



Health & Wellness Personas

Your segmentation guide to better understand the uniquely personal health beliefs and behaviors of today's consumers in order to communicate effectively and influence outcomes

 AnalyticsIQ

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I. Our Methodology

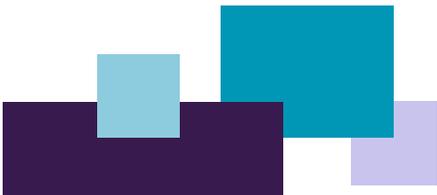
Learn about AnalyticsIQ's patent-pending, psychological approach to understanding people's attitudes towards health and wellness and how this aligns with the actions they take.

II. The Personas

In this section, you will dive into AnalyticsIQ's four overarching Health & Wellness personas. You'll also understand the unique differences among these segments, especially in regards to age and gender.

III. Take Action

When you're ready to take action, AnalyticsIQ can help you unlock the power of our Health & Wellness personas so that your messaging strategy is as unique as the individuals you want to reach.





Our Methodology

PROPRIETARY COGNITIVE PSYCHOLOGICAL RESEARCH POWERS OUR PERSONAS

Creating accurate audience personas powered by psychological research and thousands of rich data points isn't just a smart way to do business. Especially for health and wellness companies, it's *the* way to connect, communicate and inspire people to take action and live their best lives possible.

Everyday the world continues to evolve. A decade ago, people weren't dabbling in CBD to ease their stress, having Zoom calls with their doctors or riding a cycle with thousands of other people from the comfort of their living room. People's behaviors, including diet, exercise and wellness visits, continue to change. Their attitudes do as well.

Sitting at the crossroads of rich data and cognitive research capabilities, AnalyticsIQ recognized our opportunity to help companies focused on improving the lives of others uncover more about today's modern consumer - and even patients. The result? Our Health & Wellness Personas.

AnalyticsIQ's Health and Wellness personas are based upon the intersection of people's attitudes and everyday actions.

Attitudes

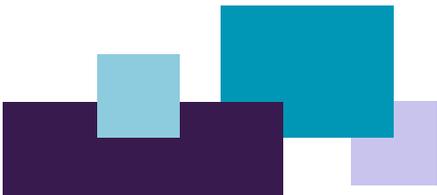
Enthusiastic vs Indifferent

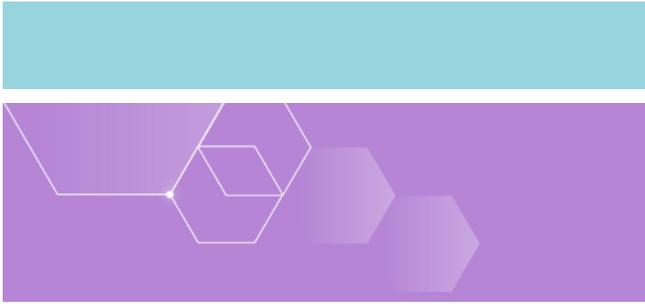
Does someone believe that their exercise and dietary habits influence their overall well-being? Or does someone believe their health is determined primarily by their biological make-up rather than the everyday choices they make?

Actions

Adherence vs Avoidance

Does someone prioritize their health, and consequently value and follow their doctors' orders? Or are they only interested in seeing a doctor once things become unbearable?

