

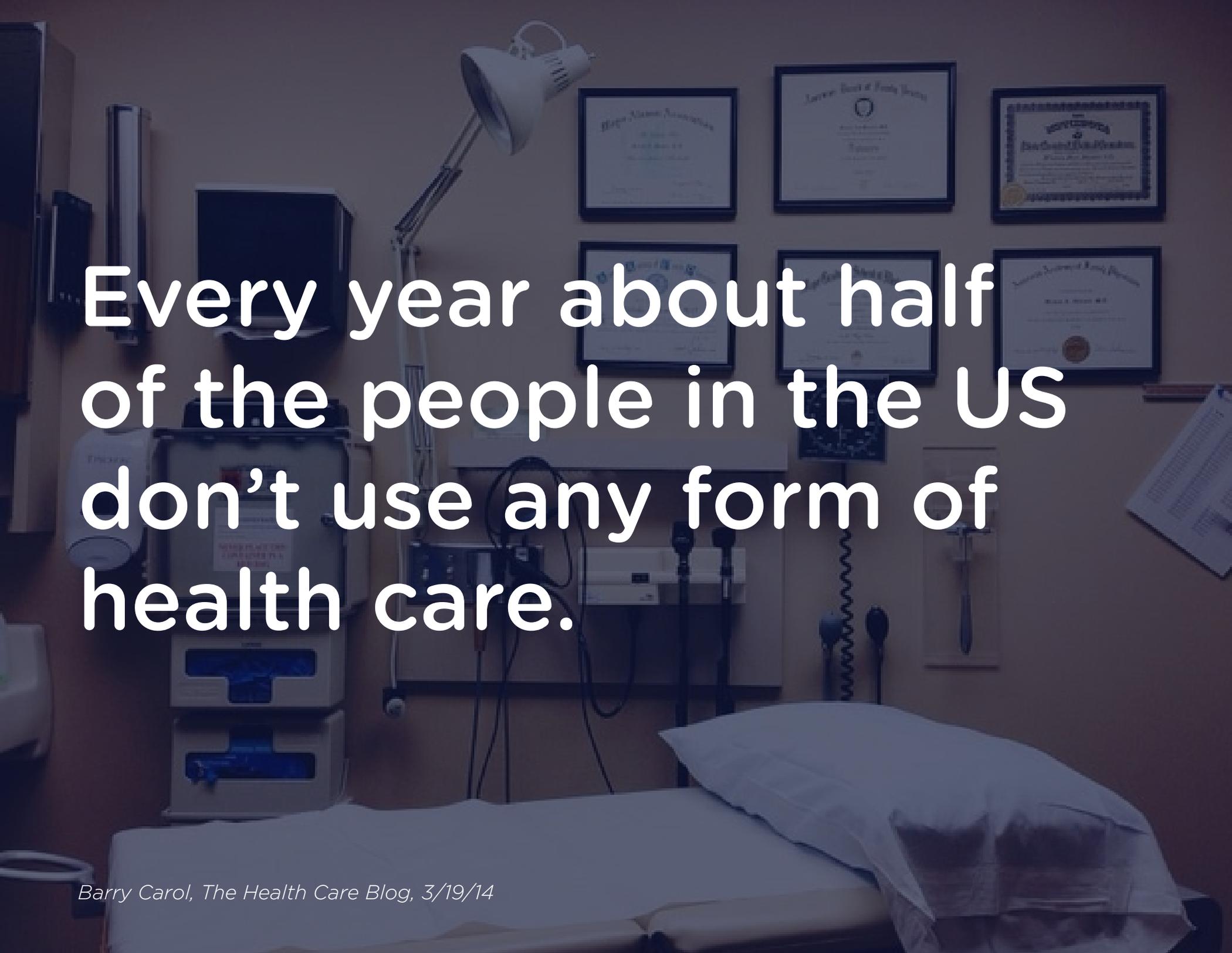
DocDate

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...

A dimly lit hospital room with a bed in the foreground, medical equipment, and framed certificates on the wall. The text is overlaid in white on a dark background.

