

Ideal Patient Profile

Getting To Know Your Ideal Patient

Think of your IDEAL patients. What do they all have in common? List every common trait, both demographic and psychographic.	Demographic - <i>age, income, gender, marital status, industry, etc.</i>
	Psychographic - <i>values, beliefs, lifestyle, hobbies, interests, etc.</i>
If you could devote 100% of my time to just one type of patient, who (specifically) would it be? What do they “look like”? How do they speak?	
Where is your ideal patient spending time? <i>(eg social functions, sport, restaurants).</i>	
What kind of social or traditional media is your ideal patient most likely to frequent?	
What are their political & life beliefs?	
Does your practice location align perfectly with my Ideal Patient?	
If no, reconsider your Ideal Patient so that it is a solid reflection of the demographic of patient most likely to be found in your practice' location.	

Understanding Your Ideal Patient

<p>What are the common frustrations patients have dealing with businesses in my profession?</p>	
<p>When it comes to dental health, what are the 5 biggest problems or issues of my ideal patients?</p>	<ol style="list-style-type: none">12345
<p>What are they saying to themselves in their head about their 5 biggest problems? What specific words and phrases? What story are they telling themselves?</p>	
<p>What emotions do they feel at the exact moment they're about to buy my product or service?</p>	

Ideal Patient Avatar

Having considered the demographics of your Ideal Patient above, create a single identity that accurately represents your Ideal Patient.

Name:	
Age:	
Gender:	
Physical description:	
Marital Status (& children):	
Occupation:	
Income:	
Professional Associations & Memberships:	
Favourite Holidays:	

Aligned Marketing Gap Finder

Area of Mastery	Mastered in our Practice/s √/x	What Action is required to improve/complete this?	Who is responsible?	To be complete by (date):
Ideal Patient Avatar				
• Clearly defined				
• Aligns with Practice location/s				
• Aligns with Practice facilities & skill-set				
• Aligns with Practice philosophy/culture/team				
• Aligns with my Core Desires for the future				
Branding				
• Speaks to the style of our Ideal Patient Avatar				
• Is appropriate, professional, excellent				
• Is located in a multitude of places visible to our IPA				
Current Print Marketing				
• Clearly represents Practice ethos and philosophy				
• Speaks the same language as our IPA				
• Is appropriate, professional, excellent				
• Represents ALL our services (is up to date)				
• Is placed in a wide variety of locations aligned with the lifestyle habits of our IPA				
Current Social Media Content				
• Speaks the same language as our IPA				
• Is appropriate, professional, excellent				
• Is on platforms most commonly visited by our IPA				

Notes