



## PERSONALITY

- Positive
- Optimistic
- Friendly
- Risk-averse
- Questioning
- Informed

## BIO

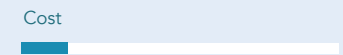
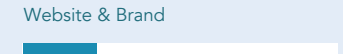
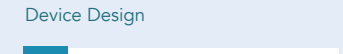
Megan, a former university lecturer, is 68 and has enjoyed a full and vibrant life. She began to develop osteoporosis in her early 50s and has been taking a range of drugs to help her manage the condition.

She's experienced side effects of drugs and is interested in the potential for LiV, but has some questions about how the device works and how effective it will be for her. She's not a scientist, but is interested in the details.

She knows her osteoporosis won't go away, but is actively searching for new ways to improve her life.

“I'm interested in new treatments for my osteoporosis...”

## Motivations



## Expected Outcomes



## MEGAN

68, Cheltenham

Osteoporosis for 15 years

• STATUS  
MARRIED

• WORK?  
RETIRED

• INCOME  
£42K PA

• ARCHETYPE  
ULTIMATE GRANDMA

## Goals

- To be able to enjoy the freedom of movement that osteoporosis is taking away.
- To be able to chase after her grandchildren.
- To be able to live without the fear of fractures.

## Frustrations

- Is concerned that LiV may not work for her.
- Doesn't completely understand the science and the evidence for Low-intensity Vibration. Worries it's unproven and unsafe
- Unsure about the impact osteoporosis will have on her long-term future and independence.

## Technology

- Kindle Tablet
- iPad (Gen. 1)
- Huawei P20

## Media



BBC 1



Channel 4



Radio 4



## PERSONALITY

- Committed
- Determined
- Inquisitive
- Risk-taker
- Evidence-based
- Decision maker

## BIO

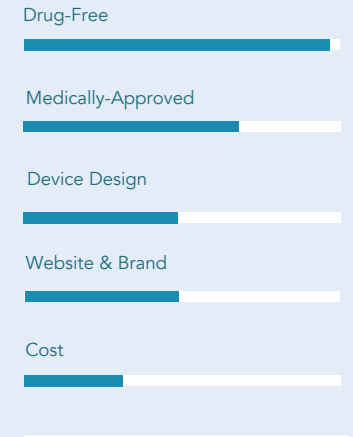
Sarah, 52, is worried about her bones. After witnessing the damage osteoporosis did to her mother, she's looking for new treatments and options to improve her bone health.

A successful career-women, she's the decision maker in her household. She's an avid reader and is actively searching for alternatives to drugs, which she doesn't want to take if possible.

Sarah wants to maintain and improve her bone health, enjoying the remainder of her career and a retirement spent travelling the world.

“I want a drug-free alternative to help me maintain and improve my bone strength...”

## Motivations



## Expected Outcomes



# SUSAN

52, Manchester

Concerned about her bone health

- **STATUS**  
DIVORCED
- **WORK?**  
HR DIRECTOR
- **INCOME**  
£52K PA
- **ARCHETYPE**  
CAREER WOMAN

## Goals

- To be able to look forward to a better future than her mother experienced.
- To have a satisfying retirement, full of travel and new experiences.
- To build bone strength naturally, avoiding the need to use drugs if that's possible.

## Frustrations

- Doesn't know enough about LiV and, after researching online, is still unclear about the science and the efficacy.
- Concerned about the long-term impact of using a LiV device.
- Afraid that she could be wasting money on something that won't work.

## Technology

- iPad (primary device at home)
- iPhone
- Laptop (at home, provided by employer)
- Desktop at office

## Media





# JULIA

33, Bristol

Worried about developing osteoporosis

• **STATUS**  
ENGAGED

• **WORK?**  
TEACHER

• **INCOME**  
£32K PA

• **ARCHETYPE**  
WORRIED WELL

## PERSONALITY

- Active
- Spiritual
- Sociable
- Compassionate
- Committed
- Inquisitive

## BIO

Julia, 33, spends most of her working life on her feet – and her social life too. The idea that she could develop osteoporosis fills her with dread, but a family history means its more than likely.

A sociable person with a wide group of friends, she’s always active, enjoying walking and running, and is currently training for a marathon.

She’s about to get married and is thinking about starting a family. Looking forward to a bright future she’s interested in ways to build bone strength and prevent osteoporosis if it’s possible.

## Expected Outcomes



## Goals

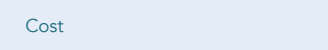
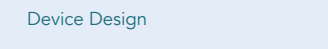
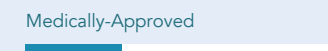
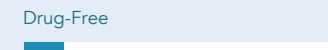
- To delay the onset of osteoporosis – or to prevent it if at all possible.
- To continue to enjoy a full and active life.
- To develop a long-term strategy for tackling osteoporosis – incorporating new treatments like LiV. She isn’t concerned about buying online.

## Frustrations

- There isn’t enough information targeted at her age group. The majority of information is targeted at those with osteoporosis and aged over 50.
- Is worried at the price of Marodyne LiV and has questions about its long-term effects.
- Is worried about her partner and future plans.

“I want to avoid developing osteoporosis if it’s possible...”

