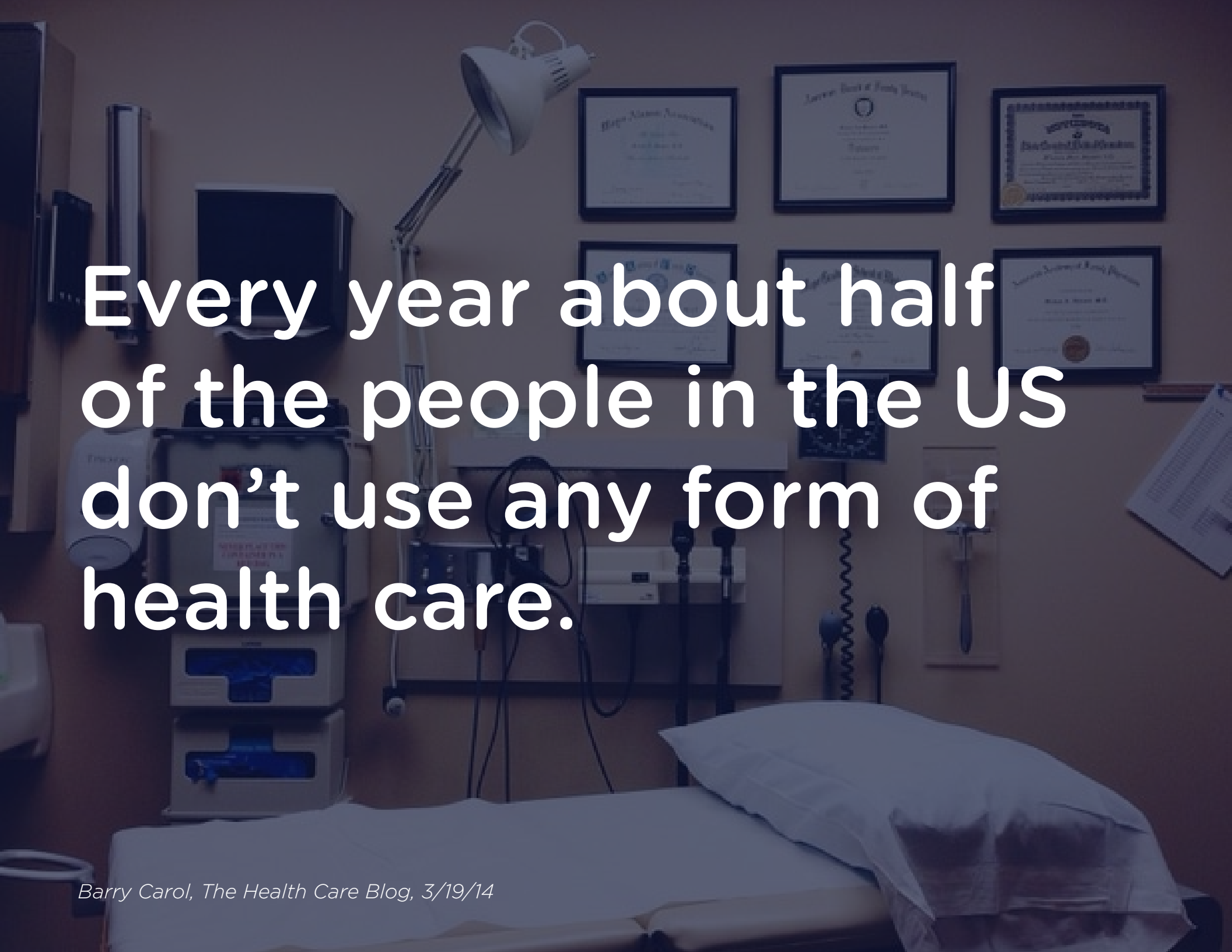
DocDate

Doctors appointments are better together

As a person with a congenital heart defect I must maintain and prioritize my health and wellness, even when at times I would rather ignore it.

I was shocked when I learned the following...



Every year about half of the people in the US don't use any form of health care.

