

Consumer- Searcher

◀ Oblivious

◀▶ Reactive

◀▶ Conscious

▶ Proactive

Members of the general public, cutting across demographic, social and economic groups, that use the Internet as their primary source for information. Critical information needs divide based on predisposition to look for health information. Well-organized, easily searchable, highly accessible information is their top priority.

Tech Savvy

Overall comfort with technology

Not at all				Very
1	2	3	4	5

▶ Advanced users with the greatest access to technology and the greatest affinity for it. They have integrated technology into every facet of their lives and prefer to communicate via digital channels. Their search habits are not dictated by their location or setting, but instead their curiosity.

◀▶ Digital adopters who want to integrate more technology into their lives; may be just starting out. Most definitely have a smart phone and depend heavily on it. For those with less access, smart phone may be their primary access to the Internet.

Devices



Health Savvy

▶ Actively search for health information as part of daily life. May have a direct connection to a specific condition. Overall concern for general health.

◀▶ Aware of importance of health a broader level. Seek to maintain a healthy lifestyle, but not as active in following it. May be living with a disease or condition, but not looking for new information.

◀ Search online when they need information, but health is not a priority for them.

Social Profile



Want to share their experiences, including health, and seek online communities.



Contributor

Create original content and share others' content with their own comments. Varying degrees of focus. Looking for platforms that let them express themselves or engage with others.



Broadcaster

Find the most interesting content to share it widely. Varying degrees of frequency and focus. Gravitate toward platforms that make sharing simple.

Critical Information Needs

People affected by a specific condition include at-risk individuals, patients, survivors and caregivers and, depending on the stage of the condition, want:

- Latest on their condition, what to expect on their patient journey, ways to learn about and track symptoms and treatments.
- Sources to find the best doctors, medical facilities, advocates and resources to help manage their health.

Generally health-conscious people want:

- Latest on healthy choices about food and exercise.
- Ways to track fitness and calories.

People not concerned with their health but with a well-developed habit for looking for information online are more likely to be exposed to health information via related searches or in their digital channels.

Keys

🎯 Priorities and Goals

- Feel a sense of responsibility to be available for those depending on them, which includes staying healthy or at least not getting sick.
- Maintain their health, especially patients.
- Finish their education.
- Get ahead professionally.
- Take care of family.

👥 Influences

Others see them as a source for reliable information. They look for their information from trusted sources both online and in person. While they may ask for input from a spouse or close friend in making a decision, they will seek an expert to inform their options.

🔊 Name Recognition

- Not likely to recognize NHLBI at all. May know of NIH.
- May be using NIH or NHLBI innovations and not even know it.

Other sources for information:

- WebMD, Healthline or possibly the site of well-known medical facilities like Mayo Clinic.
- Government sites are among the more consumer trusted, especially in the Hispanic community.

“When I’m looking for information, my first stop is my favorite search engine.”

Information Challenges

- Do not have the patience to follow up offline, to wait for slow sites or to work with sites that are not mobile optimized.
- Can become overwhelmed with options.
- Find it hard to wade through dense content.

“I want information that’s quick, easy and at my fingertips. I’m as likely to be looking for something in line at the grocery store as I am at my desk.”

☑ Habits

- Most likely insured
- More likely to exercise regularly, eat well and get regular checkups with their doctor. May use apps to track their fitness.
- Default to a range of sites to get their news and to stay connected on a 24/7 schedule, with television and satellite radio/podcasts as supplements.
- Scan content for highlights.

First stop for information:

- Favorite search engine or social media/online communities.
- Choose where to click based on names they recognize, promoted links and first page results.



“I was using the DASH Diet and had no idea it came from NHLBI.”

Consumer- Non-Searcher

◀ Oblivious

◀▶ Reactive

◀▶ Conscious

▶ Proactive

Members of the general public, cutting across demographic, social and economic groups, that do not turn instinctively to the Internet to look for information. This group includes traditionalists who prefer to talk to a real person, as well as technophobes who don't trust technology.

