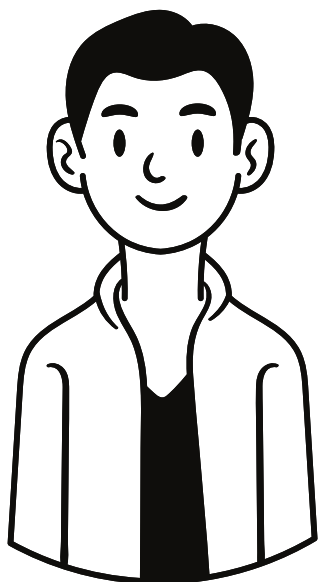


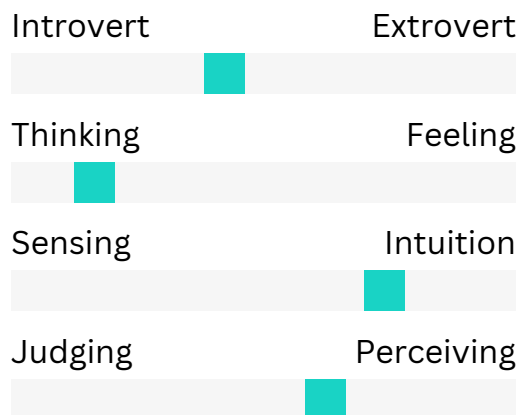
# Mark



"Why are we duplicating information everywhere?"

Age: **43**  
Work: **Locum GP**  
Family: **N/A**  
Location: **Taunton**

## Personality



Committed

Busy

Referrer

## Goals/needs

- Make a referral quickly and easily
- To be clear about what the service can and cannot do which he can then share with his patients
- To understand the referral and post-referral process
- To be reassured that every person he refers gets the help they need

## Bio

Mark is a locum GP working in a busy family surgery that is oversubscribed and understaffed.

Mark knows how to spot signs of domestic abuse and is familiar with professional language used. Although he has had some training in the area, he is not an expert. He likes to keep up to date on the services available and is cautious of over-promising what can be done to help.

Mark is committed to the confidentiality and data protection of his patients. He wants to have confidence that nobody will be overlooked once he has made his referral.

## Context

Stress/anxiety



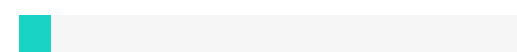
Confidence



Experience



Time available



## Frustrations

- When information is overly complicated
- Too many systems and processes
- When it takes too long
- Not getting feedback after making a referral to a service
- Needing to download and save forms
- When changes aren't communicated

## Finds it helpful when:

- Processes are clearly presented