Barry Carol, The Health Care Blog, 3/19/14

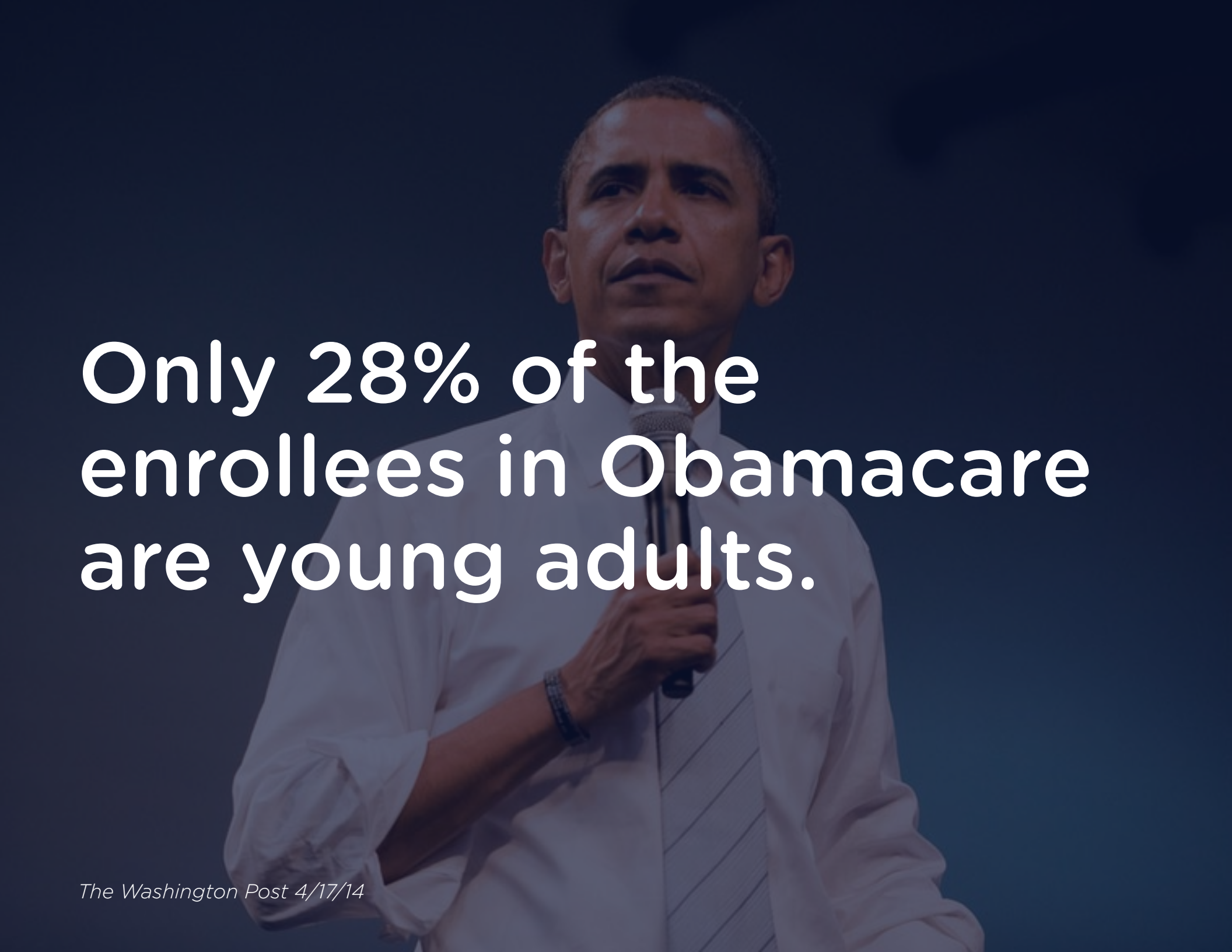
80 MILLION

For the Millennial Generation, those born between 1980 and 1995, that's their health experience year after year.

The Health Care Blog

But why?

The “Young Invincibles” - or the Millennial Generation - are demonstrating their independence by not signing up for health care insurance because they are not regularly engaged with the health care system.



Only 28% of the enrollees in Obamacare are young adults.

The Washington Post 4/17/14

Delayed or avoided medical care leads to expensive emergency room care as the primary source of health care for 19% of women and 27.4% of men age 19-25. While some of this delay can be linked to cost, it is becoming increasingly clear that delaying or avoiding medical care can be attributed to the many social norms of the Millennial Generation.

Centers for Disease Control, "Health Care Access and Utilization Among Young Adults Aged 19-25"

Establishing a relationship with a doctor in healthy times builds trust. It ensures they will know you when illnesses arise.

22% of women and 37.5% of men age 19-25 do not have a usual place to go for health care. Infrequency of doctor visits is true for healthy and health-compromised young adults.

Centers for Disease Control, National Health Interview Survey

The transition to adulthood can be a time of vulnerability and risk.

Moving from a support network of parents, institutions and a pediatric/adolescent-centered health care system to adult-centered care can leave many behind. Young adults are more impacted by violence, substance abuse, reproductive and mental health care needs, weight and obesity issues.

Journal of Adolescent Health, "Trends in Adolescent and Young Adult Health in the United States", www.jahonline.org

People are taking notice of the “Young Invincibles” apathetic attitude toward their health and the healthcare system. The healthcare startup world is booming with innovative ways of interacting with the system.

I feel fine, therefore, I don’t need to go to the doctor.

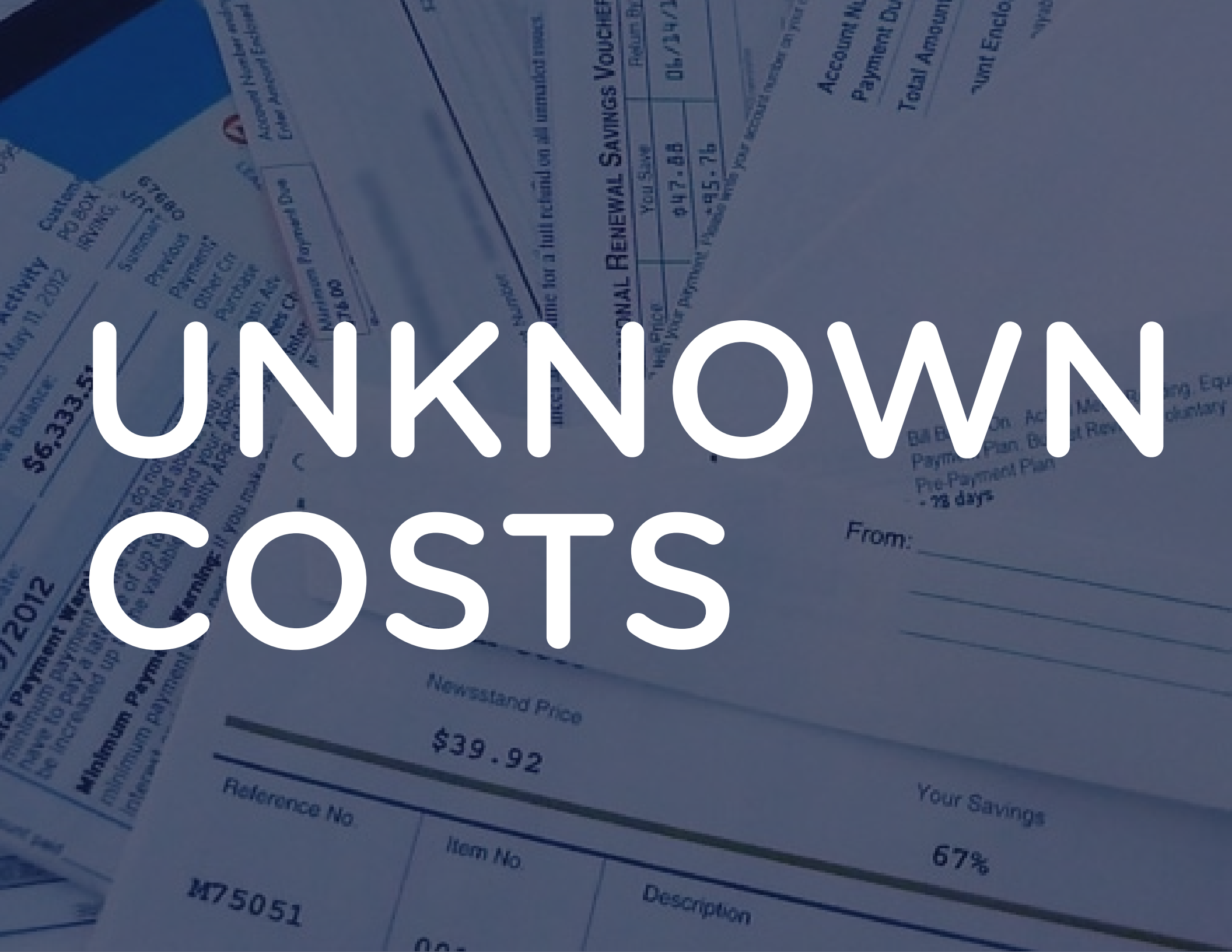
“Feeling fine” is an excuse not a diagnosis for avoiding seeing the doctor.

