



Understand Complex Health & Wellness Lifecycles

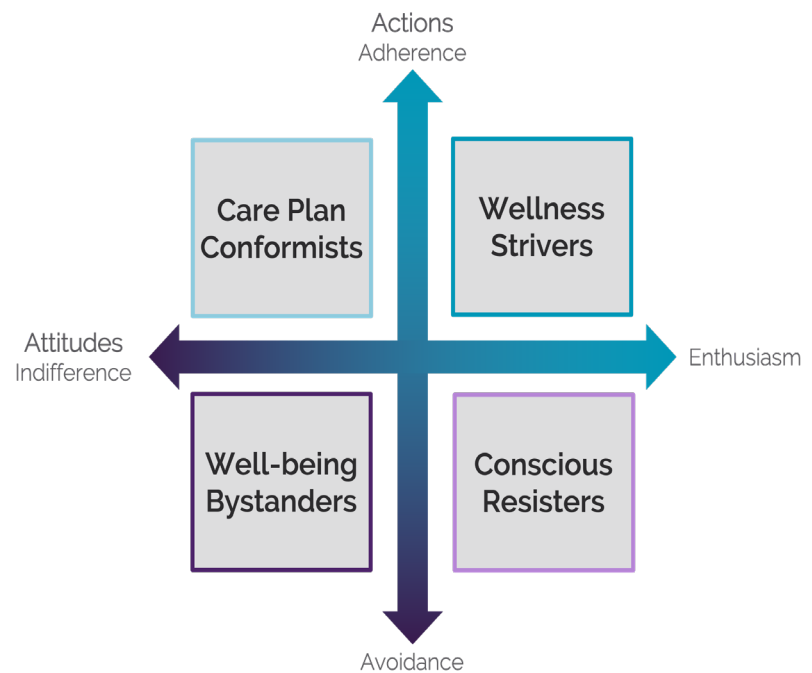
Navigate the unique wellness lifecycles for all individuals

A consumer's approach to health and wellness is just as unique as they are.

Sitting at the crossroads of rich data and cognitive research capabilities, our team of psychologists and data scientists recognized an opportunity to help companies focused on improving the lives of others uncover more about today's modern consumer - and even patients - by answering the question, "Do an individual's health related beliefs and attitudes match their actual behaviors and actions, or is there misalignment?"

The result? Four distinct personas based on the relationship of an individual's adherence to health-focused behaviors and an individual's enthusiasm for health-focused guidelines and best practices.

But we did not stop there. In order to truly understand the full health and wellness journey, we further segmented these four powerful personas into 48 total segments based on gender and age, painting a complete picture of the consumer lifecycle.



Each persona was created using a multifaceted approach.

AnalyticsIQ's Health & Wellness Personas are based upon the intersection of people's:

Attitudes towards health & wellness

- **Enthusiasm vs Indifference:** Does someone believe that their exercise and dietary habits influence their overall well-being? Or do they believe their health is determined primarily by their biological make-up rather than the everyday choices they make?

Actions towards health & wellness

- **Adherence vs Avoidance:** Does someone prioritize their health, and consequently value and follow their doctor's orders? Or are they only interested in seeing a doctor once things become unbearable.

Let our Health & Wellness Personas guide your marketing.

Understanding the lifestyle and mentality of patients and consumers provides the insight needed for truly personalized marketing communications - and even an uptick in medical plan adherence! From spending habits to BMI and decision motivations to medical utilization, our personas reveal all this and more across the entire male and female lifecycle.

Are you ready to learn more about our Health & Wellness Personas? Contact us at sales@analytics-iq.com and we'll send you the Health & Wellness Personas Guide today.