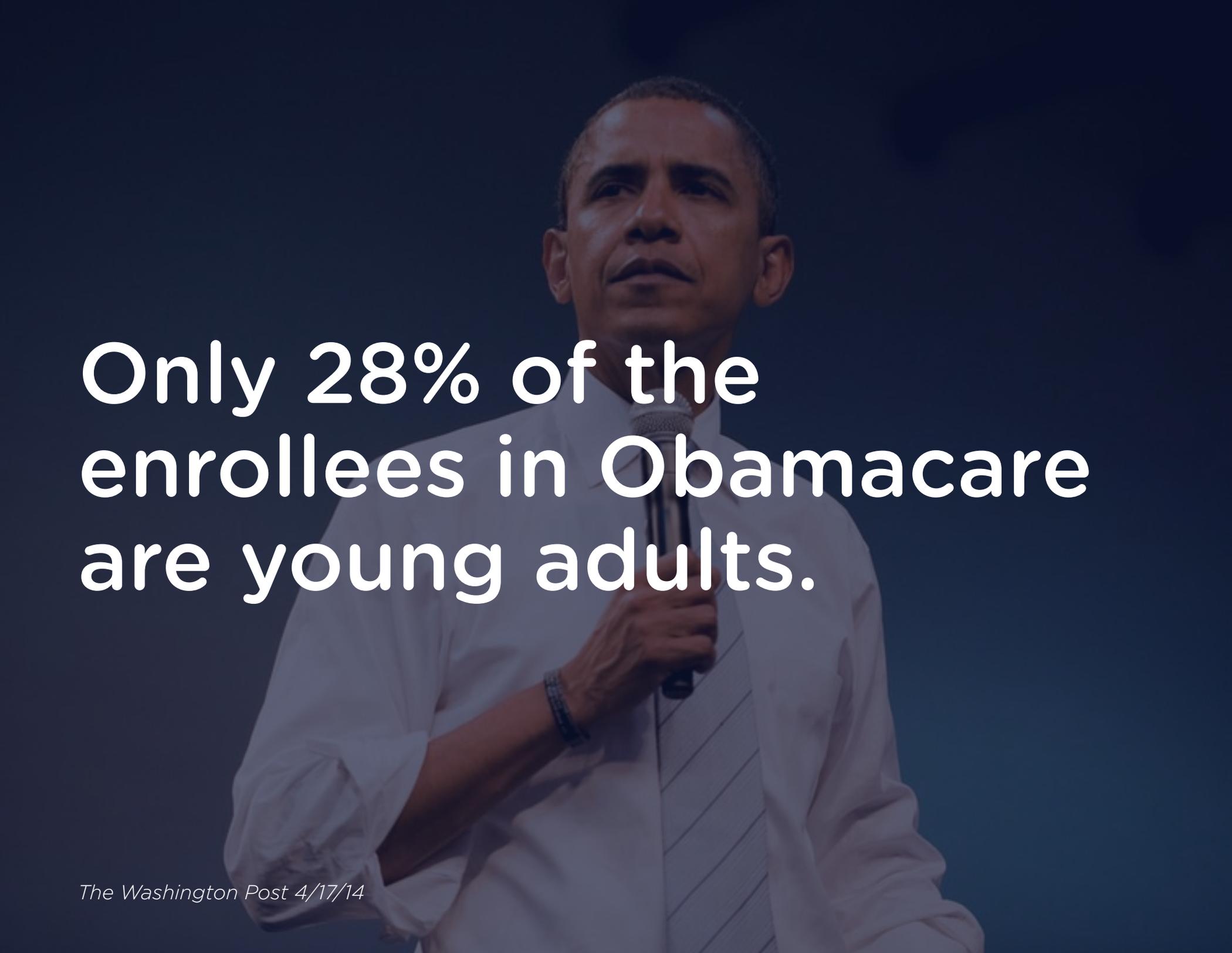
Every year about half
of the people in the US
don't use any form of
health care.

80 MILLION

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

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.

A photograph of Barack Obama speaking at a podium, wearing a white shirt and a striped tie. The image is overlaid with a dark blue semi-transparent background. The text is centered over the image.

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

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.

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.

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.

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.

*Web*MDSM

ZocDoc
Get well sooner.

oscar



A photograph of a man in a suit and tie shouting with his mouth wide open in a crowded party setting. He is holding a glass of white liquid. The image is overlaid with a dark blue tint. In the foreground, a woman is looking towards the camera with a slight smile. Other people are visible in the background, some with their arms raised.

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.