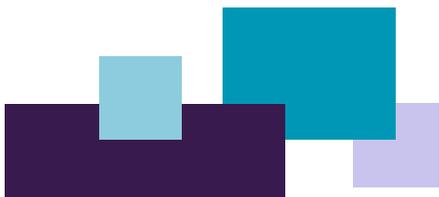
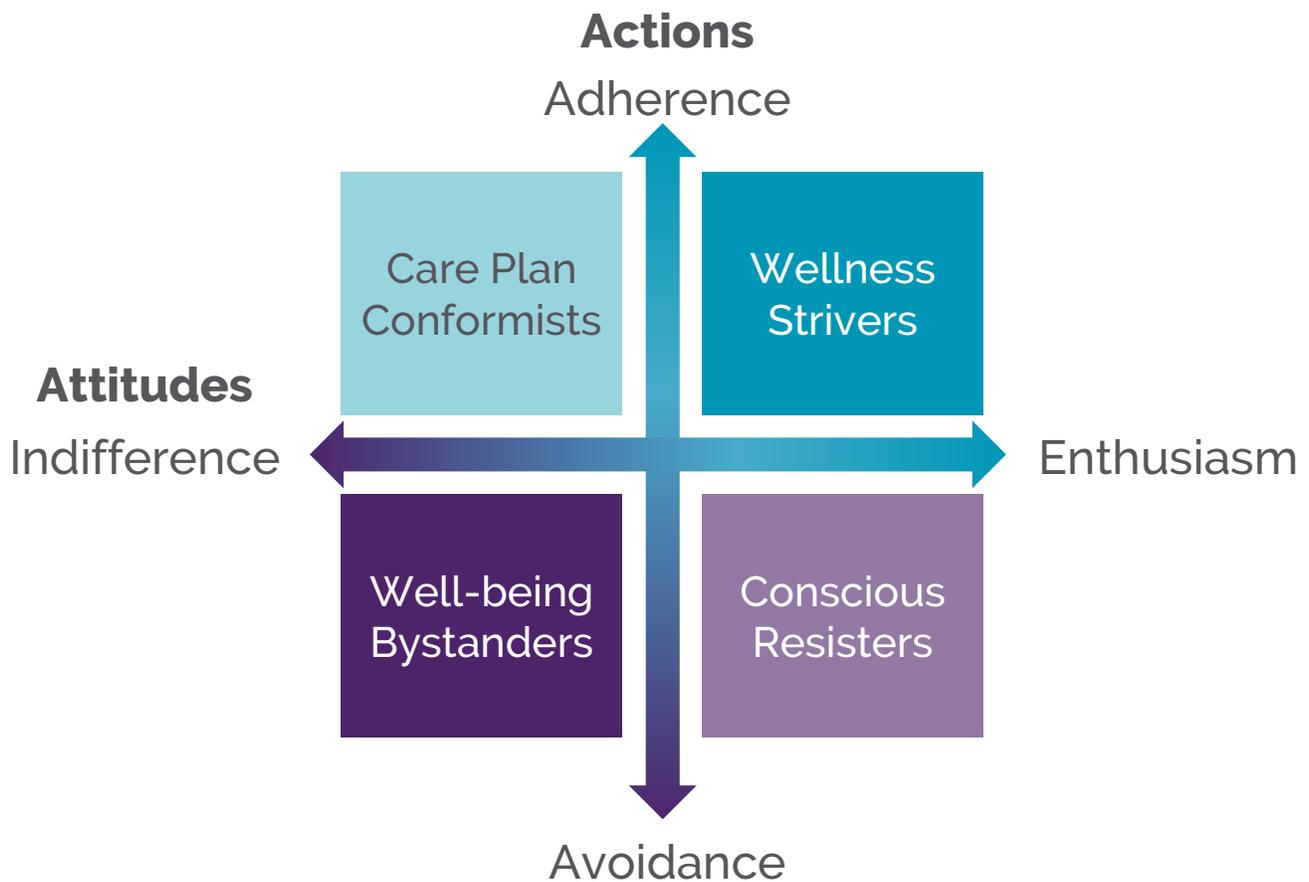




As you can see, the result is four primary personas that help to hone in on the lifestyle and mentality of the people in each group. And when marketers can better understand these dimensions of the people they're trying to serve, the opportunities for powerful marketing and effective communication, and even an uptick medical plan adherence, are all completely possible.

