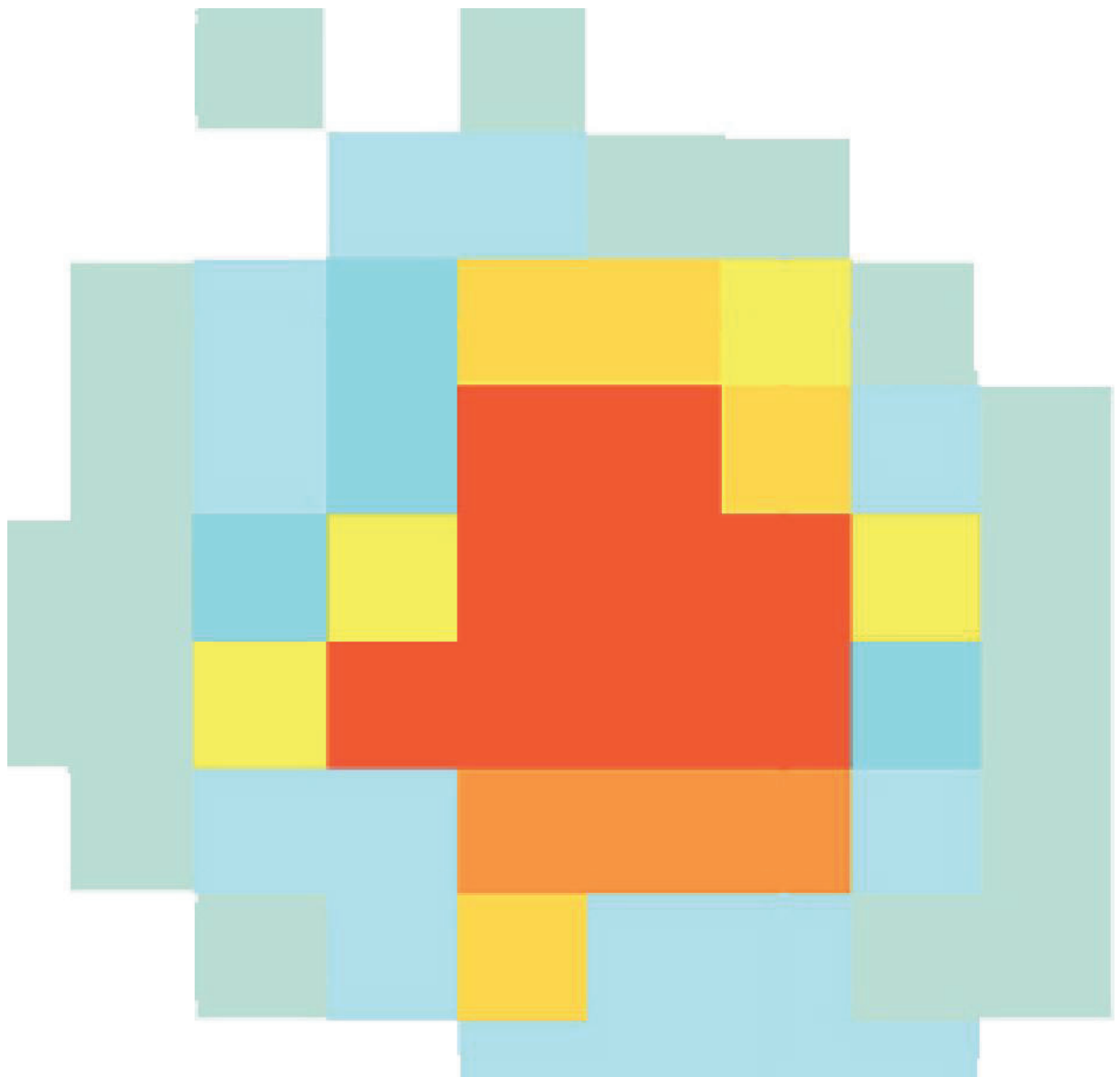




Health Care Personas

MayoClinic.com – 1,363 survey responses



Health Care Personas

MayoClinic.com – 1,363 responses

Introduction

This report delivers an analysis of a health care survey administered on mayoclinic.com, with the intention.

Within this report, a semi-quantitative method to identify personas seen in this audience is described, and this method is utilized to analyze the survey data.

The health care personality index based on four health care dimensions.

The report features:

- Project Summary
- Persona map
- Persona comparison graphs and tables
- Individual data sheets for each persona
- Appendix — the survey, data, the method to create an index used to analyze data, one example chronic condition data sheet

Health Care Personas

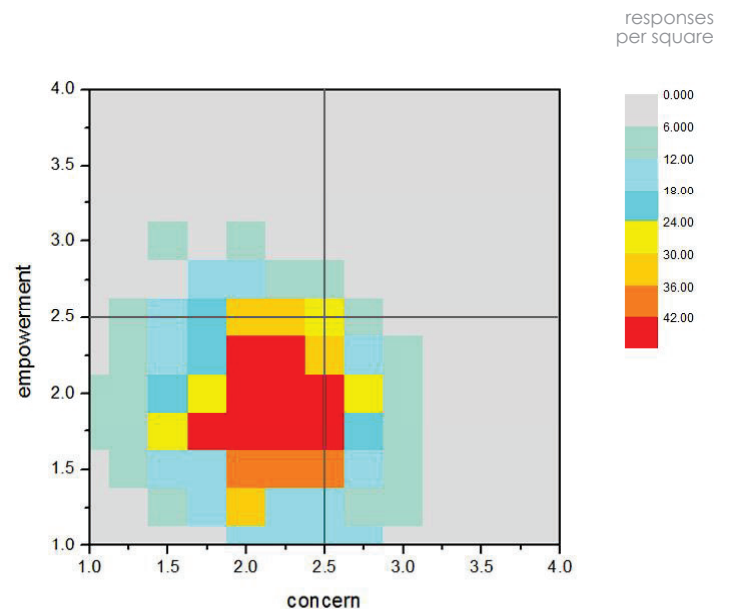
MayoClinic.com – 1,363 responses

Qualitative Personas

With qualitative data from interviews for various projects, Mayo Clinic has seen certain health-care-related personalities, across multiple projects and participants.

Quantitative Personas

In order to quantify these, a survey measuring certain qualities and activities was delivered on MayoClinic.com. As an intern, I ran the same survey among students at Illinois Institute of Technology's Institute of Design and other online venues to expand upon the MayoClinic.com visitor demographic.



The survey measured differentiating feelings and activities seen in qualitative work and interviews.

Survey responses of all 1,363 respondents clustered in one area (red area, above). This illustrates that relatively low levels of health care-related concern and empowerment were felt across varied demographic audiences reached by the survey. The challenge was to define personas within this cluster.

The Data

From this cluster of responses, an index was developed to measure each response, and to identify the personas. The index delivered each respondents' individual score across four dimensions gauged by the survey:

- EMPOWERMENT, how much control they feel they have toward staying healthy, and
- CONCERN regarding health information and keeping themselves healthy, and
- TRUST toward physicians and the level of care and respect they receive from medical professionals, and
- BARRIERS they feel toward staying healthy.

Personas are identifiable through distinct combinations of high and/or low levels of these dimensions and various activities.

Health Care Personality Index

MayoClinic.com – 1,363 responses

Health Care Personality Index (HCPI)

The HCPI is a gauge of each respondent's average scores in empowerment, concern, trust, and barriers. Each respondent was given a score for each dimension: E, C, T, B.

Empowerment ranges from 1–3
low (1) - medium (2) - high (3)

Concern ranges from 1–3
low (1) - medium (2) - high (3)

Trust ranges from 1–2
low (1) - high (2)

Barriers range from 1-2
low (1) - high (2)

By scoring respondents' averages in each dimension as indicated above, a number can be assigned to each respondent.