Tech Savvy

Overall comfort with technology

Not at all				Very
1	2	3	4	5

◀▶ Have a more negative or apprehensive view of technology. They do not naturally look to the Internet as a source for information. If they have access and no other option, they might look online for something.

◀ Do not have ready access to technology. This may be a choice because they are distrustful of it, or they may not have the means. This group must be reached via a third party or via more traditional channels.

Devices



Health Savvy

◀▶ Aware of importance of health at a broader level. Seek to maintain a healthy lifestyle as best they can, but lack of resources prevents full engagement.

◀▶ Search for information they need, but health is not a focus in their life.

◀ Disengaged with their health. Lack of interest or distrust of healthcare. Lack of access to healthcare/information. In prolonged or severe cases, a sense of hopelessness drives disengagement.

Social Profile

This group does not gravitate toward online communities. They engage with social media out of necessity on a very limited basis and generally do not actively participate. Examples include grandparents who join Facebook to keep up with their kids and grandkids or older professionals who maintain a LinkedIn profile for work.



Lurker

Do not create original content or share others' content. They prefer platforms where they can create a feed of content by following others without having to contribute.

Critical Information Needs

- Information to help them get started or get ahead professionally.
- Family resources to help them manage better or help them meet basic needs.
- General news and entertainment. Local news is particularly important to people who've lived in the same area for a long time.
- Ways to fit healthier habits into all the other more pressing priorities in life.
- Ways to live healthier on a budget.

“I need ways to take care of my family with limited resources.”

Keys

Priorities and Goals

- Get started or get ahead in their profession with education or training.
- Take care of their family. Changes priority for head of household.
- Meet basic needs of their family. Prioritized above personal health for head of household.
- Care for children or aging parents.

Influences

Close friends and family are the biggest influences on this group, church and civic organizations, too. Might be as likely to ask their pastor for advice on where to look for answers as to go to a doctor.

Name Recognition

- Not likely to recognize NHLBI at all. May not even know of NIH.
- May be using NIH or NHLBI innovations and not even know it.

Other sources for information:

- Family and friends or the family doctor.
- Some of this group will be as distrustful of the government as they are of technology.
- Community groups and schools

“I'm more comfortable looking to a person for answers than to a machine.”

Information Challenges

- Prefer to talk to a real person and get frustrated when they're referred to a website or automated phone system for more information.
- Not sure what keywords to use for searching or which sources to trust.
- Don't recognize the relevance of health information to their lives.
- Don't trust or may fear technology or healthcare.

“I don't like to go to the doctor.”

Habits

- May or may not be insured, possibly via public health programs.
- Do not prioritize exercise and eating healthy.
- Do not get regular checkups with their doctor. Rely on emergency rooms and urgent care/free clinics.

First stop for information:

- Look to traditional, offline resources for information.
- Default to newspapers, radio and local TV for news. They read the morning paper and watch the evening news.

“I never miss the six o'clock news.”



“If I have a health question, I go see my family doctor. That's all I need.”

Media

◀ Oblivious

◀▶ Reactive

◀▶ Conscious

▶ Proactive

Includes mass and niche media, such as scientific journals. This group gathers information from unlimited sources to report and write stories. Health reporters and specialized publications will be more focused, while mass media will look for bigger stories. Discoveries, progress, budget and policy are some of their themes.

Tech Savvy

Overall comfort with technology

Not at all					Very
1	2	3	4	5	

- ▶ With the digital age fully upon the media industry, more and more journalists are embracing a full-range of technology to aid them.
- ◀▶ Some journalists still prefer face-to-face interactions, though they appreciate and use the long reach technology offers just as often.
- ◀▶ There are still holdouts in the industry who prefer older methods for reporting.

Devices



Health Savvy

- ▶ Health reporters and particularly editors at medical and scientific journals are well-versed in the latest findings and adept at finding more information when needed.
- ◀▶ Information about healthy living is an audience favorite, putting it on the radar of feature editors. This isn't heavy science or medical information, but information they can use in their lives.
- ◀▶ The bottomline at media organizations is revenue. They're are looking for the big stories, and unless there is a major breakthrough, health isn't in the lineup.