AnalyticsIQ's Health & Wellness Personas

Powered by our patent-pending A³ methodology



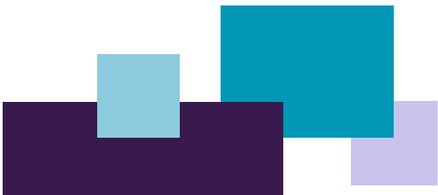


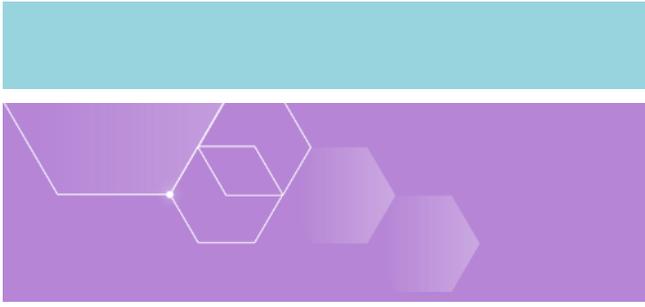
So how did we arrive at these personas? As with everything we do at AnalyticsIQ, these Personas aren't just interesting; they are empirically-driven and statistically sound. Initially, we set out to understand the antecedents of individual health and wellness-related behaviors. Theories within the field of Psychology tell us that beliefs inform behavior and that belief-congruent behavior solidifies the motivating construct. We were interested in understanding how health-related constructs influenced adherence to medical advice, and how those two in tandem would provide insight on various health-related outcomes.

To unlock these insights, we studied a representative sample of the U.S. population, ranging from 18 to 70+ years of age to evaluate how health-related attitudes and actions affect their overall approach to wellness. With psychological principles guiding the research process, we created a robust segmentation system that encompasses a broad range of health-related behaviors and outcomes.

We measured attitudes by understanding, for example, how people value their health, whether they trust their doctor, if they believe their dietary choices and exercise habits are important components to their overall health, and whether they feel supported by family or peers in their wellness goals.

And in order to measure behaviors, we assessed multiple actions to understand where individuals fall on the adherence spectrum. For instance, adherence takes into account whether or not people will follow their doctor's order, show up to appointments on time, reschedule cancelled appointments, no-show to appointments without calling ahead to cancel, secure reliable transportation to visits and take medications as prescribed.





Not only did we gather insights for four overall personas, we were able to break down each persona into segments that showed differences between men and women as well as differences between age groups. This information sought to answer questions like:

“What behaviors contribute to a healthy lifestyle?”

“What are the internal motivations behind health-related behaviors?”

“Why are some people healthy and others are not?”

The result of this analysis helped us create a detailed and extensive marketing segmentation that tracks an individual's wellness journey throughout their lifetime. Furthermore, the additional data linked to each persona shows buying habits, brand loyalty, market interest, and so much more. This user-friendly roadmap is essential for health and wellness companies, organizations, and medical entities who want to make a human connection.

If your brand is ready to launch effective marketing, improve patient or customer communication, and meet the needs of your most promising prospects, then let's dig into the Health and Wellness Personas.





The Health & Wellness Personas



WELLNESS STRIVERS

PERSONA

Attitude: Enthusiasm

Actions: Adherence

31.87%
of the
population

Wellness Strivers

THE BY-THE-BOOK HEALTH FANATICS

Wellness Strivers live the straight-and-narrow life, which works in their favor. Highly educated with successful careers, they tend to be go-getters with their health as well. This group follows the directives of their primary care physicians, from medications to exercise to nutrition. They are the least likely to have restrictive lifestyle diets—such as vegetarian, vegan, or paleo—or use unorthodox homeopathic solutions.

With the overall highest income and net worth, Wellness Strivers invest in their health with products and services that keep their heart pumping. You're as likely to find them at the gym as you are on an exercise bike at home. Between business meetings and family time, they generally attend to their health according to their doctor's instructions. Overall, this group is healthy, happy, and secure in their futures.

Key Insights

WHAT SETS THIS GROUP APART

- Wellness Strivers tend to marry and build futures with other Wellness Strivers.
- This group invests time and energy into decisions that affect their future. They are the least likely to make impulsive decisions.
- This group is highly unlikely to subscribe to alternative medicines such as CBD supplements, herbal remedies, or homeopathic solutions.
- Overall, this group gets the best nightly sleep and is 50% less likely than the average person to suffer from anxiety, depression, or high stress.
- The most educated of the four groups, the Wellness Strivers tend to be the most engaged and enthusiastic about their health.
- Wellness Strivers are smart with their budget and order prescriptions online.

Male Wellness Strivers

FIT AND FAMILY ORIENTED

The male Wellness Striver is an ambitious health enthusiast who knows what he wants out of life. This group of level-headed planners makes smart decisions at a young age and reaps the benefits throughout their lifetimes. You're likely to find this group playing in a sports league or getting their heart rate up at the gym. Overall, they value and invest in their fitness and well-being.