CY	CZ	DA	DB	DC	DD	DE	DF	DG
Mean - Empower	Mean - Concerns	Mean - Trust	Mean - Barriers	E / low-med-high	C / low-med-high	T / low-high	B / low-high	COMPOSITE
1.8	1.8	1.8	1.8	1.0	1.0	1.0	1.0	1111.0
1.25	1.5	1	1.25	1	1	1	1	1111
1	1.25	1.5	1.75	1	1	1	1	1111
1.5	1.5	1.25	1.5	1	1	1	1	1111
1.5	1.5	1.5	1	1	1	1	1	1111
1	1.75	1	1.75	1	1	1	1	1111
1.25	1.75	1.75	1.5	1	1	1	1	1111
1.75	1.75	1.5	1.25	1	1	1	1	1111
1.5	1.75	1	1.75	1	1	1	1	1111
1.25	1.75	1	1	1	1	1	1	1111
1.25	1	1.25	1.25	1	1	1	1	1111
1.25	1	1.25	1	1	1	1	1	1111
1.75	1.75	1.25	2.5	1	1	1	2	1112
1.5	1.5	2.25	2.5	1	1	1	2	1112

The formula to create the index numbers per respondent is:

$$\begin{aligned} \text{HCPI} = & \\ & (\text{average E score} \times 1000) + \\ & (\text{average C score} \times 100) + \\ & (\text{average T score} \times 10) + \\ & (\text{average B score} \times 1) \end{aligned}$$

E,C,T,B and their high-medium-low averages are represented in one number, indicating the average levels of each dimension, per respondent. There are 36 possible HCPI scores. For example:

Scores in E,C,T,B dimensions = respondents' HCPI:

HHHH (all high)	3333
MMMM (all medium)	2222
LLLL (all low)	1111
HHLL (high-high-low-low)	3311
LLHH (low-low-high-high)	1133
LMHL (low-medium-high-low)	1231

Health Care Personality Index

MayoClinic.com – 1,363 responses

The index

Create an index by rounding the scores to the dimensions measured in the survey.

In the example here, the averages to each dimension are shown in the yellow section.

The white section shows those average scores, rounded up or down.

The green section shows the index numbers created from the rounded and averaged scores to each dimension.

CY	CZ	DA	DB	DC	DD	DE	DF	DG
Means - Empower	Means - Concerns	Means - Trust	Means - Barriers	E / low-med-high	C / low-med-high	T / low-high	B / low-high	COMPOSITE
1.8	1.8	1.8	1.8	1.0	1.0	1.0	1.0	1111.0
1.25	1.5	1	1.25	1	1	1	1	1111
1	1.25	1.5	1.75	1	1	1	1	1111
1.5	1.5	1.25	1.5	1	1	1	1	1111
1.5	1.5	1.5	1	1	1	1	1	1111
1	1.75	1	1.75	1	1	1	1	1111
1.25	1.75	1.75	1.5	1	1	1	1	1111
1.75	1.75	1.5	1.25	1	1	1	1	1111
1.5	1.75	1	1.75	1	1	1	1	1111
1.25	1.75	1	1	1	1	1	1	1111
1.25	1	1.25	1.25	1	1	1	1	1111
1.25	1	1.25	1	1	1	1	1	1111
1.75	1.75	1.25	2.5	1	1	1	2	1112
1.5	1.5	2.25	2.5	1	1	1	2	1112

Personas created from these indices

From these measurements, 36 different indices were possible. Upon further examination of the responses, there were enough distinctions to create eight personas, listed below with the indices included in each.

Further explanation of each persona follows in later pages.

Low Maintenance — 1111

Struggling — 1112, 1122, 1212, 1222, 1312

Concerned — 1321, 1322

Active Easygoing — 1121, 1221, 3121

Skeptical — 1211, 2211, 3111, 3211, 1311, 2111, 2311, 3311

Overburdened — 2112, 2122, 2212, 2222

Hardy — 3221, 2121, 2221, 2321, 3321

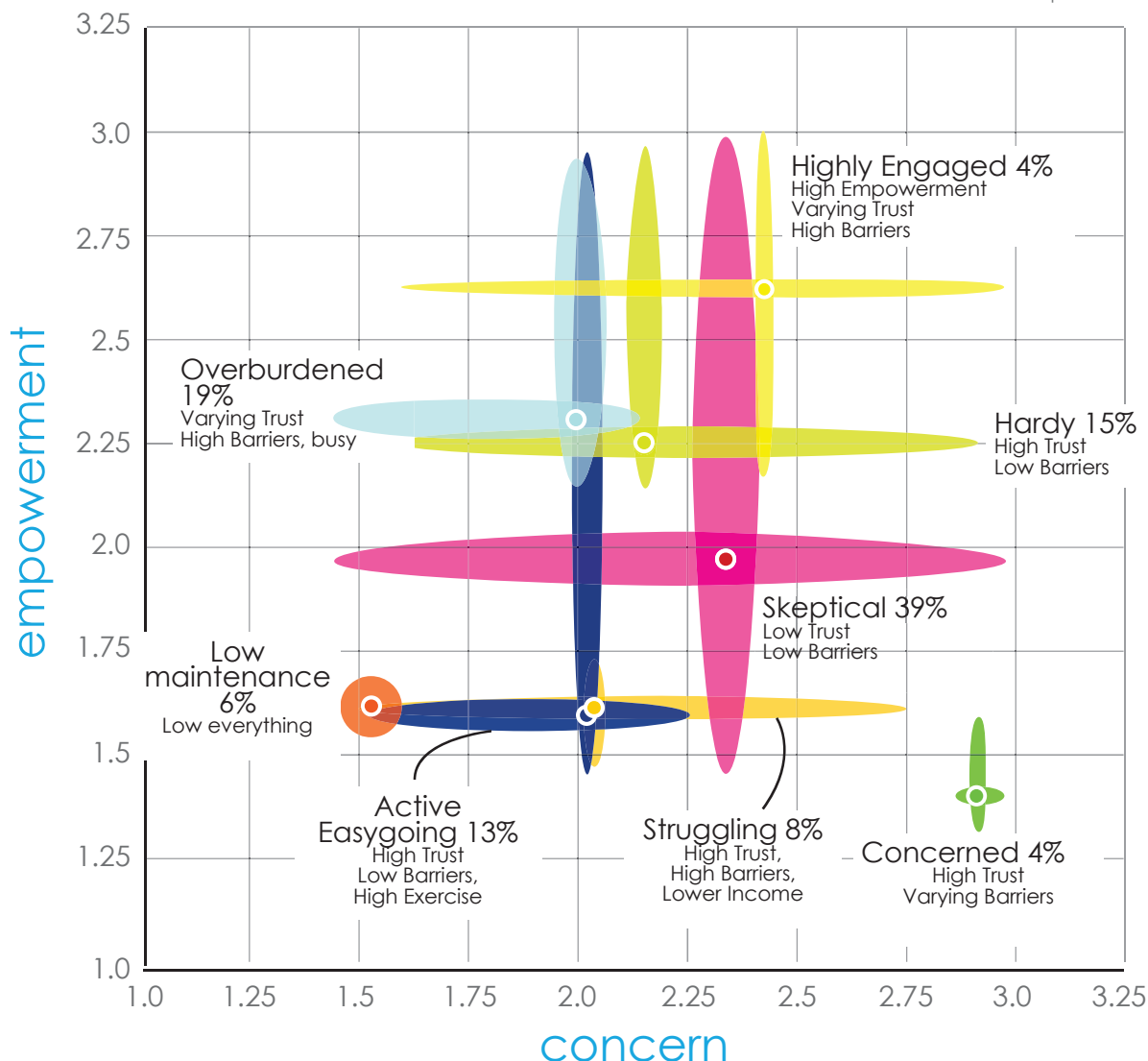
Highly Engaged — 2322, 2312, 3212, 3312, 3112, 3322, 3222

Health Care Personality Index

MayoClinic.com – 1,363 responses

Persona Map

Average empowerment + concern score 
Span of concern + empowerment scores across indices included in each persona 



Low Maintenance 6%

Key identifiers: Low empowerment, concern, trust, barriers.
"It's all good."

Struggling 8%

Key identifiers: Low empowerment, high barriers, low income.
"I'm having a hard time."

Concerned 4%

Key identifiers: High concern, high trust, high income.
"Sometimes I worry."

Active Easygoing 13%

Key identifiers: High empowerment, low concern, high trust, high exercise.
"Surf's up!"

Skeptical 39%

Key identifiers: Low trust, low barriers.
Not busy, medium income levels.
"I'm not really satisfied."