Social Profile



There is no denying the impact social media has had on the media industry. News organizations try to engage their audiences across many platforms. Some may be Collectors because of their focus, but all are Contributors. They even go a step further by encouraging others to contribute too.



Contributor

Create original content, share others' content with their own comments and encourage others to contribute. Looking for dynamic conversations.



Collector

Focus on their specific field. Journals are not as interactive as mass media, but they encourage discussion of ideas.

Critical Information Needs

- Latest discoveries and breakthroughs in research.
- Information to help show relevance of findings to a broader audience.
- Policy developments.
- Budget information, both allocation and spending.
- Ways audience can live better, healthier lives.
- Help connecting basic science discoveries to daily life.

Keys

🎯 Priorities and Goals

- Produce great stories that impact their audience.
- Get the big story first.
- Be cited by other media.
- Become a trusted source for news and information.
- Be seen as an expert in their area of focus.
- Build audience (readership for print, ratings for broadcast).
- Journals know they are already the place researchers want to publish, but they strive to be the go-to source for their field.
- Raise awareness and educate their audience.

☑ Habits

- Always digging for more information or the next story.
- Highly inquisitive, can be confrontational.
- Loyal to reliable sources, skeptical of new ones.
- Can get distracted by the influx of information.

First stop for information:

- Search engine.
- Ask another editor or source.

👥 Influences

Have a vast influence on society, from individuals to decision-makers. They are influenced by the drive for reader/viewership and revenue.

🔊 Name Recognition

- Health reporters and journal editors probably will know NHLBI. All media know NIH.
- May receive and use press releases from either.

Other sources for information:

- General media will use press releases, information from government and other medical, science and research organizations.
- Specific journals may use PubMed or Google Scholar, other journals and related public or private organizations.

“I tell the stories that matter and search for the truth.”

Information Challenges

- Proprietary nature of some information.
- Politics of budget and policy.
- Distrust of sources and need to corroborate information from multiple sources.
- Too much information and too many people vying for media attention.
- Distrust of the media.

“I'm looking for information that will help me educate my audience.”



“The media has the power to shape the public debate and influence policy.”

Advocate/Influencer

◀ Oblivious

◀▶ Reactive

◀▶ Conscious

▶ Proactive

Includes community groups that disseminate health information, health insurance companies and employers. Regularly contact health consumers, medical professionals and policy makers.

Tech Savvy

Overall comfort with technology

Not at all				Very
1	2	3	4	5

- ▶ Eager to embrace technology to cut costs and increase reach. Spend quite a bit of time online. Not afraid to learn to use new tools.
- ◀ Limited resources strain efforts to adopt as much technology as might be useful. Prefer to communicate in person, but see the value of mass communications.
- ◀ Extremely limited resources and tech skills of staff to learn new tools bars implementation of technology.

Devices



Health Savvy

- ▶ Have a deep working knowledge of the disease or condition of their organization. Create original programming or highly customize established materials.
- ◀ New to their organization's mission. Just learning the details of the condition. Engage mainly in distributing others' programming.

Social Profile



Social media has increased the reach and audience for established organizations and has given a platform to those with limited resources. Not all advocates and influencers can use social media as much as they might like, but they definitely see its value.



Broadcaster

Still learning how to harness the engagement power of social media, but they're using the mass reach to build audience, raise awareness/funds and educate communities.



Contributor

Engage in dynamic conversations with audiences. They've moved past just pushing information out to building relationships and online communities.

Critical Information Needs

- Programs and tools to help deliver health information to their audiences.
- Real-life success stories of other programs.
- Materials and templates that can be easily adapted for various purposes.
- Access to multi-lingual materials, Spanish in particular.
- Quick, easy interface for ordering materials from NHLBI website.
- Credible, up-to-date health information that is evidence based to support their work.

Keys

🎯 Priorities and Goals

- Serve the needs of the community.
- Seek/share information and spread awareness.
- Drive change through action and education.
- Find new solutions to help their community (programs, materials, resources).
- Have a positive impact on the community.
- Enable others, particularly underserved populations, youth and senior citizens.
- Promote themselves as a resource.
- Encourage engagement with their organization.