Established and financially secure, the male Wellness Striver generally has the highest net worth of any other group. These men are highly educated, focused, and ready to settle down early; they want to live long, healthy lives with their families. This group is not only active, but they also visit their physician regularly and pay attention to doctor's orders.



Fit & Family Oriented

Key Insights

WHAT SETS THIS GROUP APART

- This group is likely to marry young while simultaneously acquiring a higher education.
- Wellness Strivers value family time and generally spend more money on travel than any other group. Family vacations!
- Although these men are not exactly tech savvy, they are the most likely to use online prescription services.
- Regardless of age, these men are the least likely to suffer from stress, anxiety, or depression.
- This group rates low on the impulsivity scale and proves that with their highly organized finances.

Female Wellness Strivers

AMBITIOUS AND ACTIVE

The female Wellness Striver has it all together. These women are highly driven individuals who are not afraid to go after their goals. They juggle career and family successfully, and stay highly organized in their finances. As balanced as they are savvy, female Wellness Strivers are high earners who make wise purchasing decisions. When they find a product they love, they stick to it.

You're likely to find these active women engaging in group-led exercises as regularly as they visit their primary care doctors. With the healthiest BMI and best sleep quality of all the groups, they prove their enthusiasm for health and fitness with their low-risk lifestyles. They pair balanced diets with consistent activity, and invest in exercise products and services such as gym memberships, fitness classes, exercise equipment, and activewear. And when they hit their more mature years, including retirement, they don't slow down. In fact, their enthusiasm and time spent on healthy activities only continues to ramp up and outpace the other groups. Overall, this group maintains the highest physical and emotional health throughout their lifetimes.



Female Wellness Strivers

AMBITIOUS AND ACTIVE



Key Insights

WHAT SETS THIS GROUP APART

- Female Wellness Strivers are likely to have regular visits to a chiropractor.
- This group generally lives a green lifestyle, recycling and using energy efficient appliances.
- This group is the least likely to be in the market for health insurance. This could be due to career choices that offer benefits.
- Female Wellness Strivers between the ages of 40-49 have the highest discretionary spending of any other group.
- Much like their male counterparts, this group values family time and spends the most on travel each year.
- Of the four groups, female Wellness Strivers are the most likely, 157% to be exact, to utilize online prescription services.

CARE PLAN CONFORMISTS

PERSONA

Attitude: Indifference
Actions: Adherence

19.28%
of the
population



Care Plan Conformists

DEPENDABLE, YET UNENTHUSED

Care Plan Conformists may not hold fitness and wellbeing above all, but they do what they can to stay healthy with the resources they have. They are self-sufficient and reliable, keeping doctors and healthcare providers confident that they will listen to their instructions.

With the majority of Care Plan Conformists identifying as introverts, they are likely unmotivated by group exercises or gym classes. They like to think that their everyday activities are enough to keep their heart pumping. And that may be the truth, as most of them hold jobs that require them to be moving around all day. Overall, their lack of enthusiasm has an effect on their health. Although they regularly visit their primary care physician and adhere to their instructions, their overall wellness score is lower than their doctors would like to see throughout their lifetimes.

Key Insights

WHAT SETS THIS GROUP APART

- Care Plan Conformists are more likely to be single, either divorced or never married.
- This persona's discretionary spend is below average, and nearly 40% lower than the enthusiastic leaning groups - Wellness Strivers and Conscious Resisters.
- Care Plan Conformists typically have the lowest home value.
- Of all personas, this group loves the companionship of pets the most. In fact, they are 30% more likely to be dog owners, and 57% more likely to have a cat.
- This group tends to shy away from yoga and meditation practices.
- These individuals are least likely of all the personas to use an alternative approach to health and wellness like CBD.
- The majority of this group tends to be loyal Android phone users.

Male Care Plan Conformists

WILLING AND WIELDY

The male Care Plan Conformist is the ultimate do-it-yourself type. These guys are self-reliant with house and car repairs, but they also know to listen to the experts when it comes to their health. Although they are not altogether excited about health and fitness, they do tend to follow doctors' recommendations. You'll find these men turning directly to healthcare providers for information and guidance; they are the least likely type to search WebMD or even utilize an online pharmacy. They keep a balanced diet and avoid risky health behaviors that would disappoint their physicians.