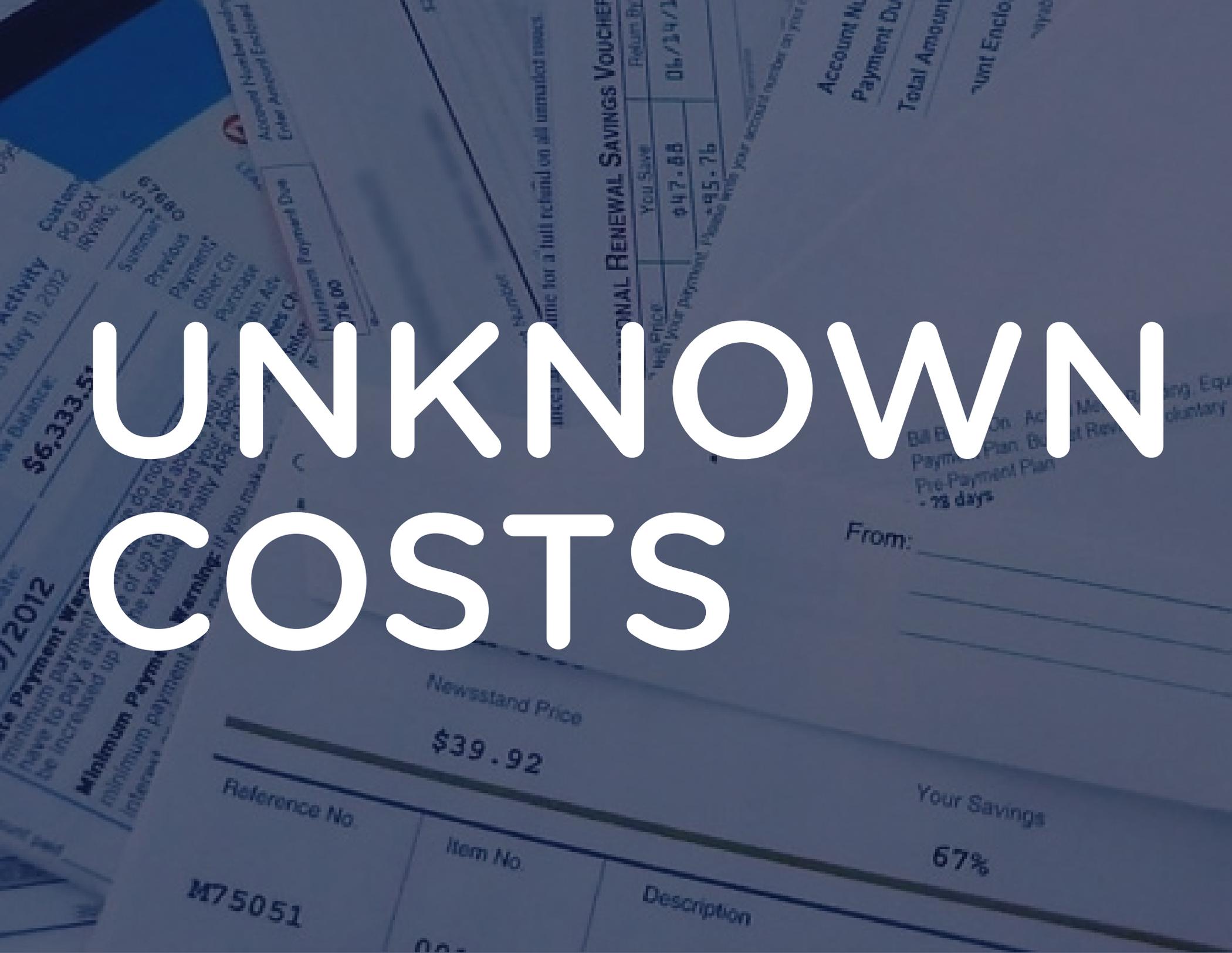


RUDE STAFF

A person is sitting on a couch in a dimly lit room, possibly a living room. The person is wearing a dark jacket and is looking towards the camera. The background is slightly out of focus, showing a doorway and some furniture. The text "GOING ALONE" is overlaid in large, white, sans-serif capital letters, centered on the image.

