



the Techy

"Medicine and technology together"

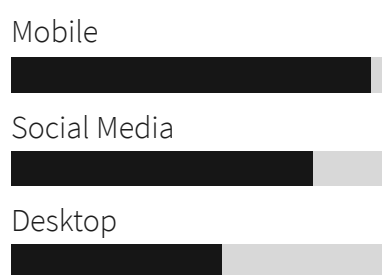
Terry

53 years old, married with 3 children, values technology as much as medicine, loves his multiple devices, almost never consumes in non-digital format, also reads Medscape

PERSONALITY

Comedic	Analytical
Frustrated	Fast-paced
Quick	Easily Distracted
Generous	Helpful

How he consumes



What he seeks

Clinical
quizzes
Alerts
original content
Tablet

Mobile
Technology

family practice
Top News
Cutting Edge
Conferences
Social Updates
Abstracts

GOALS

- Quickly read top news and journal summaries
- Stay current with how technology advances medicine
- Outperform peers in quiz
- Find practice management tips

FRUSTRATIONS

- Disruptive banner ads
- Way too many emails
- Not enough technology in medicine articles
- Search is lacking
- More clinical content
- Tablet experience can be improved

Brands he loves

Google



amazon

The New York Times

TC TechCrunch