

Clara CLS

Clara is a child-life specialist at a major University children's hospital. She uses technology as part of her practice, employing it as distraction techniques for painful procedures, to help patients acclimate to the hospital environment, and as a means of keeping patients' spirits up, particularly those who have to be in isolation. She is always looking for "cool new things". She owns a Google Nexus 6P, but she is assigned an iPad to use at work. She spends a lot of time searching for and evaluating free apps to use with her patients.



Goals

- Have an at-hand, quick to launch tool to use for distraction during triage moments or short procedures
- Have a tool that will engage for longer periods of time, like for dressing changes or sleep study prep
- Have a tool that encourages fun and imaginative play
- Use tech effectively and make the best use of her time with every patient

Thinking/Mentality

- Love/hate with technology: love the convenience and flexibility and effectiveness but fears that sometimes hospital staff 'page the iPad' and that technology is seen as a substitute for therapists
- Worries sometimes that kids now more than she does about tech; doesn't like to feel stupid or not in control

Why buy?

- Consumer apps are not designed for therapeutic use, often have ads, require personal accounts, or are inappropriate for use

Influencers

- Teammates
- Director of Therapy unit
- Conference speakers
- Patients/parents

Buyer journey/process

Encounter SpellBound at professional conference >> try it/see demo >> take it back to team and report on conference findings >> get team support and ask boss for it >> boss and Clara have a discovery call with SpellBound >> [sales process]

Search online and find SpellBound >> watch videos and explore website >> order sample content to try >> contact SpellBound via email or web form >> discovery call >> [sales process]

Channels

- Professional conferences
- CLS blogs
- Facebook groups
- Professional association publications
- Ads on sites that sell medical play toys
- Youtube

Content/Info

- Reviews on CLS blogs
- Recommendations from colleagues
- News articles on what other hospitals do
- Star ratings in the app store
- Awards/accolades
- References from other hospitals (use cases, white papers, case studies)
- Clinical studies

Olivia OT

Olivia is an occupational therapist that works with children and specializes in traumatic brain injury. Her primary use for technology is to help re-train the motor skills of her patients. She thinks that there isn't a lot of technology that is both child-focused and useful for therapy. She owns a smartphone and is constantly looking for games that she can use for therapeutic tools.



Goals

- To find fun and engaging activities for her patients while still helping them practice motor skills.
- Useful and easy-to-use tech in order to better serve her patients.
- Have a large variety of tools on hand for patients with a different ranges of severity

Thinking/Mentality

- Most of her job consists with direct contact with the patient and most therapy doesn't use much or any tech.
- Tool needs to be versatile and easy to use
- Doesn't understand why there isn't more technology being developed for her patients

Why buy?

- Consumer apps aren't designed for therapy let alone motor rehabilitation.
 - Try something different for therapy, integrating technology to make therapy more fun
- ### Influencers
- Director of therapy unit
 - Colleagues
 - Parents

Buyer journey/process

Encounter SpellBound at professional conference >> try it/see demo >> take it back to team and report on conference findings >> get team support and ask boss for it >> boss and Olivia have a discovery call with SpellBound >> [sales process]

Search online and find SpellBound >> watch videos and explore website >> order sample content to try >> contact SpellBound via email or web form >> discovery call >> [sales process]

Channels

- Professional Conferences
- Word of Mouth
- Therapy/Professional Blogs
- Seeing usage of tech in other forms of therapy
- Youtube/Facebook/Social Media

Content/Info

- Reviews on CLS blogs
- Recommendations from colleagues
- News articles on what other hospitals do
- Star ratings in the app store
- Awards/accolades
- References from other hospitals (use cases, white papers, case studies)
- Clinical studies

Pascal PT

Pascal is a physiotherapist working to rehabilitate his patients. Most of his work revolves around macro movements and micro movements. Very tech savvy, albeit unrelated to work. Uses the latest fitness tech gadgets. Looking to integrate technology more in his practice but is unsure how. PT has been done the same way for more than a decade and unsure how to use non-medical technology in his case.

