

The Topol Review

# Preparing the healthcare workforce to deliver the digital future

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The additional Personas



**THE NHS**  
CONSTITUTION  
the NHS belongs to us all

# Personas

The Topol Review team developed four original personas:

- Eddie the bioinformatician
- Salma the paramedic
- Sara the doctor
- Tom the nurse

Additional personas have been developed for:

- Owen the Pharmacist

# Persona: Owen the Pharmacist

## 2009, aged 13:

- Developed Type 1 Diabetes as an 11-year-old - had a major impact on his schooling and personal life.
- Can't understand why with mobile phones and computer games consoles where he could interact with friends across the world, he can't capture his blood glucose readings, food calorie intake or interact with the specialist nurses in the hospital 20 miles away.
- Decided he wanted a career where he could influence the best use of medicines and technology so decided to become a pharmacist.



## 2019, aged 23:

- Qualified as a pharmacist but he felt there were aspects of training missing as his degree didn't really capture the opportunities he could see associated with the huge leaps in tech.
- Decides to specialise clinically in diabetes care as part a multidisciplinary clinical team but also to develop his own clinical informatics skills. In 2017 he became aware of flash blood glucose monitors and developed an app that allowed him to capture his own blood glucose readings.
- Introduced gamification to build a community of younger diabetics to improve their diabetic control whilst providing peer support.
- Linked through Social media to researchers across the globe developing monitoring, alerting and engagement Apps to support patients.



# Owen in 2029, aged 33:

- Consultant diabetes pharmacist and prescriber Owen has an international profile advocating for medicines optimisation in diabetic patients whilst continuing to have a local clinical role leading a central Bristol diabetes specialist MDT.
- He and his patients can work collaboratively to understand the best treatment options for their condition using non-invasive sensors and needleless insulin administration. He is the clinical lead in the MDT and undertakes virtual consultations with his patients.
- Undertakes research as Principal Investigator into the factors and approaches that impact on improving patient care. Data is now analysed in real time to support engaged patients in managing their diabetes.
- As specialist medicines adviser to the WHO diabetes informatics forum Owen's work truly supports the optimisation of medicines for diabetes patients but he also recognises that, as a result of the amazing depth and breadth of data available globally type 1 diabetes is approaching the point of being 'cured' so he is developing his clinical skills into wider genomic and personalised medicines use and has a real interest in how 3D printing of medicines could revolutionise medicines use and supply.