The cap on this group's education tends to be at the high school level, and the majority of these men hold blue collar jobs—perhaps in the production, craft, and construction industries. One of the benefits for skilled laborers is that they move their bodies more often than those with desk jobs. That's likely why this group tends to shy away from activities like running and aerobics. They get plenty of exercise in their daily routine, which is just what the doctor ordered.



Willing & Wieldy

Key Insights

WHAT SETS THIS GROUP APART

- The men follow a more traditional care plan, seeing the doctor regularly, following orders, and heading to their local pharmacy.
- Instead of utilizing "new age" health and wellness tactics like meditation or herbal remedies, the male Care Plan Conformist is likely to care for his body by seeing a chiropractor regularly.
- Younger Care Plan Conformists between the ages of 18-29 are more likely to suffer from anxiety and depression than older Care Plan Conformists.
- 70% of male Care Plan Conformists between the ages of 30-39 are unmarried.
- As the Care Plan Conformist grows older and moves into retirement mode, he has no plans of picking up new exercise habits and is 5X less likely than average to engage in aerobic exercise.
- Although this group adheres to their doctor's recommendations, their overall wellness score is relatively low.
- The majority of this group tends to be loyal Android phone users.

Female Care Plan Conformists

THRIFTY AND THOROUGH

The female Care Plan Conformist is a crafty lady on a budget. These women tend to have a below average income, so they are consistently seeking good deals. That means if they find another brand that is better suited for their finances, they will make the switch. But don't let the price shopping fool you. These ladies keep highly organized accounts of their spending so they can still purchase items that pique their interests and help the family out.

Because of their thriftiness, you won't find the female Care Plan Conformists hopping into a lifestyle diet that requires them to purchase costly grocery items, such as meat and dairy alternatives. They've got a good eye for a sale, which might lead them to eat foods that keep their BMI on the higher end.

As much as they follow their physician's recommendations for diet and exercise, their budget and household obligations may be restricting them from purchasing high-end fitness equipment or organic health foods, as well. However, you're likely to find these women making efforts to get their steps in during the day.

At the end of the day, the female Care Plan Conformist may have a lot on her plate - from raising children to handling a divorce to balancing a tight budget, but don't count her out. She does what she can to adhere to her healthcare plan.



Female Care Plan Conformists

THRIFTY AND THOROUGH



Key Insights

WHAT SETS THIS GROUP APART

- Female Care Plan Conformists are very organized with their budgets. That's why you're not likely to find them making impulse buys.
- Similar to the Well-Being bystanders, these women with an indifferent attitude also experience an above average rate of anxiety and depression.
- During the prime of her life, she is nearly 3X more likely to be facing a major life change, like a divorce, while still managing the household.
- Much like their male counterparts, this group tends to visit a chiropractor often.
- This group is the least likely to be taking up jogging or aerobic exercise.
- Female Care Plan Conformists see their primary doctors regularly throughout their lifetime but may not take medication.
- Although they are not likely to be seen at the gym, you may find female Care Plan Conformists purchasing low-impact at-home exercise equipment when they can fit it into their budget.



CONSCIOUS RESISTERS

PERSONA

Attitude: **Enthusiasm**

Actions: **Avoidance**

18.34%
of the
population

Conscious Resisters

THE MINDFUL AND INDEPENDENT

Conscious Resisters are adventurous folks who live life to the fullest. When they're not socializing with their friends over dinner and drinks, you can find them working hard to stay in shape. This group doesn't often visit their primary care physicians, but their lifestyle aligns with much of what a doctor would recommend. Their fitness regimen and attention to overall wellness keeps them at a healthy BMI throughout their lifetimes.

Although the Conscious Resister is a high earner, they don't spend much time balancing their checkbooks. You're more likely to find them scoping out new tech that helps them pursue life goals or simplify their busy schedules. Being tech-savvy could also be the reason this group tends to self-diagnose with WebMD instead of scheduling a visit with a doctor. Overall, these folks are healthy, active, outgoing, and have a passion for life.