So what are the real reasons?

Out of 50 people surveyed these were the top reasons.

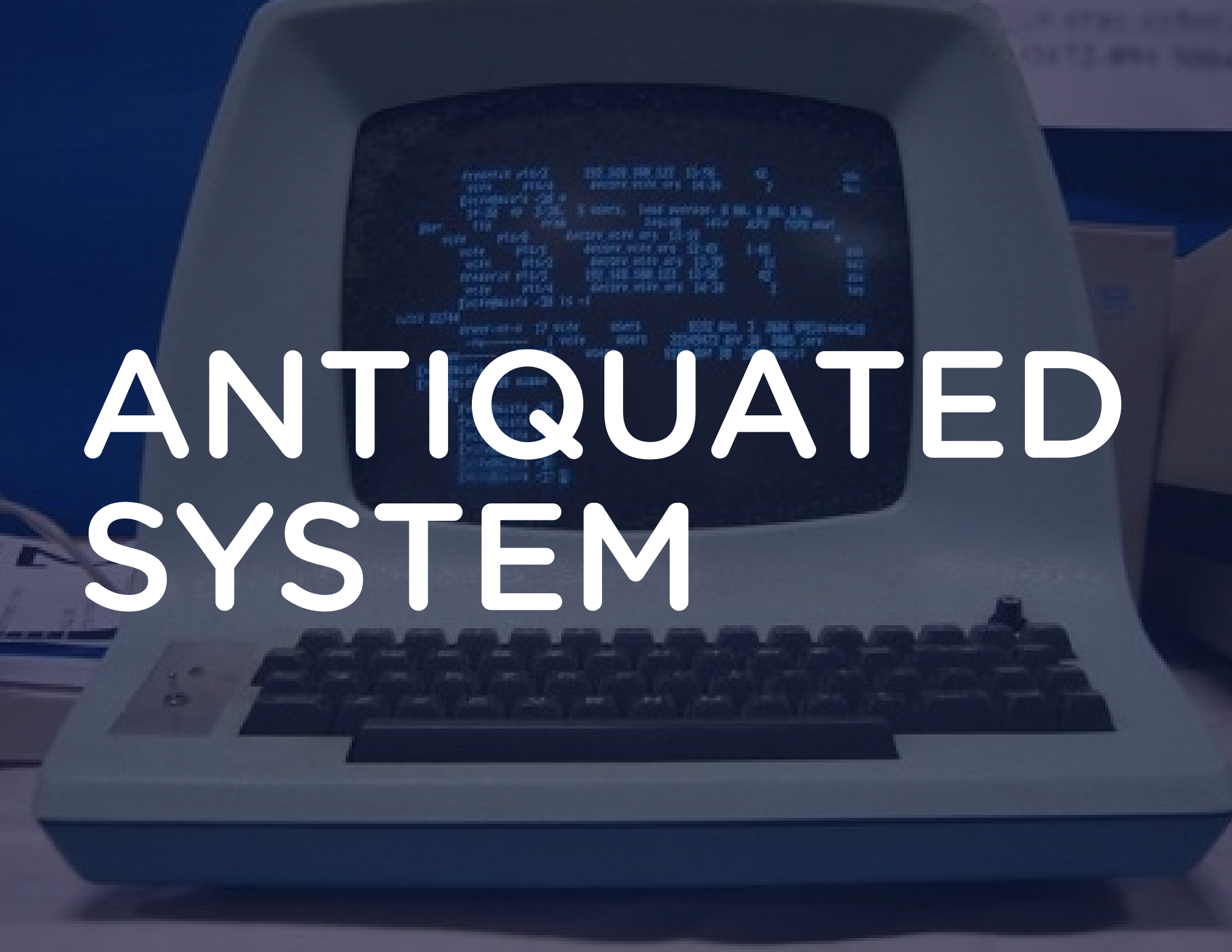
RUDE
STAFF

GOING
ALONE


UNKNOWN
COSTS

Check Out
LIGHTS

SMELL


ANTIQUATED
SYSTEM

I started prototyping ways to incent patients to get to the doctor.