GOING ALONE

UNKNOWN COSTS

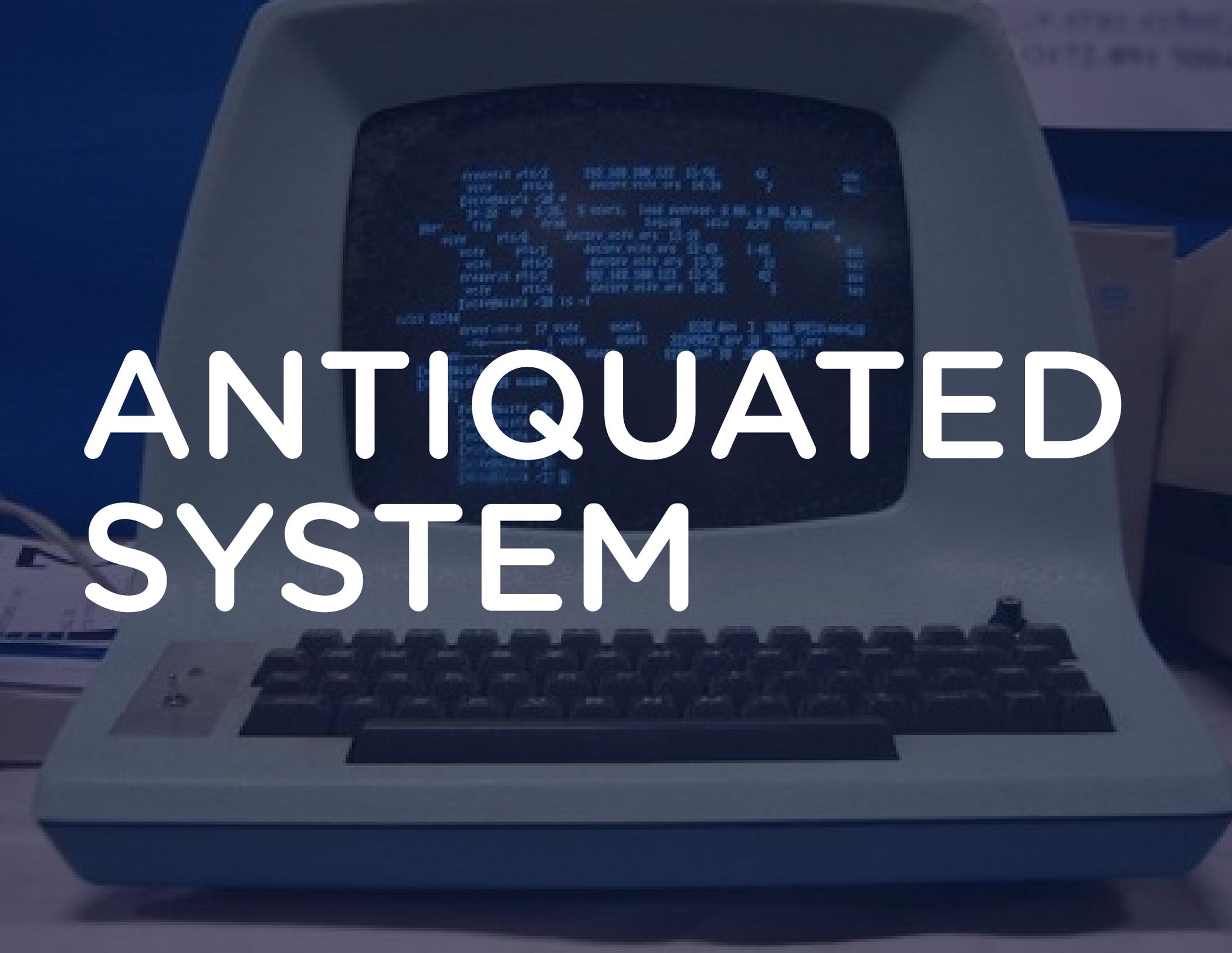


Check Out

LIGHTS

A person's hand is shown pouring a thick, blue, viscous liquid from a white container into a yellow bucket. The scene is set in a utility room with a white cabinet, a broom, and other cleaning supplies in the background. The word "SMELL" is overlaid in large white letters across the center of the image.

SMELL

A vintage computer monitor is the central focus, displaying a terminal window with text. The text on the screen is a mix of uppercase and lowercase letters, some in red, and appears to be a list or a log of data. The monitor is part of a larger computer system, with a keyboard visible below it. The entire scene is overlaid with a semi-transparent dark blue filter. The text 'ANTIQUATED SYSTEM' is written in a large, white, sans-serif font across the center of the image.

ANTIQUATED SYSTEM

A large collection of colorful stuffed toys, including Minions, Hello Kitty, and various animals, displayed in a store. The toys are arranged in rows and are densely packed. The background is a solid blue color.

