



# the Clinician

*"Practicality and data move me"*

## Chris

60 years old, divorced, 2 children, values actionable data and practical tips for his practice, leans toward desktop, consumes info after works hours, is not loyal to one source

### How he consumes

Mobile



Social Media



Desktop



### What he seeks

Clinical  
calculated  
Data  
journal reviews  
Useful

Desktop  
Applicable

specialty focused  
Practical  
Proven facts  
Clinical Trials  
critical thinking  
Research

## GOALS

- Peer-reviewed clinical content is king
- Show me what is data-driven and proven, not new/flashy
- Clinical trials over news
- Pass on known clinical facts to patients

## FRUSTRATIONS

- Too much popular news
- Unfocused newsletters
- Lead with data-driven content
- Strongly dislikes having to cobble together med knowledge from multiple services

## PERSONALITY

Focused Deliberate

Data-driven Curious

Practical Skeptical

Critical Introverted

### Brands he loves