VENDING MACHINES

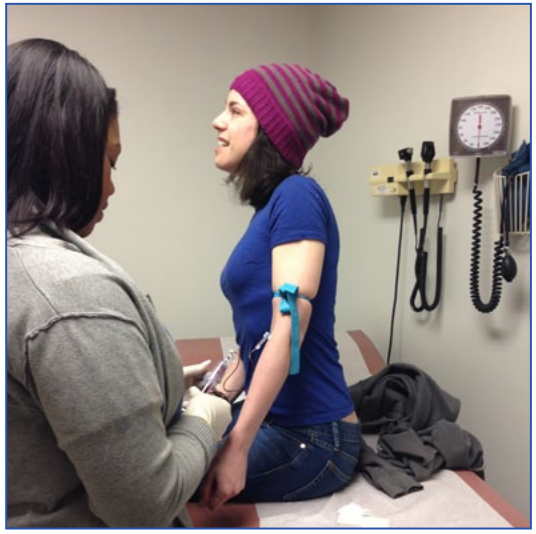
SPA SERVICES /
YOGA

TACOS

I prototyped incentives by accompanying a friend to a doctor’s appointment. I provided her with a survival kit and the promise of a surprise after she finished her visit.

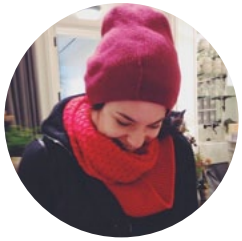
Welcome, Guest

HANDWASHING
IS THE IN THING
TO DO.



SURPRISE
PICK A TREAT

nutella



You can give me books, candy and headphones, but that will never replace having a friend or someone who cares about you with you at the doctor.

– Sara Roderick, prototype participant

As someone with questionable and frequently failing health, I often bring my BFF Genevieve with me to have blood drawn.

– Meryl Natow

I'm terrified of the dentist. If it weren't for my husband taking me I'm not sure I would ever go.

– Scout Douglas

From this prototype I learned incentives alone would not get patients to the doctor. Patients need someone to hold them accountable for managing their health and wellness.

Thesis Statement

Patients would go to the doctor if they had a friend to hold them accountable.

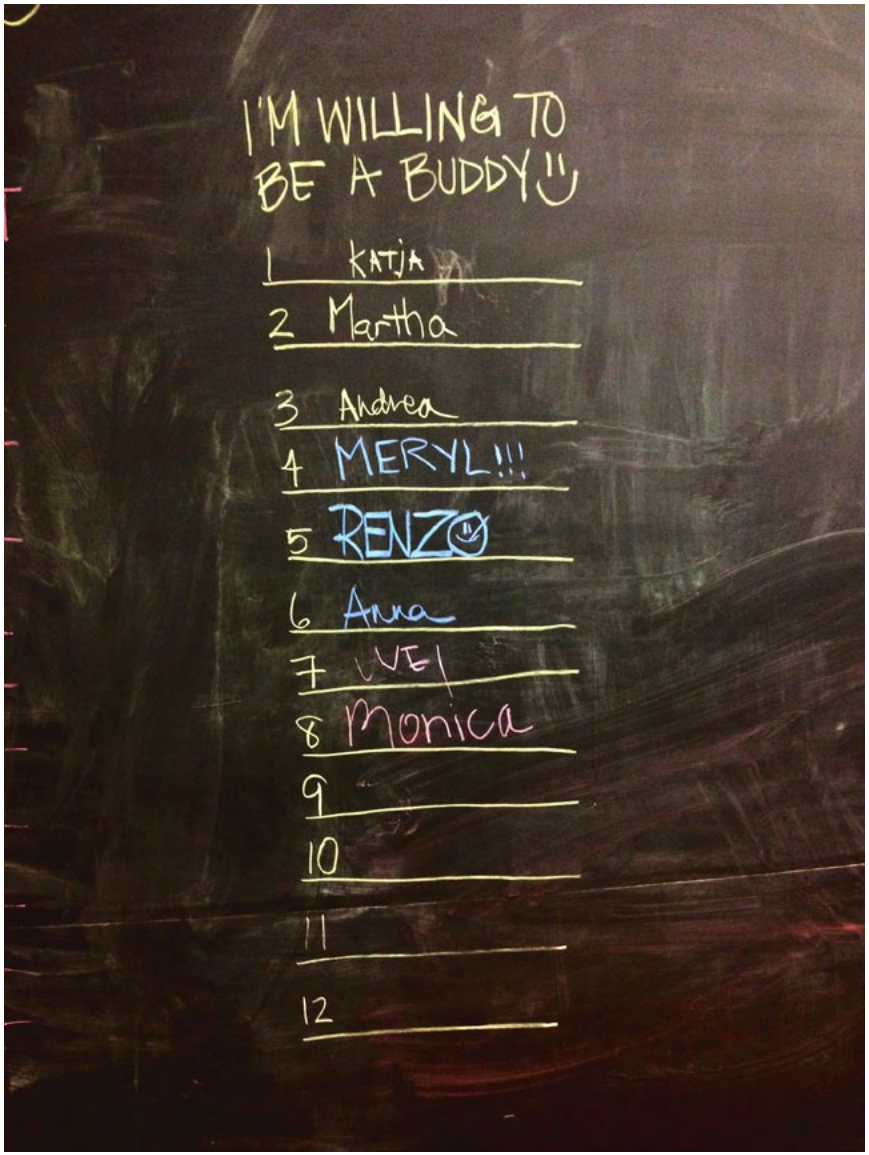
Goal

I want to use a buddy system to build accountability among friends to go to the doctor to stop ignoring their health and wellness.

Prototype

How can I easily match people in my social networks to prototype a buddy system that begins interactions with real participants?