“Networking is important for me. I really miss the NHLBI's PIO Conference.”

🔊 Name Recognition

- Very likely to know NHLBI, especially if they are a partner.
- Most likely to go to NHLBI's website to get materials from it for their own audiences.
- Positive opinions of NHLBI are frequently tied to a strong relationship with their point of contact at the Institute.

Other sources for information:

- Email newsletters from relevant organizations
- Institutes/Orgs/Associations: NIH, CDC, WICS, FDA, USDA, etc.

Information Challenges

- Targeting disengaged audience requires constant effort.
- Limited resources and staff.
- Must customize materials to align with the geographic and socioeconomic makeup of their target audience.
- Hard to prove that prevention works.
- Difficult to assess new programs for effectiveness.

“I'm always open to new programs and ideas to affect change, but there are a lot of challenges.”

☑ Habits

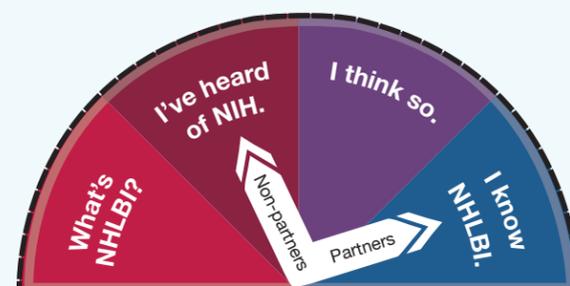
- Always looking for new tools and approaches to learn.
- Collaborate with other resources and organizations.
- Individuals play many roles within the organization.
- Interact with community members on a regular basis.

First stop for information:

- Look it up themselves.
- Work with another partner.

👥 Influences

Strive to engage with the community. They are the best means of influencing those who do not have access to or interest in technology or health information.



“My connection to NHLBI centers around one program, and I am not sure of the rest of their portfolio.”

Policy Maker

◀ Oblivious

◀▶ Reactive

◀▶ Conscious

▶ Proactive

Includes legislative, executive and judicial branches of local, state and national government, as well as the groups that influence them, like lobbyists. Concerned with budget allocation and spending, return on investments. Consumption behaviors and priorities defined by group as a whole regardless of individual variances.

Tech Savvy

Overall comfort with technology

Not at all					Very
1	2	3	4	5	

- ▶ Continually plugged in and proactively using any device with ease, especially the younger set. Generally, they are not limited by resources.

Devices



Health Savvy

- ▶ Very knowledgeable on the specific health issues and platforms that their office covers. Have all the contacts needed to meet their information needs.

- ◀▶ Try to stay informed in general, but don't have the time to follow everything. Senior leaders do not get bogged down in the details.

- ◀▶ Respond to health-related inquiries as needed, but are not focused on health issues. May be someone just starting out or a junior staffer covering whatever comes in.

“I respond to whatever requests come in. If they're health-related, then that's what I'm looking for.”

Social Profile



Social media provides a constant stream of information to help monitor the public debate. It's also a powerful tool for contributing to it. While the judicial branches do not engage, they watch. Others are fully engaged.



Lurker

They scour social networks to collect information on a specific topic or monitor public debate.



Contributor

Use social media to broadcast information about initiatives, shape the public debate, generate support, raise money and gather intelligence.

Critical Information Needs

- Latest news on issues that are part of their office's focus or upcoming votes.
- Latest funding allocations, policies and decisions for organizations in their purview.
- Background information on the leadership and work being done at government organizations.
- Current contact information.
- Relevant and recent statistics for reports.

Keys

🎯 Priorities and Goals

- Forward agenda set by senior leadership, party or special interest group.
- Stay in a position to impact policy.
- Drive the public debate.
- Stay well informed on issues being debated.
- Maintain a relevant, successful office perceived as having impact.
- Drive funding and budget allocations to forward agenda.
- Serve constituents and the public interest.
- Raise campaign funds.

“Everyone in policy has an agenda.”

🔊 Name Recognition

- Definitely knows NIH, will know NHLBI if their office has any ties.
- Might find NHLBI via NIH while searching for information as part of a request for information or of a briefing being written. As likely to call as to look for the information themselves.