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

Mashable

MasterCard

PRICELESS SURPRISES

VENDING MACHINES



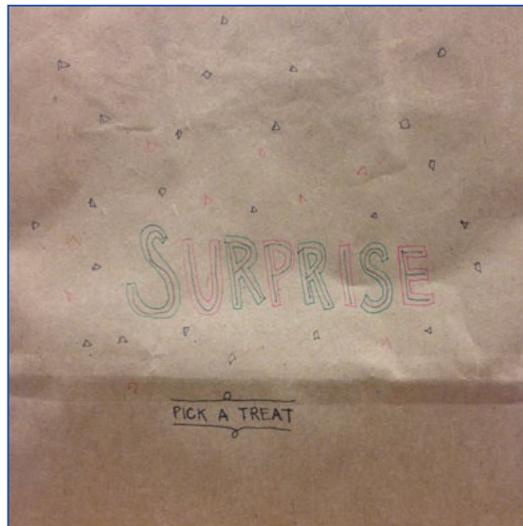
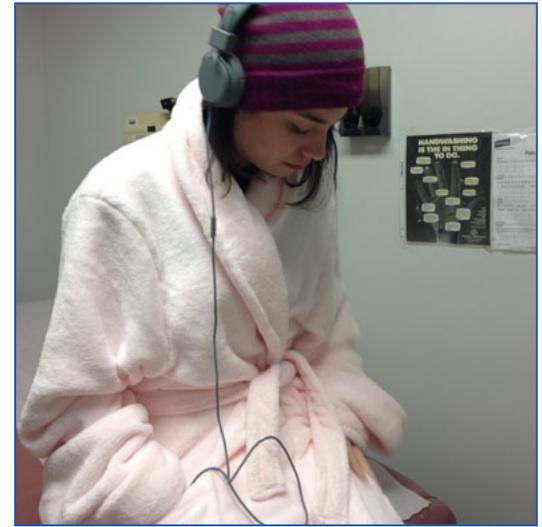
A person is shown in a yoga pose, specifically a seated forward bend, with their head tucked down and arms extended. The image is overlaid with a semi-transparent teal color. The text 'SPA SERVICES / YOGA' is written in white, bold, sans-serif font across the center of the image.

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.





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. VEI
8. Monica
9. _____
10. _____
11. _____
12. _____



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...

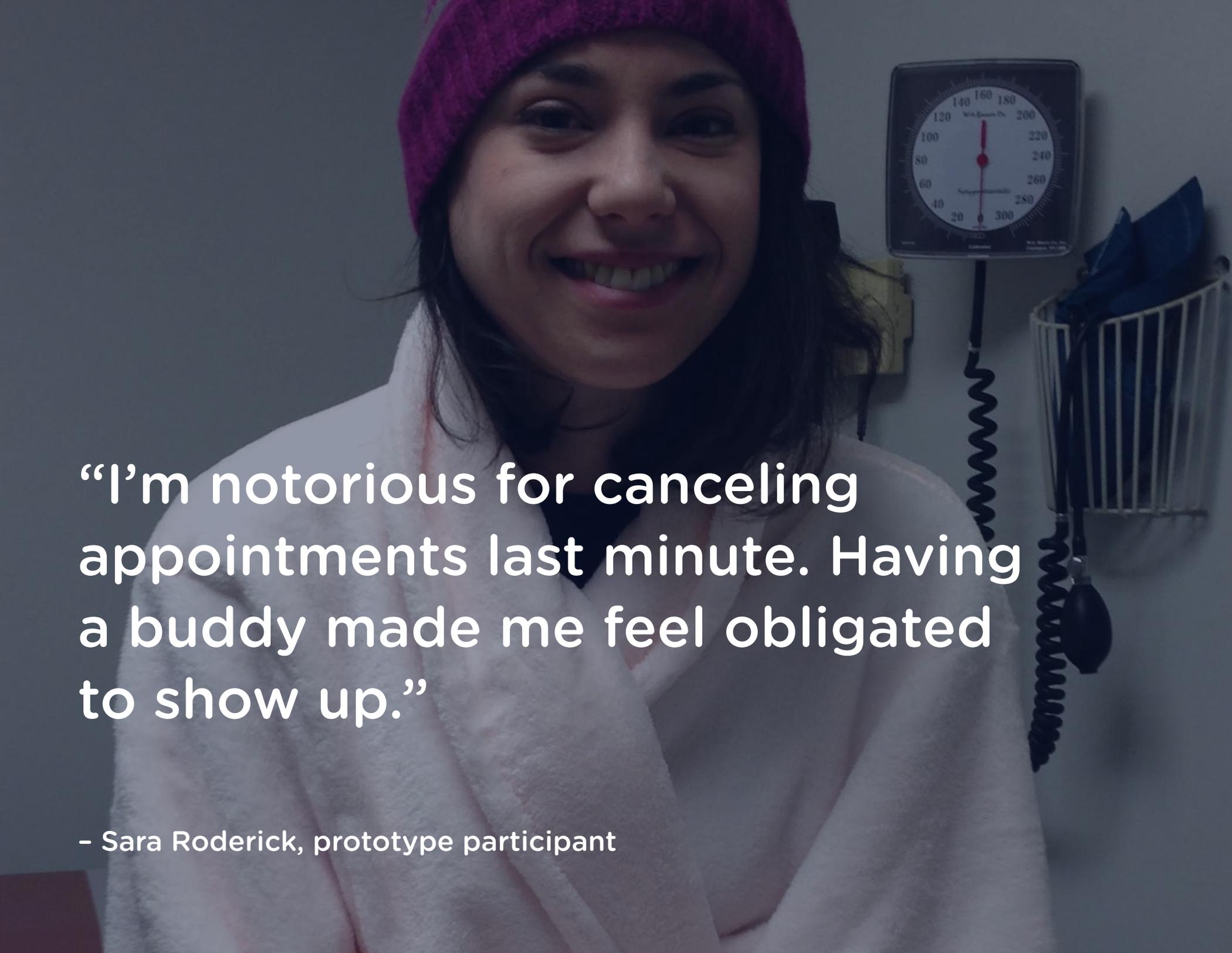
A photograph of two women sitting together in what appears to be a clinical or office setting. The woman on the left is wearing a white lab coat over a light-colored top and is smiling. The woman on the right is wearing a blue top and is also smiling. They are both looking towards the camera. The background is slightly blurred, showing some greenery. The image has a dark blue overlay.