Overburdened 19%

Key identifiers: Medium-high empowerment, high trust, high barriers
"I have no time. And money is tight."

Hardy 15%

Key identifiers: High trust, low barriers, medium concern, medium empowerment, older
"I'm your favorite next door neighbor"

Highly Engaged 18%

Key identifiers: High trust, high concern, medium-high empowerment.
"We can do it."

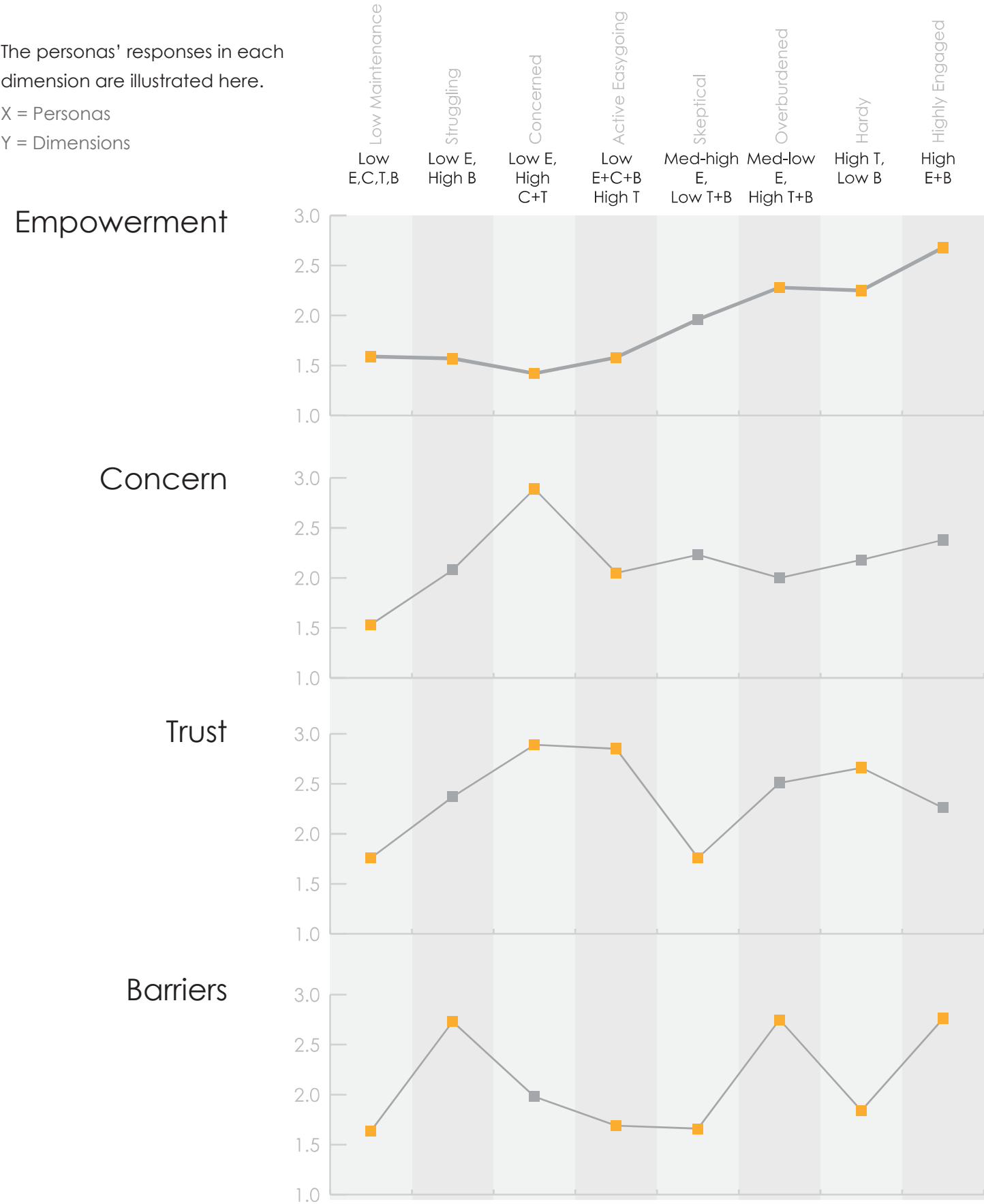
Health Care Personality Index

MayoClinic.com – 1,363 responses

Traits indicative of the persona

The personas' responses in each dimension are illustrated here.

X = Personas
Y = Dimensions



Health Care Personality Index

MayoClinic.com – 1,363 responses

Highest levels
Lowest levels

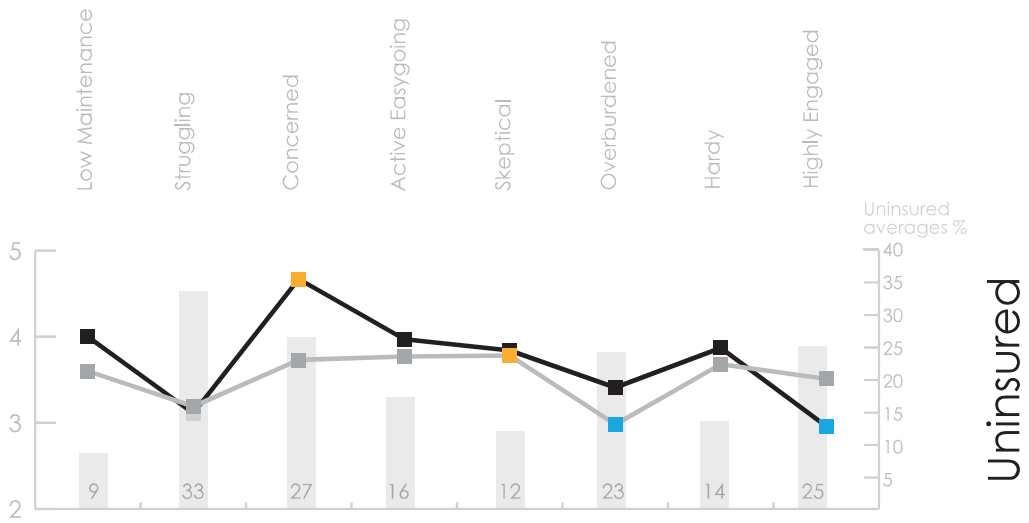
Graphical comparison of some
key traits and demographics.

X = Personas
Y = Dimensions

Income
Education

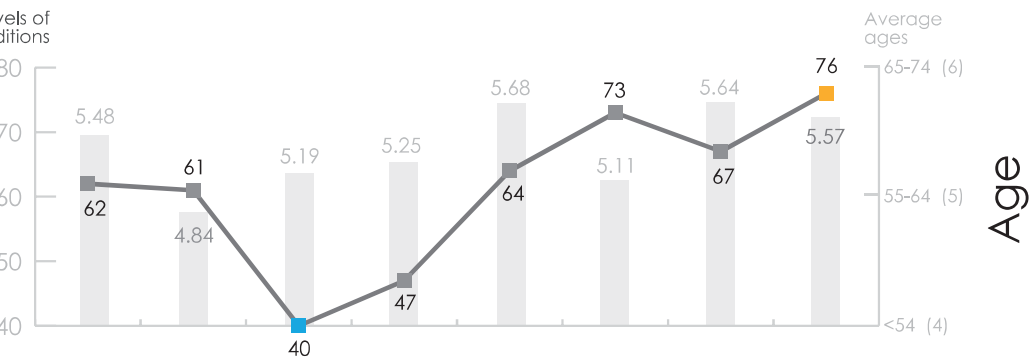
Median income
<25k 1
26-49k 2
50-99k 3
100-149k 4
150k+ 5

Average Education
<H.S. 1
High school 2
2+ years college 3
4 years college 4
Grad.Sch.+ 5