Other sources for information:

- Search engines
- Government Agencies
- Orgs/Associations/Advocacy Groups: AHA, ADA, Pulmonary Fibrosis Advocate, etc.

“I mainly contact health institutions when I need background information.”

Information Challenges

- Need the latest budget allocations broken down in specific ways to meet their information needs.
- Need timely background research that can be slowed by difficult to access websites.
- Need specific information from reliable sources filtered from the mass of information available.
- Need to search from mobile devices as easily as a computer.

✅ Habits

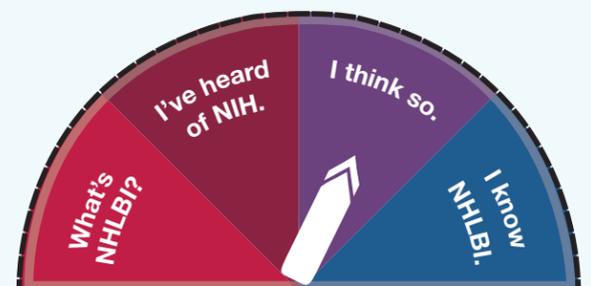
- Don't hesitate to call and request information if they can't find it online.
- Prefer government or association websites over commercial ones.
- Communicate with their audiences via email or phone.

First stop for information:

- Internal/non-public data sources.
- Search engines.

👥 Influences

Influenced by and influences constituents, peers and other branches of government. Senior leaders influence those around them and drive priorities.



“If information is hard to find, I'm likely to pick up the phone and request the information be sent to my office rather than look for it.”

Medical Professional

◀ Oblivious

◀▶ Reactive

◀▶ Conscious

▶ Proactive

Includes doctors, nurses, other medical professionals and students, as well as specialists in heart, lung, blood or sleep field of study. Serve full-range of healthcare consumers, including those at-risk or who are underserved.

Tech Savvy

Overall comfort with technology

Not at all				Very
1	2	3	4	5

▶ Proactive and comfortable with multiple devices. Will use technology as needed. Do not hesitate to look something up online, even on the spot with patients.

◀▶ Generally comfortable with technology, but a little bit hesitant to adapt new technology into their work.

Devices



Health Savvy

▶ Direct access to patients and are extremely knowledgeable in their field. Have access to and readily use all necessary health information resources.

◀▶ Know of many resources and perhaps are just starting out as a medical professional. Working on their go-to health sources.

Social Profile



Most medical professionals do not use social media. They would need to see a specific work-related benefit to start. If they did, they would be collectors.



Collector

Focus only on their field, and might just collect health sources their patients bring to their attention to help other patients.



Lurker

Read a lot, but are not really contributing much. More likely not to trust social media and tend to rely on information from associations or headline aggregators. Might just follow something their patient brings to their attention.

Critical Information Needs

- Latest information on treatments, guidelines and best practices in their focus area.
- Easily digestible health information for reference.
- Printer friendly, multi-language handouts for patients.
- Good resources for community programs or specialists for patient referral.
- Networking opportunities early in career.

Keys

🎯 Priorities and Goals

- Positively impact their patients.
- Manage extremely tight schedules.
- Grow their practice.
- Establish themselves in their field with their peers and patients, especially younger set.
- Know the best resources for details on dosage and treatment overviews (General Practice).
- Know specialists for patient referrals (General Practice).
- Stay on top of the latest treatments (Specialists).
- Recruit for clinical trials (Specialists).

☑ Habits

- Build relationship with specialty association, like American College of Cardiology for a cardiologist, as part of training and boards.
- Build a network of resources and continue to reference them throughout career.

First stop for information:

- Specialty association and organizations embedded in their training.
- Subscription services like Up to Date or medical journals.

👥 Influences

Influences their patients, peers, and influenced by associations and their peers, including specialists.

🔊 Name Recognition

- Likely to know NIH. Only know NHLBI if they work in a specific topic area that NHLBI addresses.
- More likely to look to other organizations and associations that they trust as sources right out of medical school.