FOR MK'S
THESIS!
THANK YOU & PLEASE
SIGN UP!!
I NEED A BUDDY
FOR MY DOCTORS APT
1.
2
3
4
5
6
7
8
9
10
I'M WILLING TO
BE A BUDDY!!
1 KATJA
2 Martha
3
4
5
6
7
8
9
10
11
12


I'M WILLING TO
BE A BUDDY!!
1 KATJA
2 Martha
3 Andrea
4 MERYL!!
5 RENZO
6 Anna
7 LUEI
8 Monica
9
10
11
12

Doctor Buddy System

MK Loomis <mkloomis22@gmail.com> 12:10 AM (0 minutes ago)

to dsi-all

Hey Cohorts!

YOU have been randomly selected to participate in my thesis project (okay not so random, but now that I have your attention please read on).

First
I've put up a prototype in the common space on the chalk board to get a buddy system going for bringing a friend with you to the doctor. You can either sign up if you need a buddy or want to be someones buddy! We all know going to the doctor is way more fun and relaxing with a friend!

Second
If you've gone to the doctor with a friend or brought a friend with you to an appointment I'd like to hear about it too!

Third
If you've been putting off going to a doctors appointment I'd love to hear from you! I'm prototyping different playful ways of encouraging people to go to the doctor.

Thank you in advance, your participation is much appreciated! There is candy involved for those who respond...just sayin'

Cheers!

...

Tweets

MK Loomis @MKLOOMIS · 20s
Taken a buddy with you to the doctor? Tell me about it! Need a buddy to go to the doctor? I've got you, message me! #whydsi #thesis

Collapse Reply Delete Favorite More

5:50 PM - 25 Mar 2014 · Details

Thu, Mar 27, 11:06 AM

Hey

My Dr's aptmnt is tomorrow at 11:30

Thu, Mar 27, 3:45 PM

Okay. Let me check the board and find you a buddy! Or I can also try to make it. Where is the appointment?

310 E 72 St Between 1st
And 2nd Ave
United States

iMessage
Today 7:23 PM

Hi MK, I need to have a blood test tmr morninm, can you go with me? The add is: 80 5th Ave thanks!!!

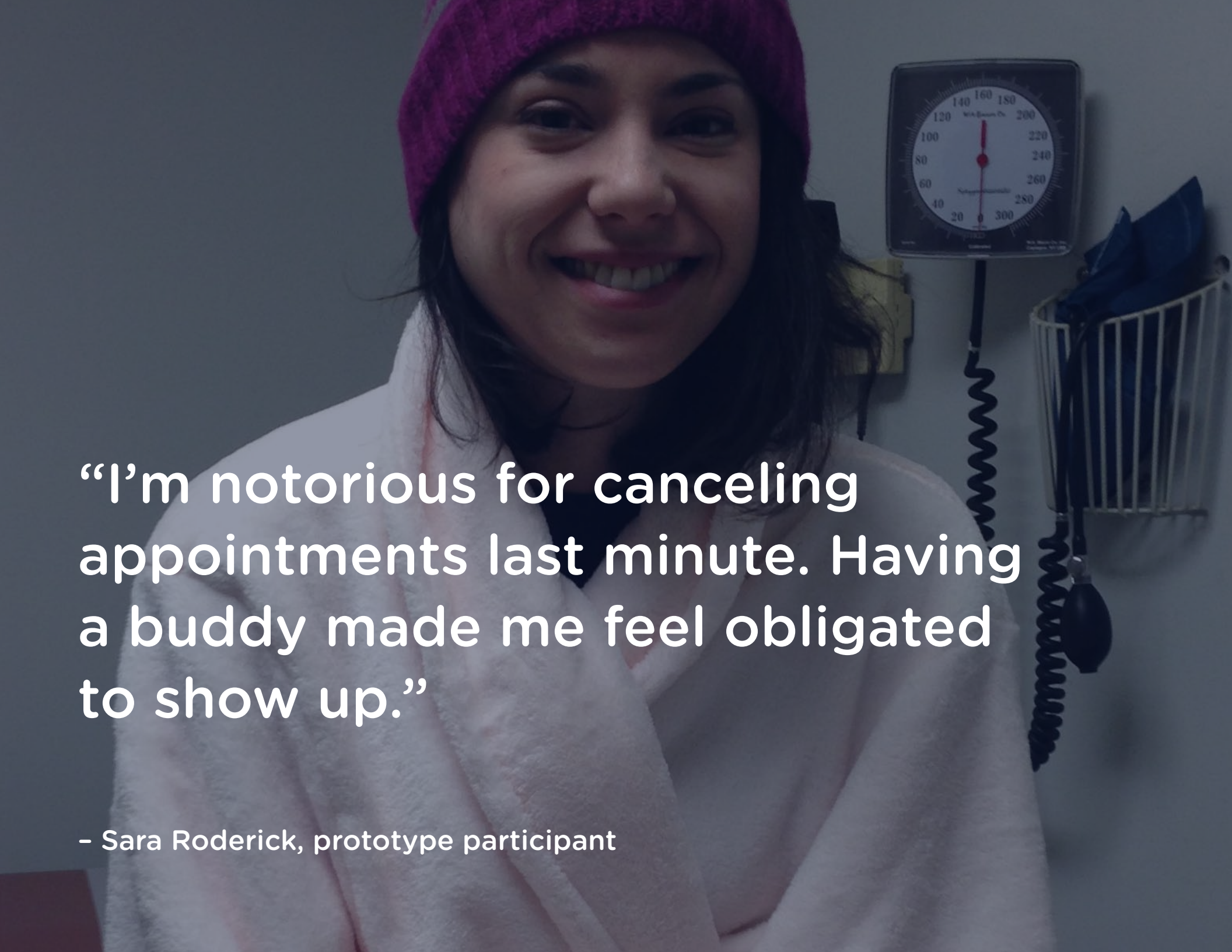
and off we went
to the doctor...

“A friend asked if I could accompany her to the doctor because she was feeling nervous and needed extra support. I also decided to make an appointment for myself.”