## Motivations



## Technology

- iPhone X
- iPad Pro
- Macbook Pro

## Media



Instagram    BBC 6    Metro



## MATT & CLAIRE

37 & 35, Birmingham

Parents of Robert, 5,  
who is recovering from  
cancer

• **STATUS**  
MARRIED

• **WORK?**  
FT/PT

• **INCOME**  
£56K PA

• **ARCHETYPE**  
SUPER-PARENTS

### PERSONALITY

- Concerned
- Caring
- Passionate
- Articulate
- Educated
- Inspirational

### BIO

Matt (37) and Claire (35) are the parents of Robert (5) who is recovering from cancer. He's been given the all-clear, but they are worried about the impact that the treatments he has received may have had on his bone health.

They are looking for ways to help improve Robert's health, giving him the best chance to enjoy a full and active life.

The stress and strain of treatment have taken their toll, but the future is bright for this young family. They want to know if LiV could help Robert enjoy the childhood they had imagined for him.

### Expected Outcomes



### Goals

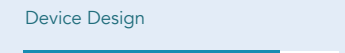
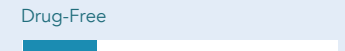
- To give Robert the chance to enjoy a full and active childhood and a life with strong, healthy bones.
- To select the best and most effective treatment options.
- To provide the best start in life for a child that has faced – and beaten – adversity.

### Frustrations

- Worried that LiV therapy may not deliver the expected short-term impact and long-term results.
- They understand the science but worried Robert may not be able to adhere to treatment regimes.
- Concerned that the investment in LiV could be better spent elsewhere.

“Could LiV help my child improve his bone density after cancer treatment...?”

### Motivations



### Technology

- Samsung Galaxy
- Kindle Fire
- Microsoft Laptop (provided by work)

### Media



Facebook



Mail  
Online



Amazon



## BEN

39, Norwich

Actively engaged care home manager

• **STATUS**  
DIVORCED

• **WORK?**  
CARE HOME  
MANAGER

• **INCOME**  
£65K PA

• **ARCHETYPE**  
SEARCHING FOR  
SUCCESS

### PERSONALITY

- Committed
- Dynamic
- Challenging
- Career-minded
- Driven
- Compassionate

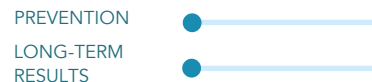
### BIO

Ben, 39, is part of the new breed of professional care home managers. He's responsible for a portfolio of homes, delivering life-changing care to vulnerable patients.

Falls are a huge risk – and resource drain – and he's actively looking for ways to reduce them.

He's career-minded and wants to improve his CQC rating from 'good' to 'outstanding' before his next job move. He's read about LiV and seen a presentation on the technology and wants to know more.

### Expected Outcomes



### Goals

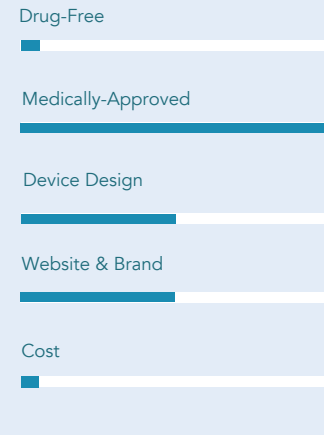
- To help prevent falls among care home residents, saving resources and ensuring dignity of care for patients.
- To improve the CQC rating of his care home.
- To be one of the first to adopt an innovation in a very traditional marketplace.

### Frustrations

- Needs reassurance that LiV is medically-approved. Is worried there is no current NICE-guidance associated.
- Needs reassurance that the technology is safe for the frail and elderly.
- Needs to know that the innovative technology is recognised by the CQC.

“I’m searching for new ways to innovate and prevent falls...”

### Motivations



### Technology

- iPhone X
- Microsoft Surface Tablet
- iPad Pro

### Media





## KEITH

67, Swindon

### RETIRED WITH OSTEOPOROSIS

• **STATUS**  
DIVORCED

• **WORK?**  
RETIRED

• **INCOME**  
£18K PA

• **ARCHETYPE**  
CASH-STRAPPED  
RETIREE

### PERSONALITY

- Hard-working
- Determined
- Excitable
- Methodical
- Logical

### BIO

Keith, 67, is a retired mechanic. He's spent his working life fixing cars, and it's what he does in retirement too – with his prized US ride his main pleasure. A life spent on his feet have contributed to him developing osteoporosis, but it's not too bad right now.

Keith is actively engaged online, using car forums to learn more about his car. He's heard about LiV too on an osteoporosis website and loves it.

He's excited about the potential for LiV, but worried about whether he'll ever be able to afford it.

### Expected Outcomes



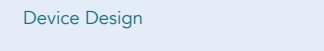
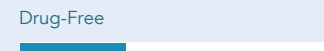
### Goals

- Excited by the potential for NASA-developed technology to improve his bone health.
- To enjoy the opportunity to drive his vintage care for many more years.
- To maintain his independence for as long as possible.

### Frustrations

- The cost of Marodyne LiV is too much for him.
- Believes that he's being denied the chance to use a potentially life-changing treatment.
- Worried that the NHS is more focused on drugs than treatments like LiV.

### Motivations



### Technology

- Windows Desktop
- Huawei Smartphone

### Media



Daily Mirror



Facebook



ITV

“I’m interested in LiV and would love to try it, but worried I can’t afford it...”