“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

A woman with dark hair, wearing a pink knit beanie and a white lab coat, is smiling warmly at the camera. She is in a medical setting, with a blood pressure monitor and a white wire basket containing blue gloves visible in the background. The lighting is soft and focused on her face.

“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.



TWEETS 3 FOLLOWING 38 FOLLOWERS 2 More

Edit profile

Tweets Tweets and replies

DocDate

@DocDateApp

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

NYC

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](#)



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](#)



FUTURE PARTNERSHIPS

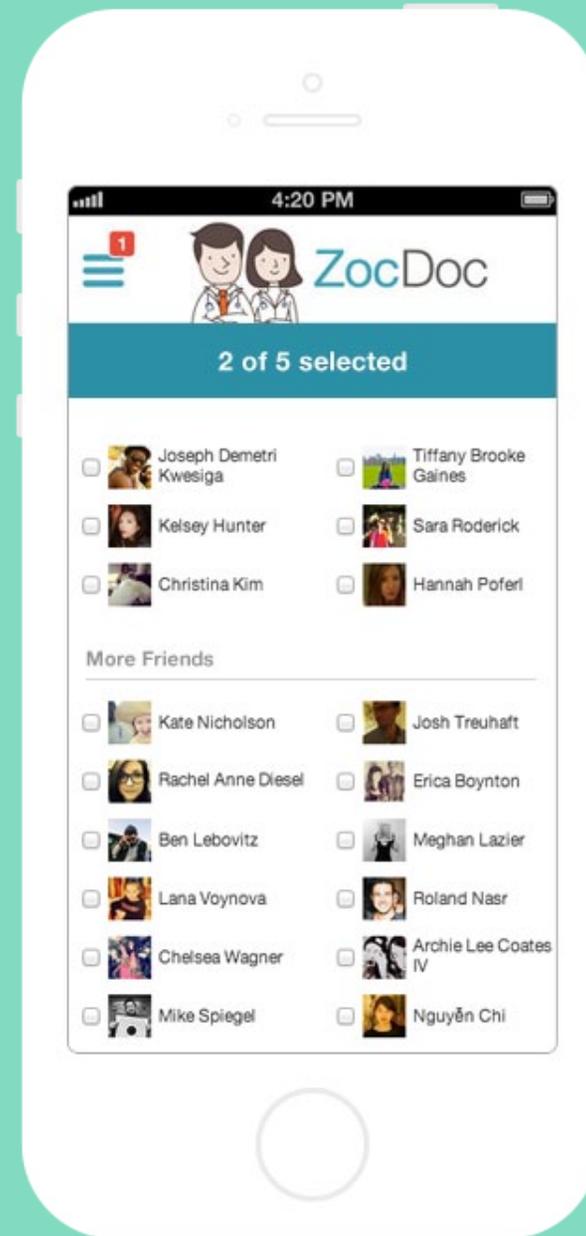
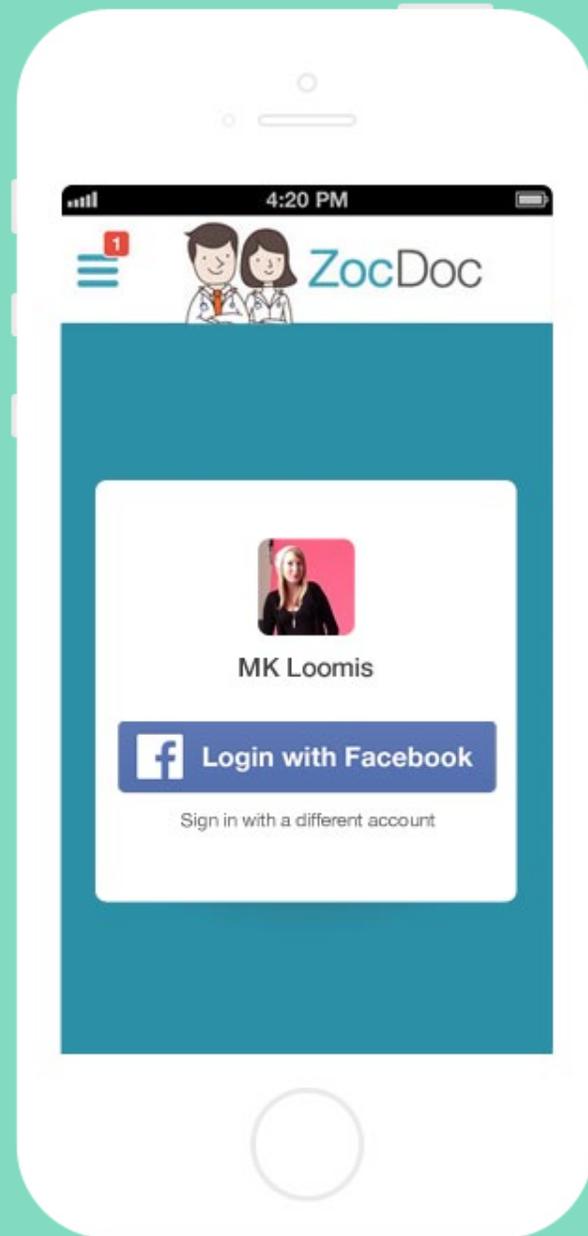
ZocDoc Integration + Partnership