– Michell Halley, prototype participant

“I liked that you get to spend time with your friend in a different setting and be supportive if worries arise.”

– Michell Halley, prototype participant



“I’m notorious for canceling appointments last minute. Having a buddy made me feel obligated to show up.”

– Sara Roderick, prototype participant

“As an international student it’s great to have a buddy to help be my advocate when I have questions about the process and procedures”

– Wei Zheng, prototype participant

DocDate
Doctors appointments are better together

What is it?

It’s a simple buddy system that builds accountability among your closest friends in your social networks.

Home | Notifications | Discover | Me

Search

DocDate

TWEETS 3 | FOLLOWING 38 | FOLLOWERS 2 | More

Edit profile

DocDate

@DocDateApp

Doctors appointments are better together. A thesis project by @MKLOOMIS #SVADSI

NYC

Tweets | Tweets and replies

DocDate @DocDateApp · 2m

We're here to help you get to the doctor. Have an appointment you've been avoiding? Tweet us!

Who to follow · Refresh · View all

Cheryl Heller @cherylheller
Followed by Tiffany Gaines ...
Follow

Nick Jensen @nickj47
Followed by Tiffany Gaines ...
Follow

Caitlin S. Miller @CaitlinSMiller

DocDate
@DocDateApp

Need someone to laugh with about all those awkward paper gown moments? Bring a buddy. #health #wellness #DocDate

Reply Delete Favorite ••• More

12:12 PM - 16 Apr 2014

Reply to @DocDateApp

© 2014 Twitter About Help Ads info

DocDate
@DocDateApp

@oscarhealth we love your company and would love to chat sometime about our new innovative idea to get people to go to the doctor!

Reply Delete Favorite ••• More

11:59 AM - 16 Apr 2014

Reply to @oscarhealth

Oscar Health @oscarhealth · Apr 16
@DocDateApp hi there. Follow us back and DM us your contact info :)
Details Reply Retweet Favorited ••• More

© 2014 Twitter About Help Ads info

FUTURE PARTNERSHIPS

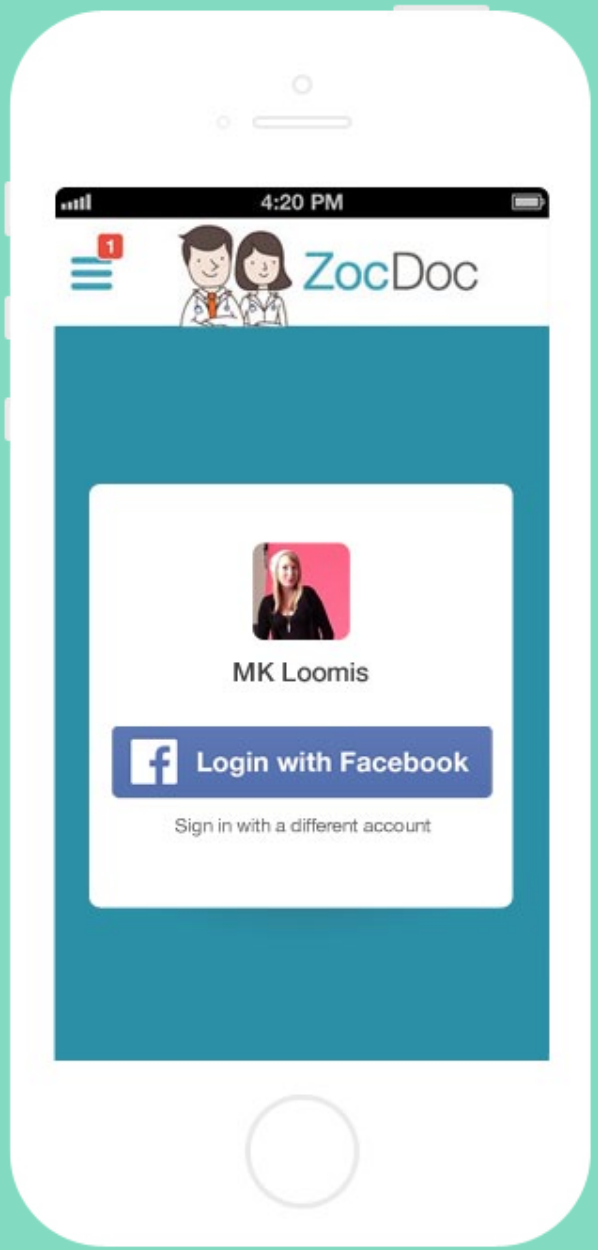
ZocDoc Integration + Partnership

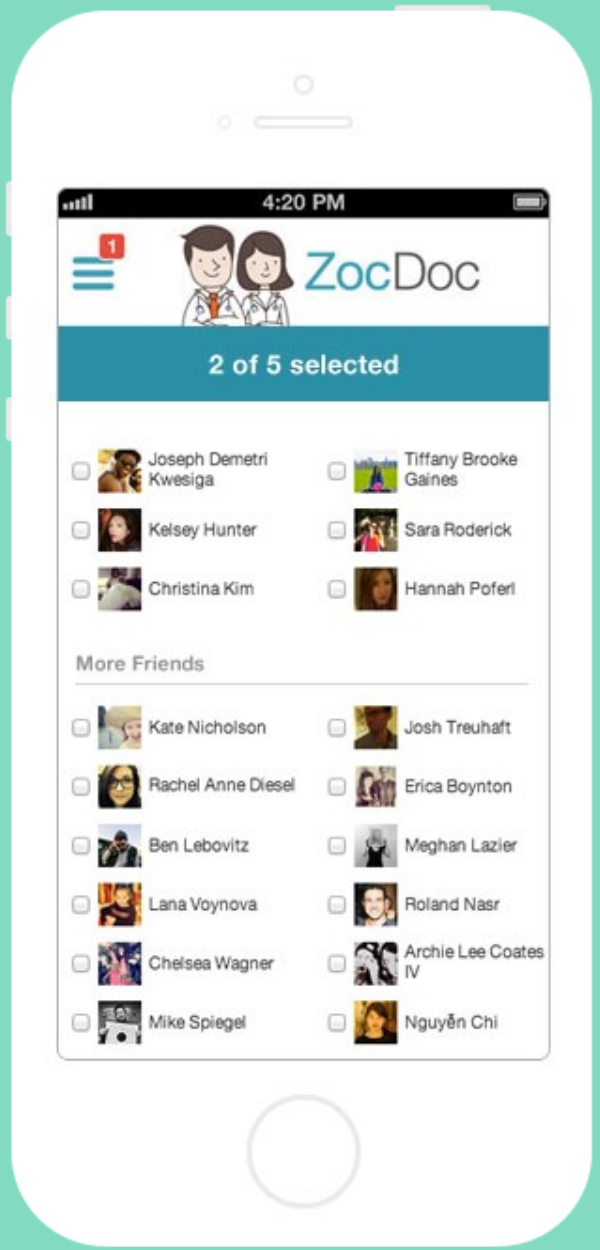
The buddy system is a potential new feature for the ZocDoc community. This fits with our target audience who prefers new nontraditional methods of interacting with the healthcare system.