Other sources for information:

- Medline, Epocrates, Up to Date
- Subscription-based journal sites, like Nature, JAMA, Biomedical Journal, etc.
- Orgs/Associations specific to their area of medical work: AHA, AMA, ADA, CDC, AAPA, AAFP, etc.



“Want to attract doctors to NHLBI’s website? Get on the board exam.”

“I’m on a tight schedule and need easy-to-read search results to answer my questions.”

Information Challenges

- Don’t have time to comb through text-heavy, cumbersome sites, even if they have good information on them.
- Subscriptions to medical journals or resources like Up to Date are expensive.
- Hard to know which apps to trust and recommend to patients.
- Finding multi-language resources.
- Balancing new technology with the need for patient privacy and to build a personal relationship with patients.

Researcher

◀ Oblivious

◀▶ Reactive

◀▶ Conscious

▶ Proactive

Includes intramural, extramural and independent investigators at NHLBI, NIH and other organizations who are diverse in experience and interest area. Researchers interested in NHLBI will have a tangential relation to heart, lung, blood and sleep disorders.

Tech Savvy

Overall comfort with technology

Not at all				Very
1	2	3	4	5

- ▶ Don't hesitate looking something up, very comfortable looking online for answers and staying up to date on work-related news.
- ◀▶ Conscious of what's out there online, and willing to figure it out as needed, but only where it will directly benefit them.
- ◀ Will go online if they need to, but are hesitant to rely too much on technology. Possibly have security concerns.

Devices



Health Savvy

- ▶ Proactive in knowing what they need for their research, plus more. Direct access to patients if doing clinical research. Do not hesitate to collaborate to exchange knowledge.
- ◀▶ Focus on basic science or a niche subject, with a limited desire to step beyond it. Also includes researchers who are just starting

Social Profile



Most researchers do not use social media. They would need to see a specific work-related benefit to start. If they did, they would be collectors.



Collector

Focuses only on their field of study. The most common use of social media is to keep tabs on their online mentions.

“ I don't trust social media or see it as useful to me for my work. ”

Critical Information Needs

- Latest news on their field of research.
- Updates on what other researchers are working on in and out of NHLBI.
- Funding opportunities and management of current grants.
- Related research and breakthroughs that could impact their work.
- Updated or new protocols.
- Up to date information on the latest policies.

Keys

Priorities and Goals

- Driven by self and career.
- Push their research forward; discover something new.
- Become known among researchers for being great at what they're researching.
- Meet with others for collaboration.
- Recruit for their lab, though many don't have to go looking for postbacs and postdocs.
- Guide others in the field.
- Get published.
- Promote research and findings.
- Recruit for clinical trials.
- **External** researchers motivated by getting funding.
- **Internal** researchers continue to write grants, even though they don't have to on a regular basis, to keep the skill and support their research.

Name Recognition

- Very likely to know NHLBI and NIH.
- Not likely to go to NHLBI's public website. Researchers may see the website as a way to find out about funding or policies but do not regularly visit the site as the information is not relevant to them.

Other sources for information:

- PubMed, Google Scholar
- Subscription journals, like Nature, JAMA, Biomedical Journal, etc.
- Orgs/Associations: AHA, AMA, ADA, CDC, Medscape

“ PubMed or Google Scholar are my primary sources for search. ”

Information Challenges

- Hard to know what other researchers are working on in and out of NHLBI.
- Difficult to keep up with related research breakthroughs that impact their work.
- Subscriptions to journals are expensive, requiring requests for PDFs.
- Need to better promote research and findings, especially basic science research, procedures and technical knowledge.

“ I want to know more about what my peers are working on and finding. ”

Habits

- Know where to look for information they need, whether it's in person or online.
- Prefer in person communication, but willing to use video conferencing.
- Focused on own research, but interested in what others are doing.

First stop for information:

- PubMed, Google Scholar.
- Ask a researcher they already know.

Influences

Influenced by and influence collaborators in their lab or team and the researcher community domestically and internationally.



“ I don't really need information from the NHLBI public website, but I'm glad it's there for the public. ”