



# ROBINSON MD PERSONA

A semi-fictional biography of your ideal patient. This biography allows us to create a campaign that specifically addresses the needs and goals of your target audience. This is the foundation of your entire campaign.

Concierge Connor

# BIO

I'm a Florida native, born and raised in Palma Ceia. I went to UF for my Bachelor's and then I got my Master's at Miami's Herbert Business School. After I completed the master's program, I was a little homesick, so I took a job in Tampa to be closer to my family. Then, St. Pete started becoming an up-and-coming area. Better job opportunities sprang up over there, so when I was offered this tax managing position, I moved. The traffic isn't as bad. It's quieter here but still has all the benefits of the city, and it's closer to the beaches, while still being in the area I love.

The same year I moved here, I met my wife through mutual friends. I was just turning 30, and I was one bad date away from committing to the bachelor life. Whitney changed everything. She's brilliant, driven, and has a wicked sense of humor. I've never once won an argument with her, but if I could, she'd probably be out of a job as an attorney.

Ever since she's been in my life, it's gotten better. We got married, I got a raise, we moved into this condo. It feels like in the past few years, my life has been on an upswing and I want to continue that trajectory. My goal recently is to improve my health. Now that I'm turning 40, and I have the money and time to focus on my health, I think it's time to be more serious about it.

About a year ago now, I got Covid for the first time. I was fortunate enough to avoid it during the height of the pandemic, but it eventually got me. I'll admit I was downplaying how bad it was until I got sick. I thought it'd be nothing worse than a bad cold, but I was out of work for a couple of weeks. It was difficult to breathe, I had a fever, I lost my sense of smell, and I had a migraine that wouldn't go away for three days. The doctors were very little help. I went to two of them, and the first one didn't even tell me I had Covid.

Recovering from it really made me reflect on my health. I've never been down for so long before, and it makes me grateful that it wasn't worse. There were so many others that have permanent damage from Covid, and I have friends who have parents or grandparents who passed away from it. Since then, I've been working on finding better healthcare and improving my health. It's been a struggle undertaking this journey on my own, but I want to keep working at it, to feel better, and to live a fuller life.

## Concierge Connor



Robinson MD  
Persona



# Robinson MD

Concierge Connor

## ASSETS

My wife, Whitney, and I live in a condo in downtown St. Pete. It's a simple but elegant two-bedroom, two-bathroom unit with plenty of amenities. It's close to our workplaces and very walkable. Compared to where I used to live in Tampa, it's the same level of comfort without being so crowded or nearly as noisy. Everything we ever need is nearby: grocery stores, bars, and restaurants, you name it.

Right now, I'm driving a 2023 Tesla Model 3 and my wife takes a 2020 Acura MDX to her office. Every few years or so, we'll switch out the cars for newer models to retain their value. We're very conscious about where we put our money and how we invest. We also have a couple of other properties in our name that we rent as a source of passive income.

Along with our physical assets, I've built a diverse investment portfolio for us that includes index funds, a Roth IRA account, and stocks. Through both mine and Whitney's work, we each have 401Ks, so we're working our way towards early retirement, and in case of emergencies, we have at least 6 months of funds saved. You can definitely say we are fortunate enough live comfortably, but that's what happens when you work hard.

## DEMOGRAPHICS

### Age

35-55

### Children

No children (yet)

### Occupation

Tax Manager

### Annual Income

\$150,000

### Spouse's Occupation

Attorney

### Location

Downtown St. Pete

### Education Level

Master's

### Marital Status

Married

### Annual Household Income

\$260,000

# Personality / Values

I've been known to be a workaholic. Both my wife and I are. I think that's one of the reasons we understand each other so well, but the older I get, the more I'm understanding that I should try to find a balance. There are times when I'll work on vacations or go back to work too soon after being sick.

But I have a very nice life I've built for myself, and I want to enjoy it. For years, I've taken pride in being a very disciplined person at work, but I want to turn that focus towards other areas of my life. I want to improve my physical health, my mental health, and maybe even try a sober lifestyle.

# Hobbies / Interests

I'm a regular member at my gym. I started focusing on building a consistent fitness routine in my 20s and it really helps clear my mind. When I was younger, I also used to spend a lot of time playing volleyball at the beaches with my friends, but I haven't gone in the past few years since I became more invested in work. My friends have never stopped pestering me about it, so I was thinking about joining the group again.