Why ZocDoc?

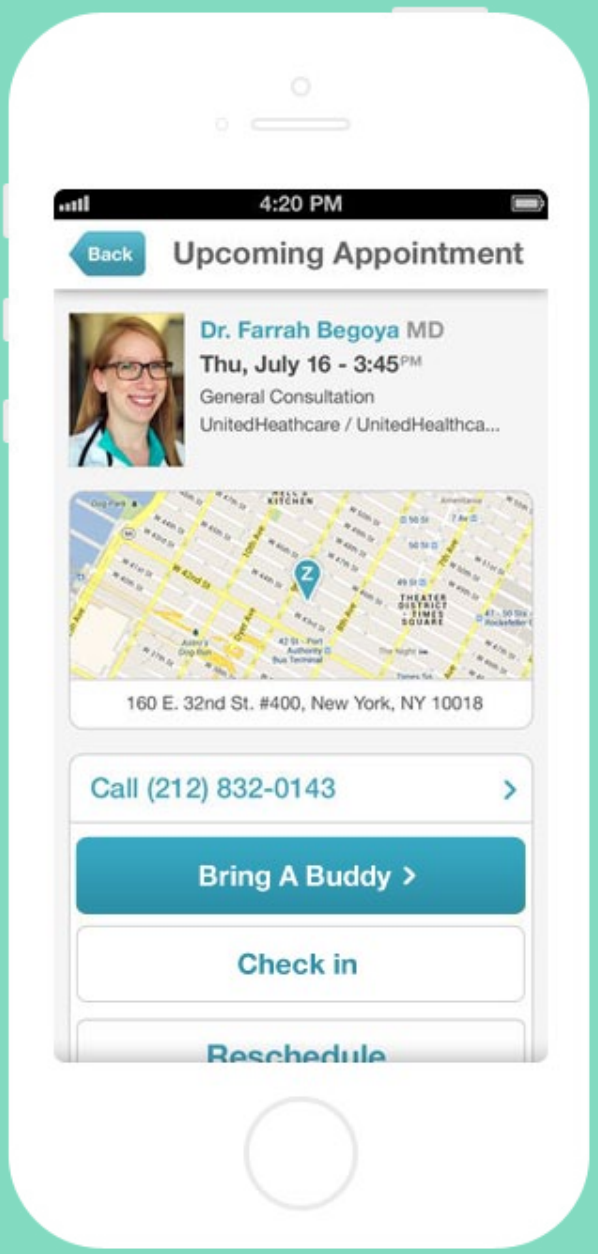
5 million people use ZocDoc each month across 2,000+ cities.