Key Insights

WHAT SETS THIS GROUP APART

- This group is 1.5X more likely to be interested and involved in yoga than any other group.
- Conscious Resisters are the most likely to use homeopathic remedies instead of prescriptions provided by their doctors.
- When it comes to CBD specifically, Conscious Resisters are the most likely of four personas to embrace this natural wellness movement.
- This group is the most likely to follow a lifestyle diet like vegan, vegetarian, or paleo.
- Enthusiastic about their fitness, Conscious Resisters get more daily aerobic exercise, especially jogging, than any other group.
- This group has the second highest overall wellness score, just under the Wellness Strivers.
- Conscious Resisters are the most extraverted group.

Male Conscious Resisters

FRIENDLY, FITNESS FOCUSED AND LIVING LIFE TO THE FULLEST

The male Conscious Resister takes a natural approach to his well-being. Friendly, extraverted, and in tune with his health, these men are more likely to listen to their bodies than they are to a healthcare professional. They tend to use natural remedies for ailments and stay fit with outdoor activities including hiking, running, and other forms of aerobic exercise that keep their hearts healthy.

With their outgoing nature, male Conscious Resisters are as active in their social life as they are in their fitness efforts. This might be why they rate higher than any other group in alcohol consumption. These guys are typically the life of the party but stay balanced with solitary meditation practices. Although doctors would recommend cutting back on the drinks, this doesn't keep the male Conscious Resister from maintaining a high overall wellness score. In general, these men enjoy lots of activity in their daily lives as well as interactions with their friends and family.



Male Conscious Resisters

FRIENDLY, FITNESS FOCUSED AND LIVING LIFE TO THE FULLEST



Key Insights

WHAT SETS THIS GROUP APART

- Male Conscious Resisters are high earners with an average income that's just below Wellness Strivers. However, their home value is the highest of all groups.
- These men have the highest discretionary spending and typically adopt new technology earlier than any other group.
- Out of the four personas, you're most likely to find men in this category spending time on staying connected to others on social media, like Twitter and Instagram.
- This group is the most likely to take risks in financial matters. This may be a contributing factor to their overall net worth, which is 34% lower than Wellness Strivers who earn just a touch more in annual income.
- When in a relationship, these men are committed; they are half as likely to be divorced compared to the other groups.
- These men in the group are less likely than the other groups to have children. And if they do, it may be later in life.
- Compared to any other male group, Conscious Resisters have the lowest Body Mass Index.



Female Conscious Resisters

HEALTHY AND INDEPENDENT

The female Conscious Resister is an on-the-go woman who generally leads a healthy lifestyle. However, with a strong sense of self-worth and confidence, female Conscious Resisters may trust themselves, rather than relying on doctor's recommendations, in order to stay fit and feel good.

The ultimate do-gooders, these women spend the largest percentage of their overall income on charitable donations. Along those same lines, they are also the most interested in environmental issues and aim to live a green lifestyle. Instead of spending cash on things like home gyms or treadmills, you're likely to find these women taking a more cost-effective approach to exercise—jogging, hiking, and practicing yoga. True to their nature, these gals also tend to follow a lifestyle diet, such as vegan or vegetarian, showing that they are dedicated to their efforts of making a positive impact.

This woman lives a full-life and can't be pinned down. Of the four personas, she is least likely to have children or pets, or even own a home. Instead, you may find her renting her own place with the freedom to pack her bags and hop on the next flight out. With impulsivity and confidence running through her veins, the female Conscious Resister exhibits more risk-taking behavior than the other groups. From making financial investments to following safety precautions, don't be surprised if you find her throwing caution to the wind and making her own decision on what's best, despite what others tell her or say.

Female Conscious Resisters

HEALTHY AND INDEPENDENT



Key Insights

WHAT SETS THIS GROUP APART

- This group is highly likely to enjoy traveling internationally.
- Of all four groups, this woman is least likely to have children or pets as part of her day to day lifestyle and responsibilities.
- The female Conscious Resister is most likely to use CBD to soothe their ailments or reduce stress and anxiety.
- These women are twice as likely to be African American and 2.5 times more likely to be Asian American than any other group.
- This tech-savvy group is highly likely to look up symptoms on WebMD and use online prescriptions.
- This group is the second most likely to be in the market for health insurance—just under Well-Being Bystanders.
- Similar to their non-adhering counterpart - the Well-Being Bystanders - these women are not interested in wellness options like chiropractic care.
- Female Conscious Resisters are highly engaged in aerobic activities, especially jogging.
- With a high discretionary spend, this group is the least likely to seek out bargains, coupons, or discounted prices on products and services.
- These gals are loyal iPhone users, nearly 1.5 times more likely to use this Apple product than any other group.

