

Persona

Personas are developed as simulated patient cases as the core of the interview to understand how providers may provide care. They are derived from relevant and available evidence.



Mrs. Megan Cann is a 64-year-old widow with breast cancer, osteoarthritis of her left hip and high cholesterol. Her breast cancer was treated with mastectomy and hormone suppression in 2005. She is living at home and has three daughters who all live close by in the city and are very supportive.

Scenarios

The persona is presented in the interview in a progressive series of scenarios that represent key transitions or changes in care. The scenarios are clinical situations focused on the patient condition and changing need.

Interviewees were asked to describe typical care of the patient in that situation in their community, including who might be involved. This is done from their perspective for each scenario. Continuity and communication gaps were drawn out during the interview.