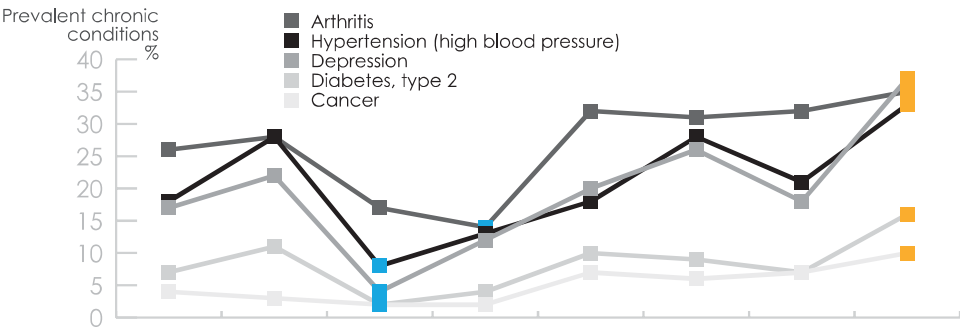


Chronic condition levels

Averaged levels of chronic conditions

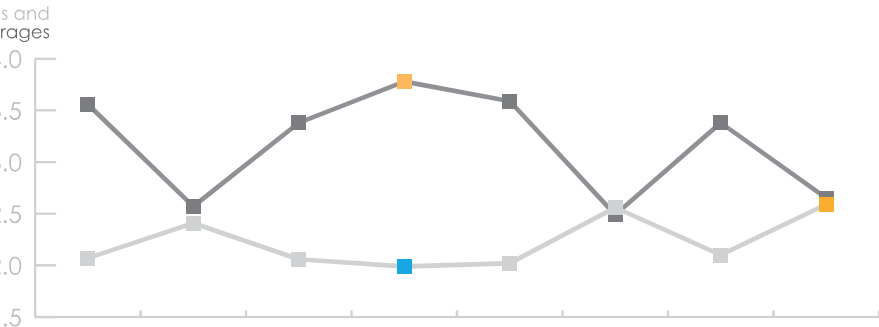


Levels of major chronic conditions



Diet and exercise

Diet averages and exercise averages



Health Care Personality Index

MayoClinic.com — 1,363 responses

This is a summary of key characteristics of each persona. See Appendix for characteristics by discrete HCPI indices. *The black (versus grey) index numbers in the indices' column are the determining factors of that persona.

Indices in each persona	Count	%	Uninsured	Smokers	Exercise 3x a week	Obesity	Excellent/good diet	% Chronic	Prefer making major health change w/prof.*	Median education **	Median income ***	Busy ****	Median age *****
Low maintenance													
1111	82	6%	9%	12%	44%	24%	77%	62%	57%	4.00	3.00	2.02	6.00
Struggling													
AVERAGE 1114	114	8%	33%	13%	23%	45%	59%	61%	59%	3.11	2.74	3.25	5.15
1112 } 1122 } 1212 } 1222 } 1312 }													
Concerned													
AVERAGE 1321	48	4%	27%	2%	42%	17%	83%	40%	63%	4.67	2.83	2.38	5.33
1321 } 1322 }													
Active Easygoing													
AVERAGE 1121	173	13%	16%	12%	52%	23%	84%	47%	59%	3.97	3.18	2.09	5.32
1121 } 1221 } 3121 }													
Skeptical													
AVERAGE 1211	532	39%	12%	9%	51%	25%	81%	64%	55%	3.94	3.00	2.05	5.59
1211 } 2211 } 3111 } 3211 } 1311 } 2111 } 2311 } 3311 }													
Overburdened													
AVERAGE 2112	160	12%	23%	19%	26%	36%	47%	73%	70%	3.41	2.34	3.18	5.28
2112 } 2122 } 2212 } 2222 }													
Hardy													
AVERAGE 3221	203	15%	14%	15%	42%	21%	76%	67%	64%	3.87	3.04	2.23	5.72
3221 } 2121 } 2221 } 2321 } 3321 }													
Highly Engaged													
AVERAGE 2322	51	4%	25%	18%	27%	53%	43%	76%	76%	2.96	2.84	2.94	5.41
2322 } 2312 } 3212 } 3312 } 3112 } 3322 } 3222 }													

* Prefer to make major health change with an expert or an encouraging medical professional (versus alone or with help from family or friends)

** Education — 1 (<high school) to 5 (graduate school or more)

*** Income — 1 (<\$25,000) to 5 (>\$200,000)

**** I'm usually too busy to do the things I should be doing to take care of my health — 1 (disagree strongly) to 4 (agree strongly) — (not too busy) to (very busy)

***** Age — 1 (<18 years old) to 9 (85 and older). Most respondents answered 4 (35–44 years old), 5 (45–54 years old), 6 (55–64 years old), or 7 (75–84 years old).

Health Care Personality Index

MayoClinic.com – 1,363 responses

□□□ □ □□□□□□□□ □%

Key indicators include:

- Low empowerment
- Low concern
- Low trust
- Low barriers

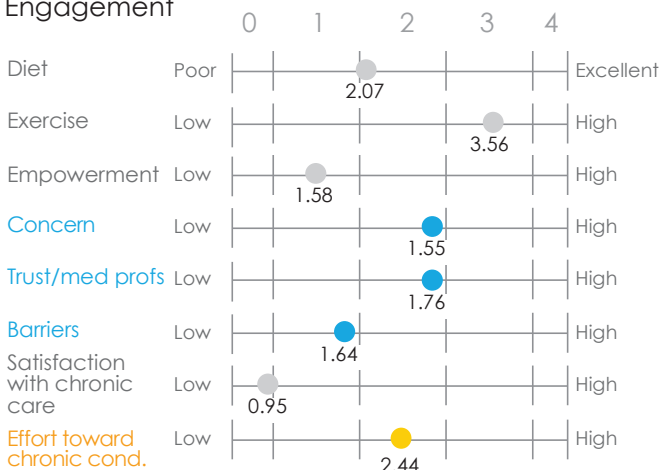
HCPI index (Empowerment - Concern - Trust - Barriers)
(black characters indicate persona-identifying traits):
1111

□□□□□□□□□□□□□□ □□□□ □□ □□□□□□ □□□□

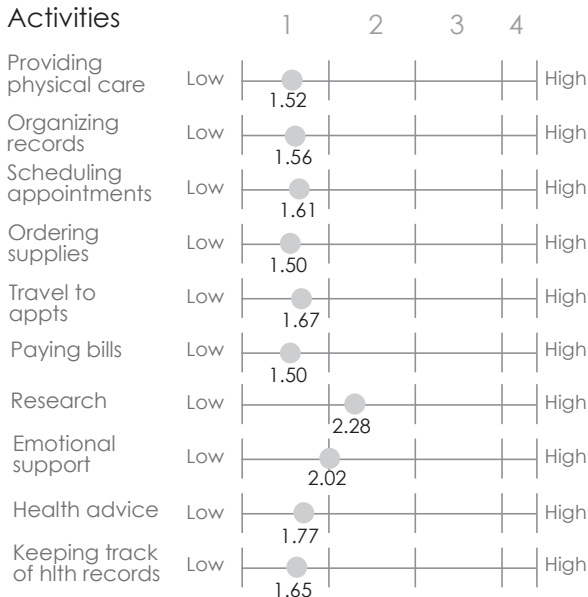
Prefer making a significant health change...



Engagement



Activities



Summary

"Low maintenance" scores low all around. But they do pretty well in spite of that.

This group holds the highest percentage of executives (4%) and non-management workers (58%), while they feature the lowest percentage of graduate-level educated workers.

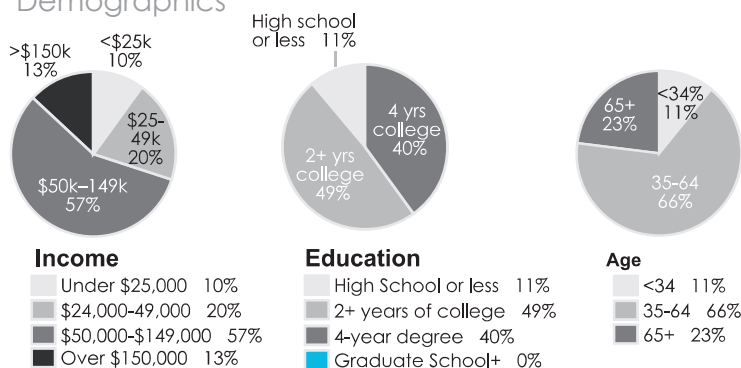
They are the lowest percentage without health insurance (9%), and the highest percentage married (66%). In spite of their moniker, they score highest by far regarding the effort they put into addressing their chronic conditions.