WELL-BEING BYSTANDERS

PERSONA

Attitude: Indifference

Actions: Avoidance

30.51%
of the
population



Well-Being Bystanders

THE HARD-WORKING, NON-PLANNERS

The Well-Being Bystander may embrace the philosophy: "You only live once; you might as well enjoy it with the ones you love." Out of the four personas, this group is least likely to prioritize their healthcare, taking a more passive role when it comes to exercise or following the doctors orders. Instead, they are focused on balancing the everyday stress and demands of their life, like raising kids or balancing their bank account. Although they earn an income that is below average, these folks are in tune with their values and work hard to provide for themselves and their families. They're likely to make decisions on a whim, but they focus their spending on things that matter most to them. Well-Being Bystanders are movers and shakers with extrovert tendencies. You're likely to find them sharing pictures of their lives and families on Facebook. Although they live humbly, they are rich in love.

On the flip side, Well-Being Bystanders struggle with money and stresses from their blue collar jobs. These pressures—along with a lack of attention to their health—can result in feelings of anxiety and depression. With irregular work hours, full busy homes, and tight budgets, these folks tend to let exercise fall to the wayside. Still, this doesn't stop them from building a life that they are proud of.

Key Insights

WHAT SETS THIS GROUP APART

- Well-Being Bystanders are the most likely to take risks with their health. This may be the reason why they are nearly 1.5 times more likely to need medication, have the highest BMI of the four groups and also have the lowest overall wellness score.
- These folks have the lowest average education level of the four personas, and are over twice as likely to drop out of high school compared to the others.
- This segment is 1.5 times more likely to have blue collar jobs than any other group., which may drive their lack of exercise.
- Aligning with their nature to be impulsive, Well-Being Bystanders are the most likely to switch brands if they see something interesting.
- Well-Being Bystanders are the most likely to be in the market for health insurance.
- These individuals may have a lot on their plate. They are likely to have the most kids, but are also the most likely to be single, with both the highest divorce and highest never married rates .
- People in this group are most likely to face anxiety and depression. They are also most likely to find ways to cope on their own, however, sometimes through harmful practices like smoking, as well as positive practices such as meditation.



Male Well-Being Bystanders

SOLO AND SPONTANEOUS

The male Well-Being Bystander is guided by his instinct and lives by the seat of his pants. The majority of these men are single renters, showing that they are willing to go where the opportunities lie. This is a good quality to have as these guys are twice as likely to have less than a high school degree than any other group. With a hustle, you-only-live-once lifestyle, these men are often thinking about today. Rather than saving for tomorrow or prioritizing their long-term health, you may find them indulging in rich food, smoking, and relaxing on the couch streaming their favorite show before their next shift at work.

Well-Being Bystanders typically hold blue collar jobs that keep them on their feet. Because these guys work hard, they don't spend their free time jogging or going to the gym. In fact, they get the least daily exercise compared to any other group. Doctors would recommend changes to their lifestyle, which might be the reason Well-Being Bystanders tend to shy away from making appointments with their primary care physicians. Rather than spending money, time, and energy on fitness, these nomadic men are busy balancing the stress and anxiety of their everyday responsibilities.

Male Well-Being Bystanders

HEALTHY AND INDEPENDENT



Key Insights

WHAT SETS THIS GROUP APART

- Male Conscious Resisters are high earners with an average income that's just below Wellness Strivers. However, their home value is the highest of all groups.
- These men have the highest discretionary spending and typically adopt new technology earlier than any other group.
- Out of the four personas, you're most likely to find men in this category spending time on staying connected to others on social media, like Twitter and Instagram.
- This group is the most likely to take risks in financial matters. This may be a contributing factor to their overall net worth, which is 34% lower than Wellness Strivers who earn just a touch more in annual income.
- When in a relationship, these men are committed; they are half as likely to be divorced compared to the other groups.
- These men in the group are less likely than the other groups to have children. And if they do, it may be later in life.
- Compared to any other male group, Conscious Resisters have the lowest Body Mass Index.



