

Health solution seekers

They are patients, as well as patients' family members/friends and physicians (seeking information about specialists for patient referral)

They are seeking **specific** medical information from **reputable sources** "to gain understanding and empower decisions."

Because of perceived threats to their well-being or that of loved ones, they are committed to and emotionally invested in their search for information. ("Decide I'm not going to stop without an answer")

At various times they may be confused, anxious, worried, frustrated and in need of emotional support.

They are seeking information about diseases to:

- Find a solution
- Make a self-diagnosis
- Help sort through "too many choices"

They are looking for information about:

- Potential treatments
- Treating side effects of treatment
- Alternative treatments
- Costs of treatment

They want information about doctors':

- Credentials
- Knowledge
- Body of research
- Participation in insurance plans
- Affiliation with a university ("Trust doctors who are associated with UB")
- Geographic location ("Look for doctors close to me")