Though they score lowest in feeling supported by people in their lives regarding health (one barrier measured), they also score the lowest average Barriers. And, they score the lowest average Trust, and Concern.

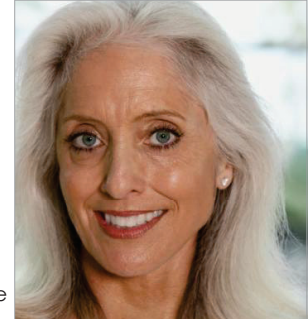
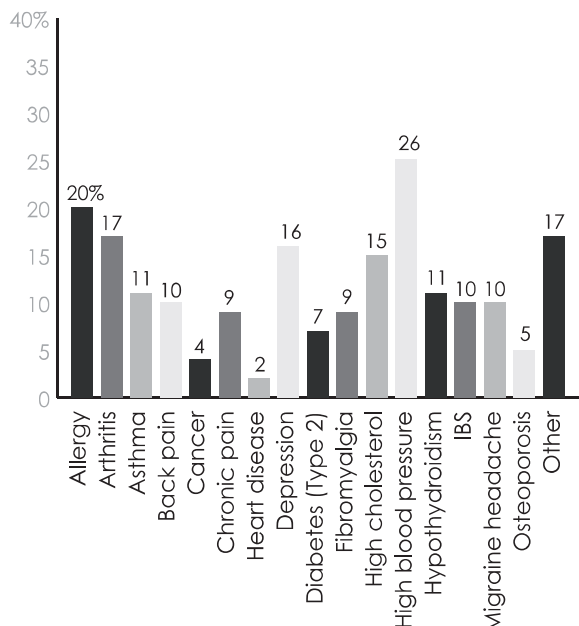
They are doing quite well, with the least effort or concern....
Low Maintenance! (Weighted averages shown below)

5.48 (1 to 9; 1 is <18 yrs and 9 is >85 yrs)
20%
66% — Highest percentage married
26%
62%
9% — Lowest percentage uninsured
26.92
24%
12%
3.93 (1 to 6; 1 is <high school to 6 is graduate school)
3.60 (1 to 6; 1 is <\$25k and 6 is >\$200k)

Demographics



Chronic conditions



Health Care Personality Index

MayoClinic.com – 1,363 responses



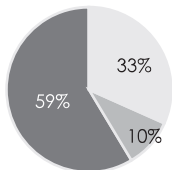
Key indicators include:

- Low empowerment
- Low-medium concern
- Low-medium trust
- High barriers, financial and busy

HCPI index (Empowerment - Concern - Trust - Barriers)
(black characters indicate persona-identifying traits):
1112 1122 1312
1212 1222

Prefer making a significant health change...

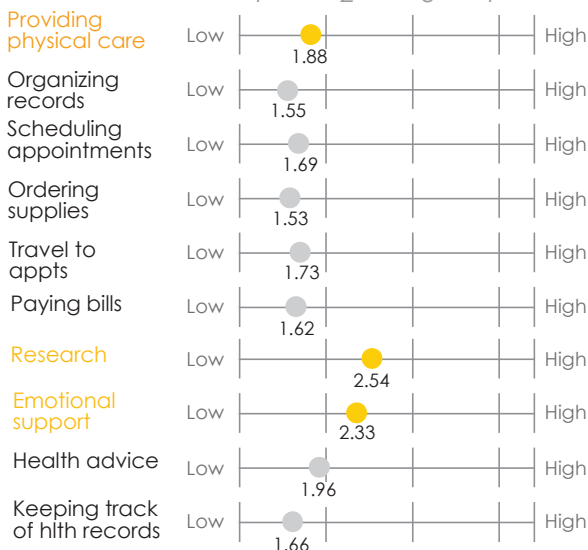
- Alone w/or w/o instructions 33%
- W/help from family, friends 10%
- W/ an expert/encouraging professional 59%



Engagement



Activities



Summary

Struggling is a group struggling to manage a variety of issues — lower income, very busy, lower-medium levels of trust, often unmarried, highest percentage with kids.

Lower educated (highest group of <4-years of college 70%). Highest percentage earning <\$25,000.

Their most common titles are administrative, and labor/technical.

(Weighted averages shown below)

4.84 — **Lowest average age** (1 to 9; 1 is <18 yrs and 9 is >85 yrs)

11% — **Lowest percentage married**

• **Highest percentage widowed** — 10%

44% — **Highest percentage with kids**

• **Highest percentage kids 5-12 y.o.** — 23%

61% — **Highest percentage uninsured**

33% — **Highest percentage uninsured**

29.62

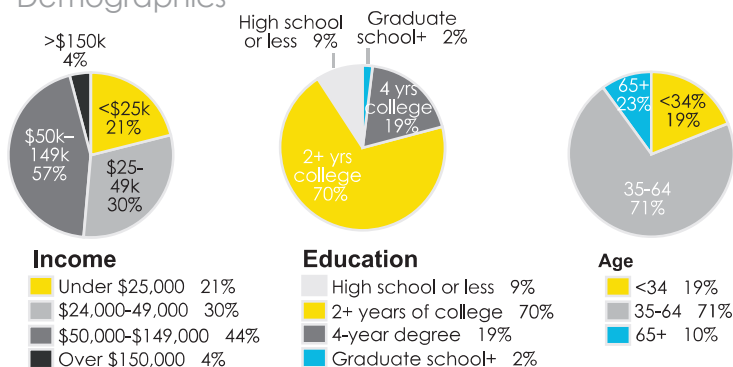
45%

13%

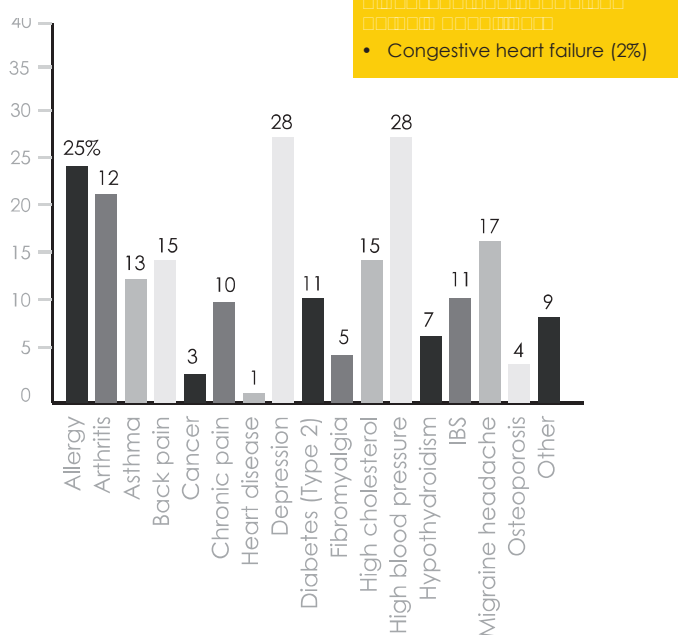
3.55 (1 to 6; 1 is <high school to 6 is graduate school)

3.19 (1 to 6; 1 is <\$25k and 6 is >\$200k)

Demographics



Chronic conditions



Health Care Personality Index

MayoClinic.com – 1,363 responses

13%

Key indicators include:

- Low-medium concern
- High trust
- Low barriers
- High levels of exercise
- High income

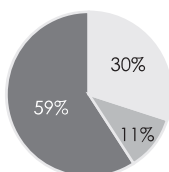
HCPI index (Empowerment - Concern - Trust - Barriers)
(black characters indicate persona-identifying traits):

1121 1221 3121

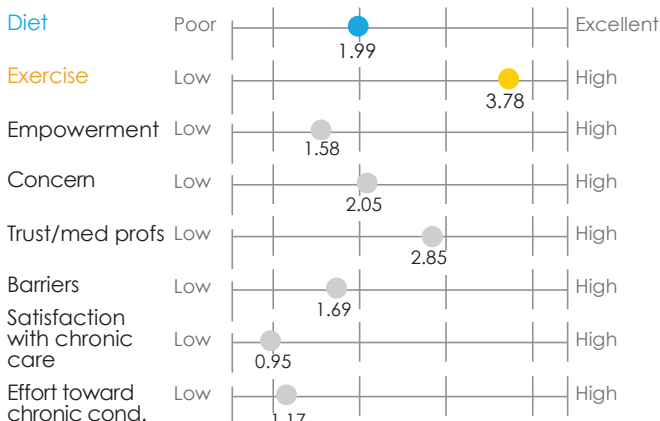
1121 1221 3121

Prefer making a significant health change...