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.

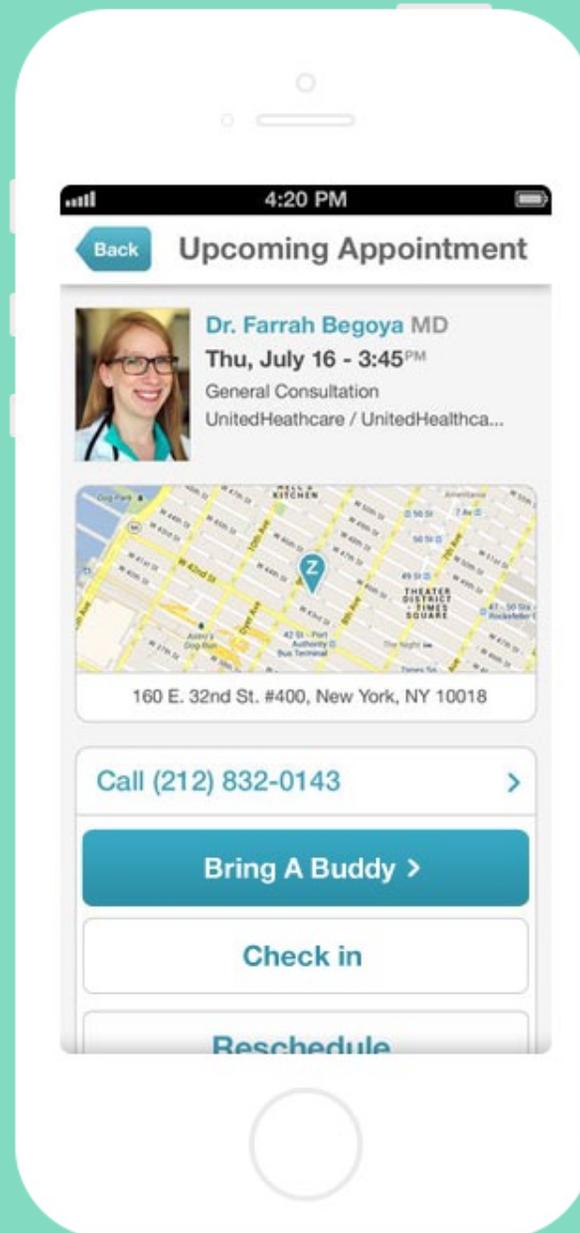
Why ZocDoc?