1. Login with Facebook & select favorite 5 friends

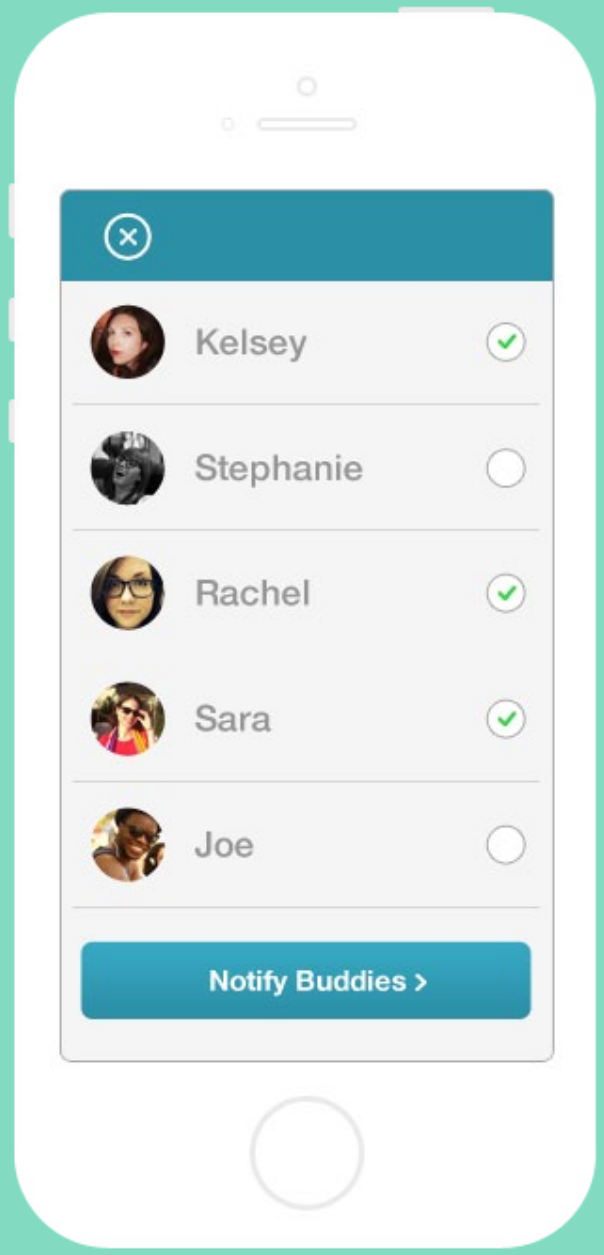




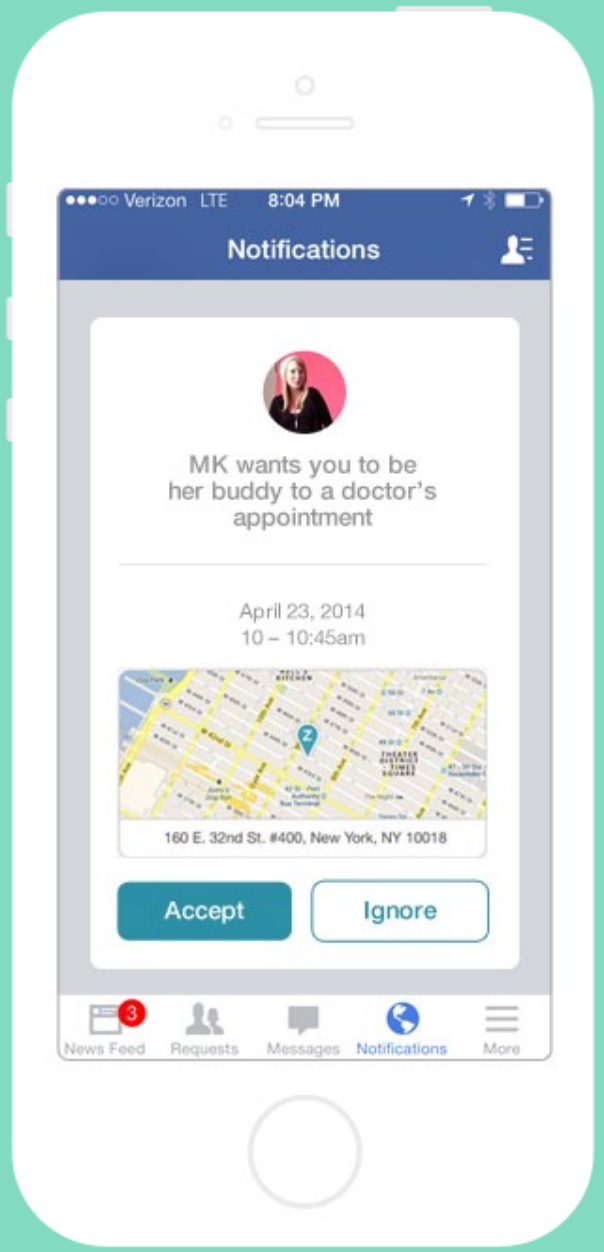
2. Book appointment on ZocDoc



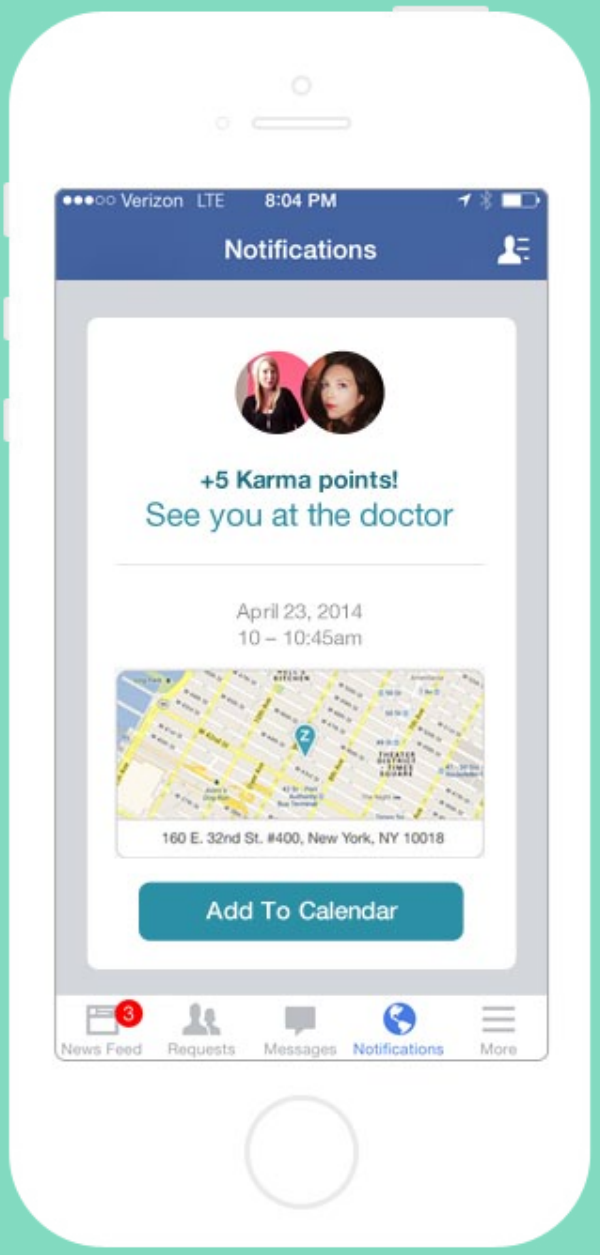
3. Choose a buddy for your appointment



4. Facebook + Email notifcation sent to buddy



5. Final confirmation after buddy has accepted appointment



Go to the doctor!

It’s simple.
Just bring a buddy.

THANK YOU :)