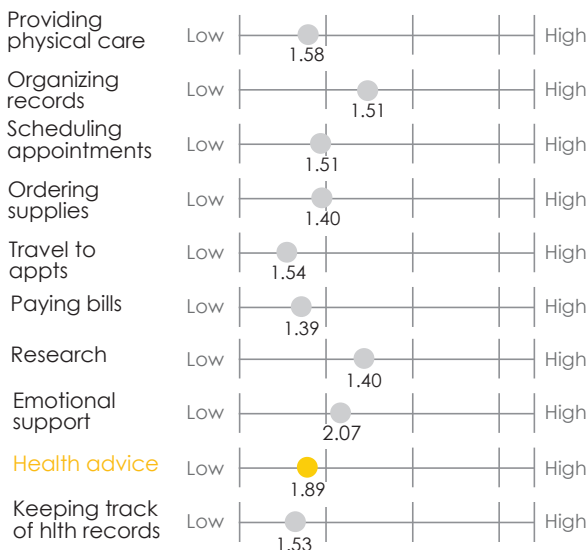
- Alone w/or w/o instructions 30%
- W/help from family, friends 11%
- W/ an expert/encouraging professional 59%



Engagement



Activities



Summary

Active easygoing folks are in great health, with markedly lower-than-average chronic conditions (47%), though they don't do much to keep it that way... except exercise.

Their exercise levels top the charts. Their diet scores are the lowest of the respondents.

This group is the second-highest median educated, and income group.

(Weighted averages shown below)

5.22 (1 to 9; 1 is <18 yrs and 9 is >85 yrs)

24%

64%

• Highest percentage living with their partner 11%

32%

47%

16%

25.78

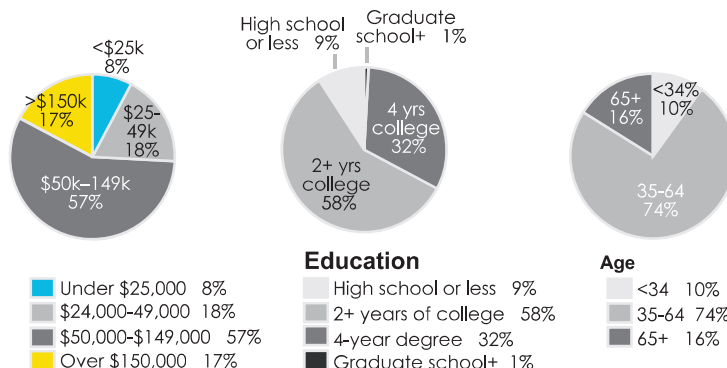
23%

12%

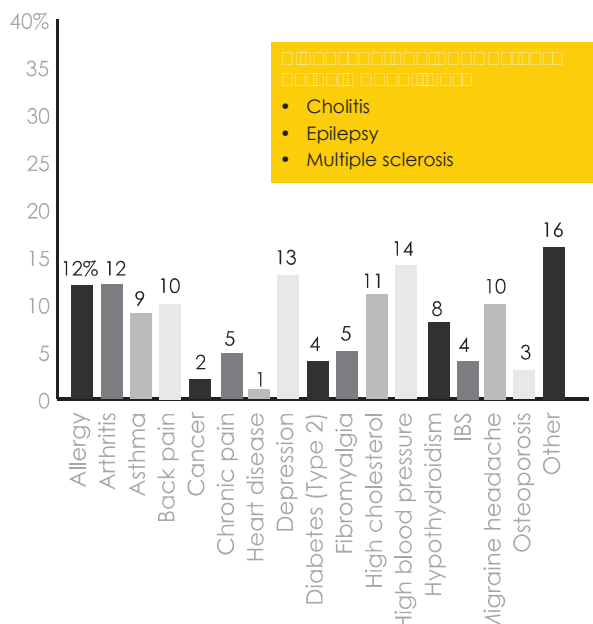
3.88 (1 to 6; 1 is <high school to 6 is graduate school)

3.77 (1 to 6; 1 is <\$25k and 6 is >\$200k)

Demographics

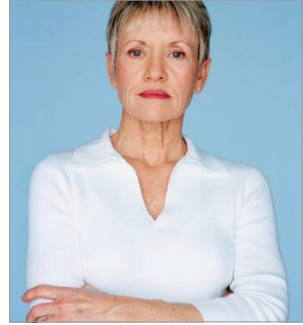


Chronic conditions



Health Care Personality Index

MayoClinic.com – 1,363 responses



Summary

In this largest group, what shines through is low Trust and low Barriers. The group touts the highest income, yet their most common title is Non-Mangement (28%).

This group features the lowest Trust average score, and score the lowest satisfaction in their chronic condition care.

(Weighted averages shown below)

5.68 — **Highest average age** (1 to 9; 1 is <18 yrs and 9 is >85 yrs)

27%

63%

21%

64%

12%

27.44

9%

3.84 (1 to 6; 1 is <high school to 6 is graduate school)

• **Highest average education**

3.78 — **Highest average income** (1 to 6; 1 is <\$25k and 6 is >\$200k)

3%

Key indicators include:

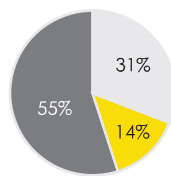
- Low trust
- Low barriers

INDICES (black characters indicate persona-identifying traits):

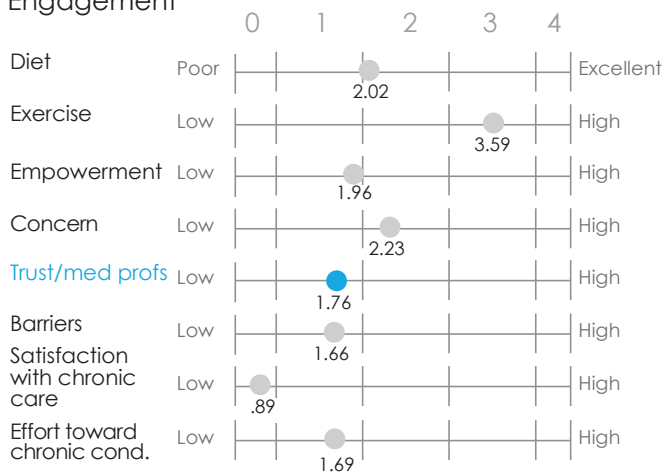
1211 2211 2111 2311
1311 3311 3111 3211

Prefer making a significant health change...

