unsure how to define your audience, start with the role they play in your ecosystem and the decisions they influence. Then use this template to add depth and clarity. Strong personas focus on context and behavior, not just demographics.

Tip: Reference your Message Map Tool Kit to connect each persona to what they care about and how you communicate with them. Personas define who you are speaking to. Your Message Map defines what you say.

Brand Strategy
& Positioning

Corporate
Communications

Market Research
& Insights

Event Management
& Experiential Marketing

Marketing & Advertising
Campaigns

Digital Marketing
& Technology Integration

Content Creation
& Thought Leadership

Our mission is to grow the life sciences,
medtech, and biotech industries.

We do this by helping innovators build powerful
brands through compelling, strategic storytelling.

Interested in learning more? Let's start a conversation.

Reach out and let's discuss how our services may be right for you.

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