Female Well-Being Bystanders

THE BUSY AND BUSTLING

Female Well-Being Bystanders love variety. These women crave a change of scenery, which is likely why nearly 50% of them rent homes instead of committing to a mortgage. Without a higher education, these women are limited to jobs that keep them on the go. But this lifestyle fits right in with their tendency to live spontaneously and make hasty decisions. With an income that tends to be lower than average, female Well-Being Bystanders often battle stress and anxiety. Rather than scheduling a checkup with a doctor, these gals are likely to take a more natural approach to ease their mind, using plant extracts and essential oils to improve their health.

Coupling with their busy work schedules, female Well-Being Bystanders are also busy with families. Between walking the dog and caring for the kiddos, these women rarely have free time. That's why you're not likely to find them doing aerobics or shopping for workout gear. Instead, they are likely to pile into the family car for a road trip vacation. Even with a tight budget, these ladies are determined to get the most out each and every day.

Female Well-Being Bystanders

THE BUSY AND BUSTLING



Key Insights

WHAT SETS THIS GROUP APART

- Female Well-Being Bystanders are the least likely to use chiropractic services.
- Fitting with their tendency to live spontaneously, these women are also the least likely to have detailed and organized accounts of their finances and investments.
- With high stress, poor sleep, and tight schedules, female Well-Being Bystanders have the lowest wellness score of any other female group. This could also be a contributor to their above-average BMI.
- Female Well-Being Bystanders are 1.5 times more likely to be single than any other group. However, this doesn't stop them from having children alongside the other persona groups.
- Rather than heading to a health care professional for advice, they may turn to the internet first to find ways to self-manage their health.
- Although these gals get the least amount of exercise, they are more interested in yoga and Pilates than their male counterparts.
- Living on a budget means these women need to pay attention to costs. That's why they are more likely to seek out bargains than male Well-Being Bystanders.
- Even though they have a low discretionary spend, they are tech lovers. You'll find a phone in their purse with all of the latest social media apps, keeping them connected.



TAKE ACTION

UNDERSTAND COMPLEX HEALTH & WELLNESS LIFECYCLES

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 habits to 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.

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!

THE BENEFITS OF PERSONAS

More Efficient

Deliver targeted messages focused in on key persona segments

More Effective

Share messages across the right channels to resonate & influence

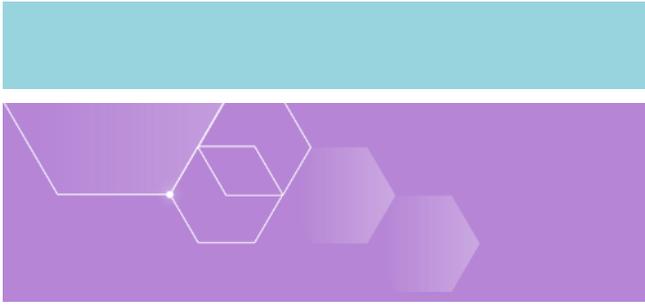
Better Products

Create products, services and campaigns that meet specific needs

Are you ready to learn more about our Health & Wellness Personas?

Contact us at sales@analytics-iq.com.



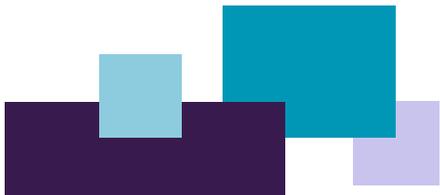


WHO IS ANALYTICSIQ?

A LEADING MARKETING DATA INNOVATOR AND YOUR PARTNER FOR PERSONALIZATION

AnalyticsIQ is a leading predictive analytics and consumer and business marketing data innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help marketers understand how and why consumers make decisions. Our accurate and comprehensive PeopleCore consumer database provides unrivaled insights to advertisers, agencies and technology providers.

For B2B marketers, the BusinessCore database delivers rich insights on both businesses and individual professionals. Our data helps brands fuel personalized experiences across channels including direct mail, email, online, mobile and TV. Headquartered in Atlanta and recently named one of Georgia's Top 10 most innovative companies, AnalyticsIQ's team of data analysts, scientists, and cognitive psychologists have over 100 years of collective analytical experience and expertise. For more information, visit www.analytics-iq.com and follow us on Twitter @AnalyticsIQ.





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