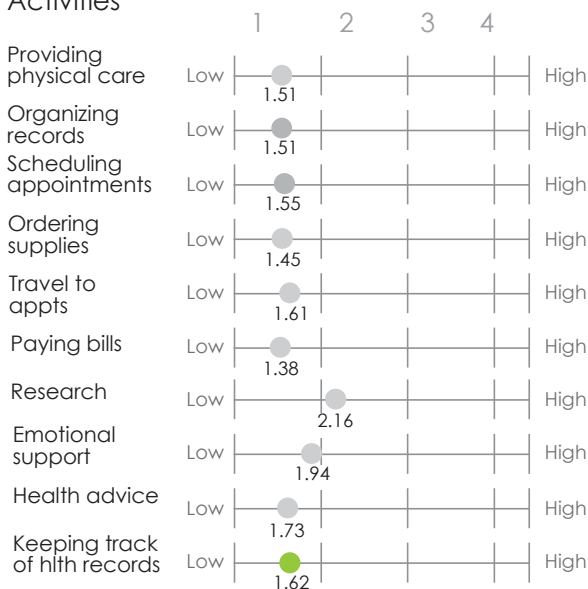
- Alone w/o instructions 31%
- W/help from family, friends 14%
- W/ an expert/encouraging professional 55%



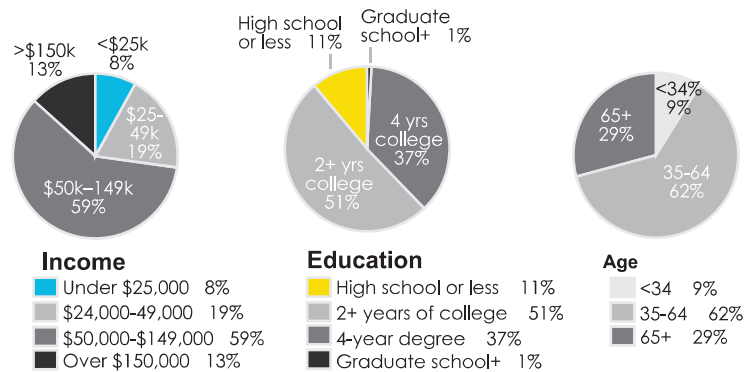
Engagement



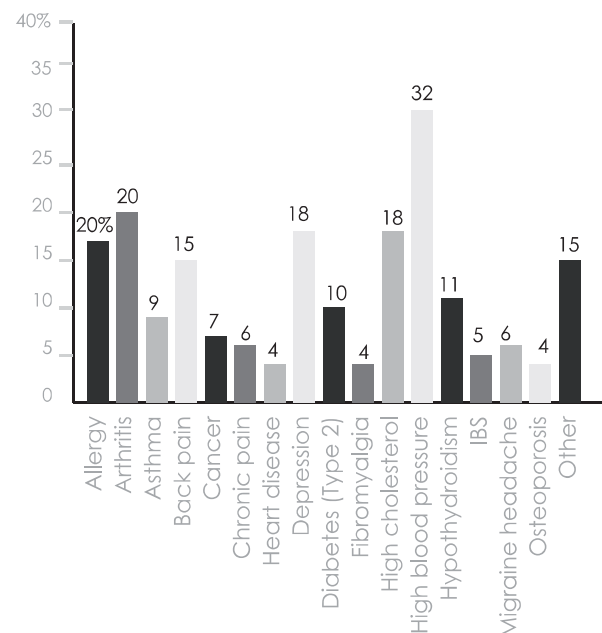
Activities



Demographics



Chronic conditions



Health Care Personality Index

MayoClinic.com – 1,363 responses

12%

Key indicators include:

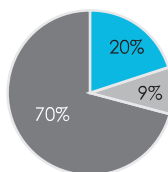
- Medium-high empowerment
- High barriers — very busy + some financial barriers
- Varying trust, though generally happy with professional medical care received

INDICES (black characters indicate persona-identifying traits):

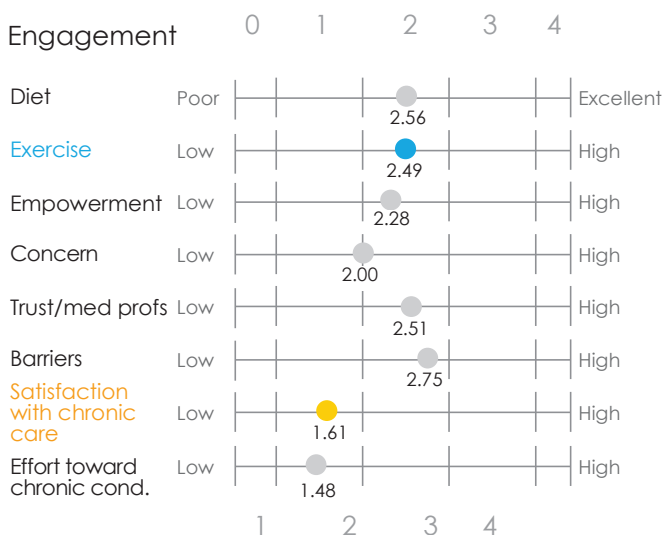
2112 2212 3122
2122 2222

Prefer making a significant health change...

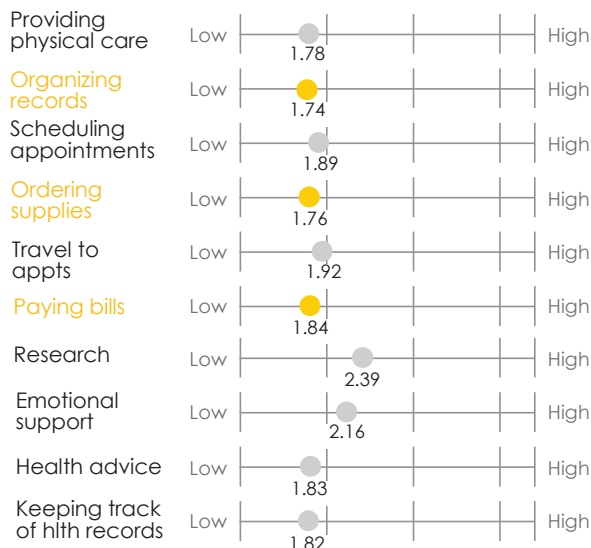
- Alone w/o instructions 20%
- W/help from family, friends 9%
- W/ an expert/encouraging professional 70%



Engagement



Activities



Summary

Similar to Struggling, though better-off financially in a few ways (higher insured rate, somewhat higher income). Also older, and slightly better average education.

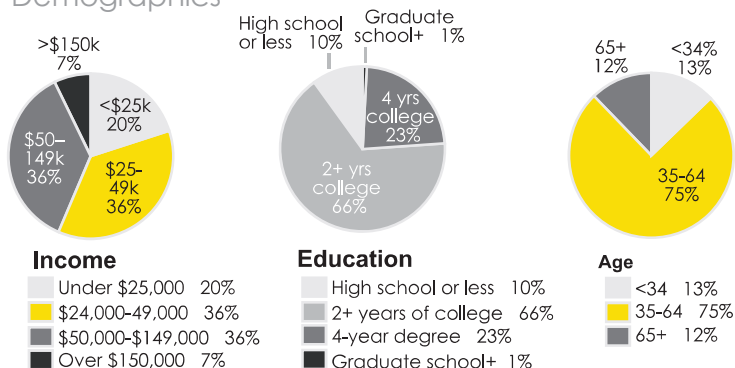
While average Trust levels are split between low and high, the average trust score is relatively high, and this group ties the highest score in satisfaction with their professional care for chronic conditions.

Additionally, this group features the highest levels of a number of chronic conditions (see graph, below).

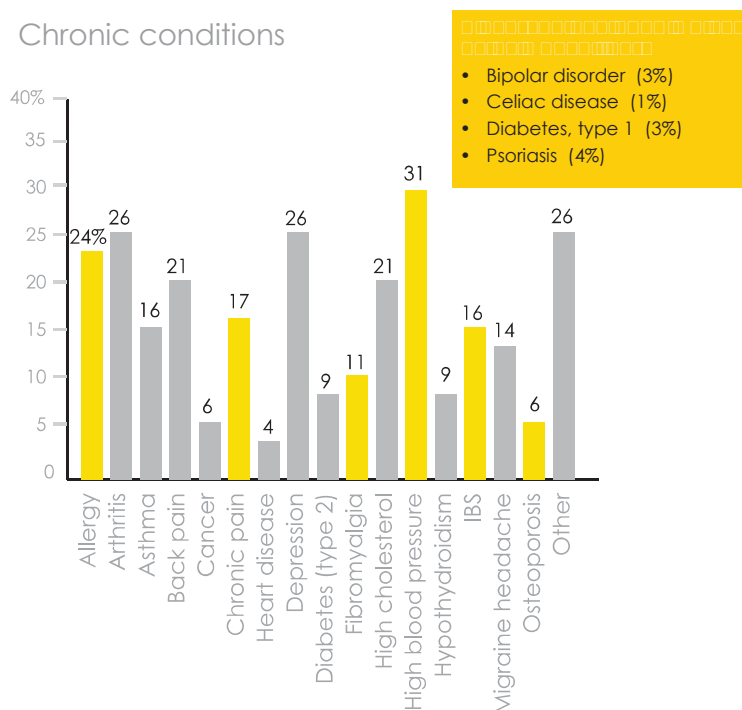
(Weighted averages shown below)

5.19 (1 to 9; 1 is <18 yrs and 9 is >85 yrs)
14%
57%
39%
73%
23%
28.93
19%
36%
3.55 (1 to 6; 1 is <high school to 6 is graduate school)
2.98 — **Lowest average income** (1 to 6; 1 is <\$25k and 6 is >\$200k)

Demographics



Chronic conditions



Health Care Personality Index

MayoClinic.com – 1,363 responses

100% 100%

Key indicators include:

- Medium-high empowerment
- High trust
- Low barriers
- Older

INDICES (black characters indicate persona-identifying traits):

3221 2121 2221
3321 2321

100% 100% 100% 100% 100% 100% 100% 100% 100% 100%

Prefer making a significant health change...