Goals

- An easy to integrate tool that will not impede his job to rehabilitate patients
- A tool for practical use in a physical therapy environment (i.e. a touch game doesn't really fit in a PT session outside of micro motor control cases)
- Tool that works for both large scale PT and small scale PT

Thinking/Mentality

- Tech is not something that I necessarily need in my practice, need to see clear application if I am going to integrate it
- If client is staring at a screen you lose the person-to-person interaction that PT's thrive on

Why buy?

- Can be innovative in a realm of PT that has not been explored yet.

Influencers

- Tech trends
- Colleagues
- Fitness tech blogs

Buyer journey/process

• Professional conference >> investigates uses in CLS/OT dept at current hospital (assuming we're already in their hospital) or does more research on SpellBound website on PT use cases >> reports back to PT team and director of therapy >> reaches out to SB with boss to begin sales process and proposals

Channels

- Fitness/tech blogs
- PT blogs
- Social Media
- Professional Conferences

Content/Info

- Reviews on CLS blogs
- Recommendations from colleagues
- News articles on what other hospitals do
- Star ratings in the app store
- Awards/accolades
- References from other hospitals (use cases, white papers, case studies)
- Clinical studies

Davina Director

Davina is the director in charge of centralized therapy services. She oversees OT, PT, MT, RT, and CLS. She oversees all the tools, education, training, and implementation used by therapists. She is the go to for any issues or concerns when it comes to therapy and the decision maker on whether to implement new technologies in the therapy space. Wouldn't consider herself the most techy person, has a basic smartphone and uses a simple company computer



Goals

- Produce excellent training and resources for all therapists
- Find the most effective ways to provide therapeutic care with limited bandwidth
- Provide useful and cost-effective tools for her therapists that increase patient satisfaction and retention

Thinking/Mentality

- She wants the best out of her therapists. Wants the best care of the patients in order to boost the quality of her department amongst other therapy departments
- New tools and training require time and resources, not against new things but need to make sure they are worth the effort.

Why buy?

- Provide a new innovative tool for therapists to use for their patients that not many hospitals even know exists.
 - Relatively quick training and implementation
- ### Influencers
- Hospital rankings
 - Therapist recommendations and needs

Buyer journey/process

• Here's about SB from CLS/OT/PT or they go to professional conferences >> receives proposal of partnership from lower-level therapists and SB >> negotiates various applications with SB >> begins sales process

Channels

- Professional Conferences
- Therapist blogs
- Other hospital relationships
- Youtube/Facebook/Social Media
- Professional association publications

Content/Info

- News articles on what other hospitals do
- Awards/accolades
- References from other hospitals (use cases, white papers, case studies)
- Clinical studies
- Stats/research from institutes like Beryl

Vikesh VP



Vikesh is the VP of Family Centered Care and Patient Services. He was a pediatric surgeon before becoming a hospital administrator. Large consumer of Apple/higher end tech products. Patient and patient family hospital experience is main priority. Looking for ways to boost patient satisfaction in innovative ways, has not seen anything AR related and completely oblivious to the technology.

Goals

- Provide amazing hospital experience to all patients and visitors
- Reduce cost of care per patient
- Provide versatile, cost-effective tools for all therapists, nurses, and doctors.

Thinking/Mentality

- The hospital is going fine as it is, why do I need to buy more tools?
- If I implement SB, how much does it cost the hospital? \$/best

Why buy?

- a

Influencers

- a

Buyer journey/process

- Here's about SB from CLS/OT/PT as they go to professional conferences >> receives proposal of partnership from lower-level therapists and SB >> negotiates various applications with SB >> begins sales process

Channels

- Professional Conferences
- Tech trends (AR/VR)
- Word of mouth

Content/Info

- Reviews on CLS blogs
- Recommendations from colleagues
- News articles on what other hospitals do
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- Awards/accolades
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- Clinical studies