In the fall and winter months, football takes up a lot of my free time. I'm in a couple of fantasy football leagues with my boys. We get pretty competitive with it, but it's always a good time. Any other free nights I have go to Whitney. Our schedules are pretty packed, so we go out of our way to plan dates and quality time together. We'll go out to eat, get massages, or plan weekend getaways, finding little ways to spoil each other.

# MAIN INFORMATION SOURCES

Whitney and I like to stay informed. We tune into NPR, the Washington Post, and the New York Times, and scroll through X, but I've been trying to find a balance. I've been monitoring the amount of time I'm on news outlets and social media and trying to cut back. The time I do spend on socials though, I'm keeping up with fitness, lifestyle, and health and wellness influencers. Lately, I've really been into watching some football player's diets and workout routines.



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# FAVORITE BRANDS

A lot of the products I gravitate towards in my day-to-day life have clean design and high performance. I use brands like Apple, GymShark, Nike, and J. Crew. In my health journey, I've been trying to shop from more organic and health-conscious brands like Whole Foods, Sprouts, Thorne, and Pure Encapsulations. I don't know if it's truly making a difference or if it's a placebo effect, but since shopping for more whole, organic options, I do feel better. It might be more expensive, but the quality difference is worth it.



## PURCHASING / MARKETING STYLES

The quickest way to lose your money is by spending it. I'm not stingy by any means, but I have plans for my money so I'm careful with where it goes. Dinners and nights out here and there is nothing to sweat about, but for larger purchases like cars, property, healthcare, etc., I will do my research first. I don't mind paying top dollar, but I expect a top dollar experience. I'm also expecting a return on my investment somewhere, whether it's by improving my quality of life or helping me save somewhere down the road.

I'm also careful about the people I entrust my money with. If your business relies on gimmicks or false promises, I'm steering clear. Trustworthy businesses let their products and services speak for themselves. It's also telling who their advocates are. I'm a stickler for reading reviews and investigating influencers. If it seems like their audience is paid for that's a big red flag. You can always tell who genuinely cares about a brand and who is trying to sell you something.

# LIFE GOALS

Although I'm turning 40 soon, Whitney is still in her late-30s and we haven't given up the idea of children. It's something we've put off for a while to focus on our careers. If we're going to have children, we want to be able to dedicate a lot of time to them. Now that we're starting to slow down a bit, the conversation has come up again. We're thinking we might adopt in the next few years.

Another life goal my wife and I have is to retire early. We've been planning our investments and saving up for it. It might be more difficult for Whitney to step back from her work because she's very passionate about it, but I'm not as much. There's so much of life that I still have yet to experience, like traveling. I've only been outside the country once or twice, and I'd like to do that more. I'm good at my work, but I don't want to spend the rest of my life doing it. I think what I fear most is looking back and thinking I should've done more, so the first opportunity I get to live freely, I'm taking it.



# FRUSTRATIONS

I've been experiencing a lot of frustrations with my health journey recently. As I learn more, I'm becoming more upset with our current healthcare system. The value of health is being extremely overlooked. As a patient, I've been undervalued and written off. It's like they don't want to help unless there's something very wrong, and even then, they're limited in what they can do.

When I started on my health journey, I tried to go see my primary physician to discuss my goals and get his guidance, but he wasn't helpful at all. He kept asking if I was worried about any specific illness or experiencing any symptoms. It was like he couldn't understand why I'd see my doctor if I wasn't sick. I just figured that the best place to start a health journey was by asking a professional, but I guess he saw it as a waste of his time. From there, I knew I was on my own, though it's been a lot of guesswork.

# CHALLENGES IN REACHING THE PATIENT

If it's not for work or my family, I can be difficult to schedule time with. Most of my schedule is already taken up, so if I'm adding another thing to my plate, I need to know it's worth making time for.

I'm also wary when it comes to trying new health trends or changing healthcare, things like that. There's so much misinformation online and people trying to make a profit off of other people's health. When it comes to supplements, doctors, or new diets, I always make sure to do my research first, so it can take a while before I'm sold on a product or idea.

# HOW WE OVERCOME THESE CHALLENGES

I need to know the value of your service. I'm not informed about concierge care, so I need you to help me understand what I'm getting out of concierge care and how it's going to help improve my health. I also want to know how it differs from traditional healthcare and how it puts me first. I'm mostly worried that my goals won't align with my doctor's goals and that they won't have the time for me, especially if I'm not sick. Show me that you can be a partner in my goals and ongoing process and I'll be happy to work with you.



# THANK YOU

Please let us know if you need anything at all.

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