Engagement



Activities



Summary

Hardy is your favorite next-door neighbor.

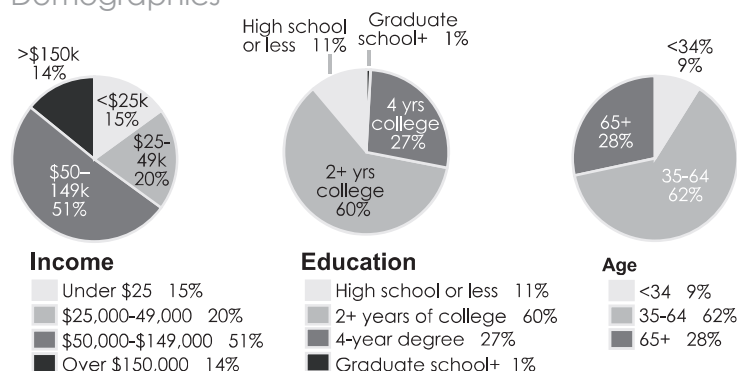
While they have varying levels of concern, they exercise quite a bit, with medium-high Empowerment. They have medium-high Trust.

This is the second-highest male population of this audience (25%), next to Highly Engaged.

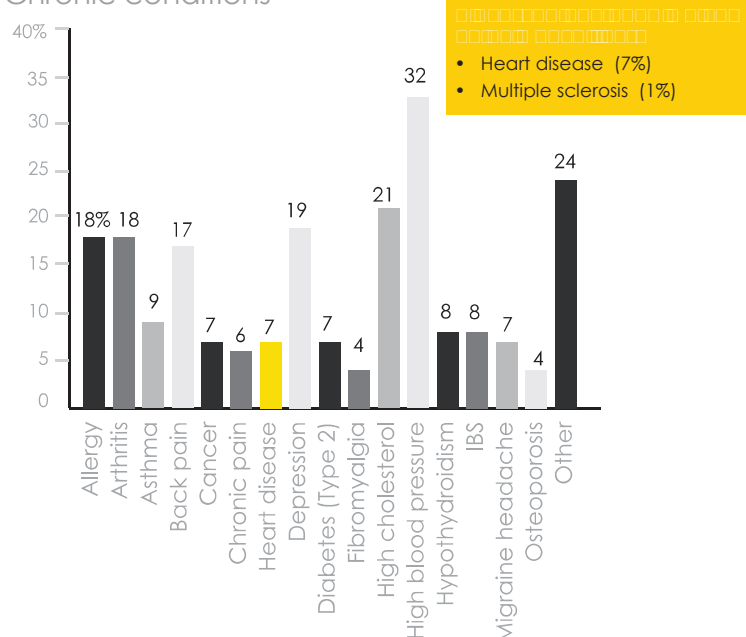
(Weighted averages shown below)

5.64 (1 to 9; 1 is <18 yrs and 9 is >85 yrs)
25%
66% — Highest average married
29%
67%
14%
26.49
21%
15%
3.69 (1 to 6; 1 is <high school to 6 is graduate school)
3.68 (1 to 6; 1 is <\$25k and 6 is >\$200k)

Demographics



Chronic conditions



Health Care Personality Index

MayoClinic.com – 1,363 responses

□□□□□□ □□□□□□ □%

Key indicators include:

- Medium-high empowerment
- High barriers

INDICES (black characters indicate persona-identifying traits):

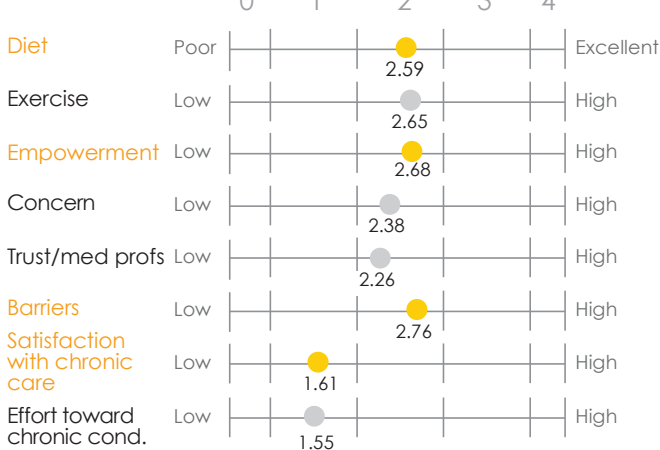
3312 3212 2322
3322 3112 2312
3222

□□□□□□□□□□□□ □□□□ □□ □□□□□□ □□□□

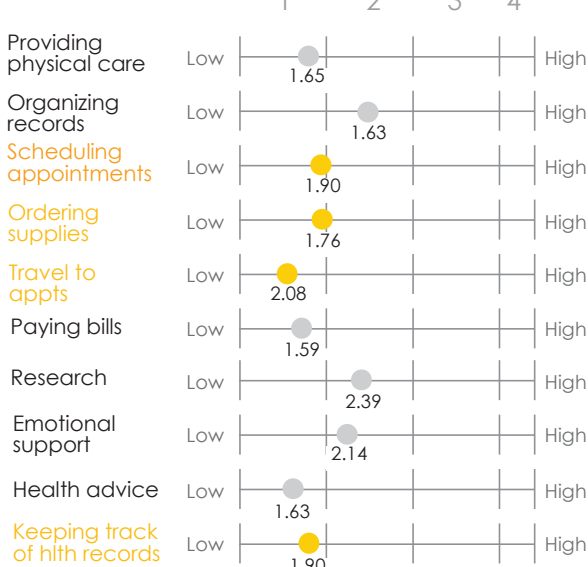
Prefer making a significant health change...



Engagement



Activities



Summary

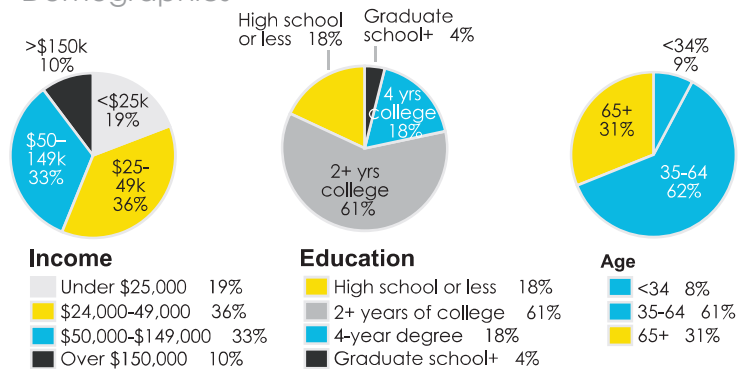
This persona has varying levels of concern and of trust, in spite of their consistently reported high levels of empowerment, which is a rare trait among this survey's respondents.

In spite of this persona's high empowerment scores, they report the lowest score toward making a major health change alone.

This group features the highest percentage of high school or below average education (18%).

- 5.57 (1 to 9; 1 is <18 yrs and 9 is >85 yrs)
- 29%
- 57%
- 24%
- 76% — Highest levels chronic conditions ●
- 25%
- 30.28 — Highest BMI ●
- 53%
- 18%
- 3.39 (1 to 6; 1 is <high school to 6 is graduate school)
- Highest percentage high school or less (18%)
- 3.51 (1 to 6; 1 is <\$25k and 6 is >\$200k)

Demographics



Chronic conditions