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

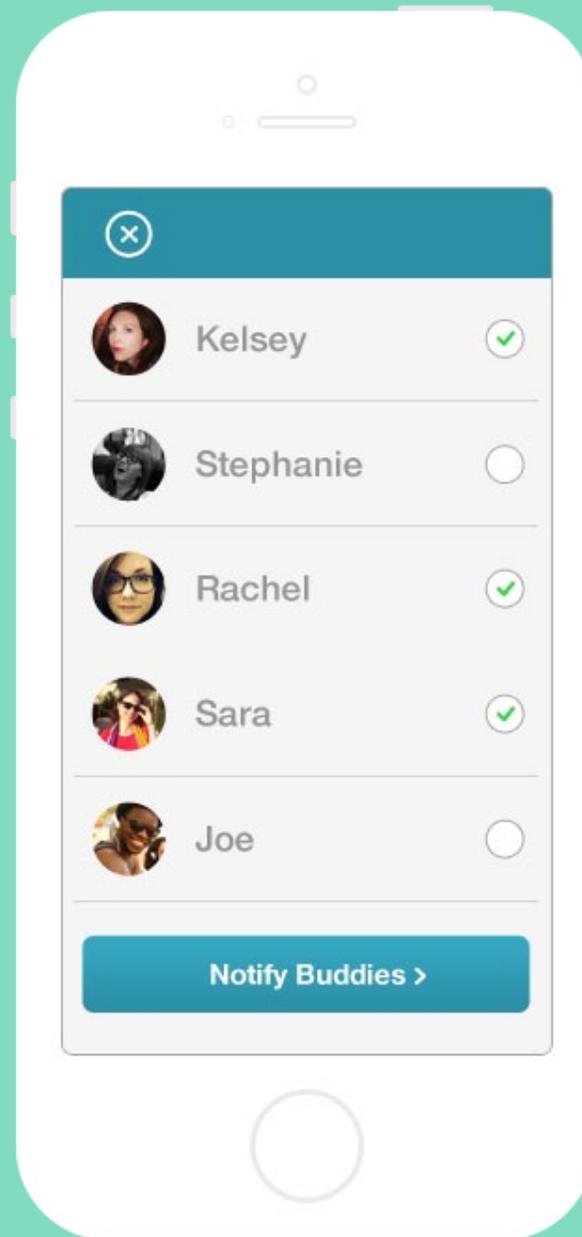
1. Login with Facebook & select favorite 5 friends



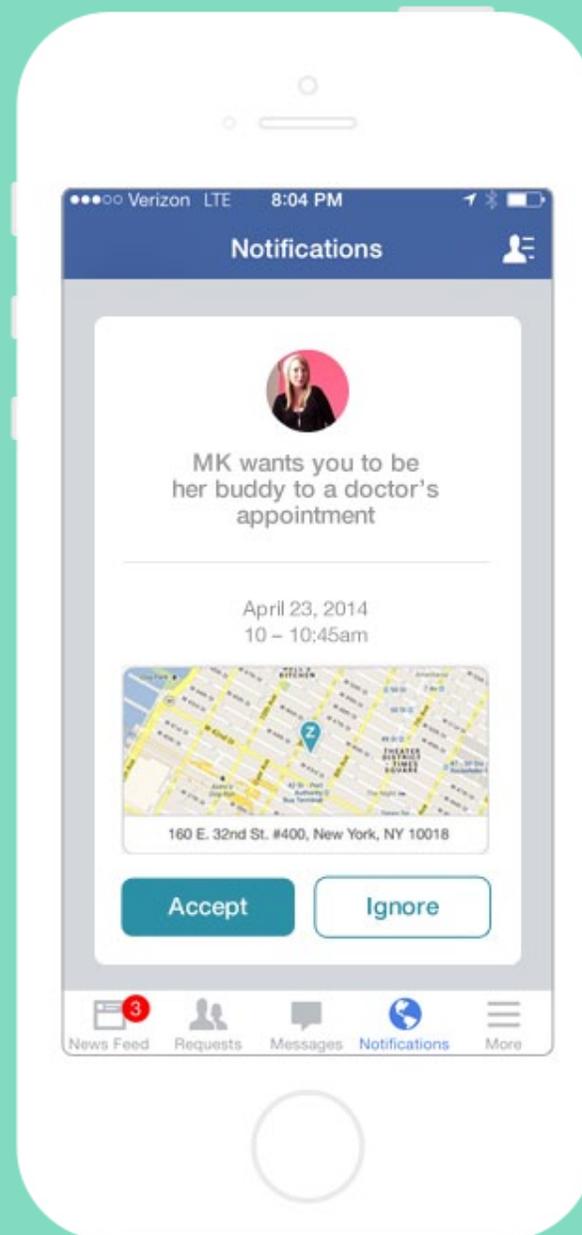
2. Book appointment on ZocDoc



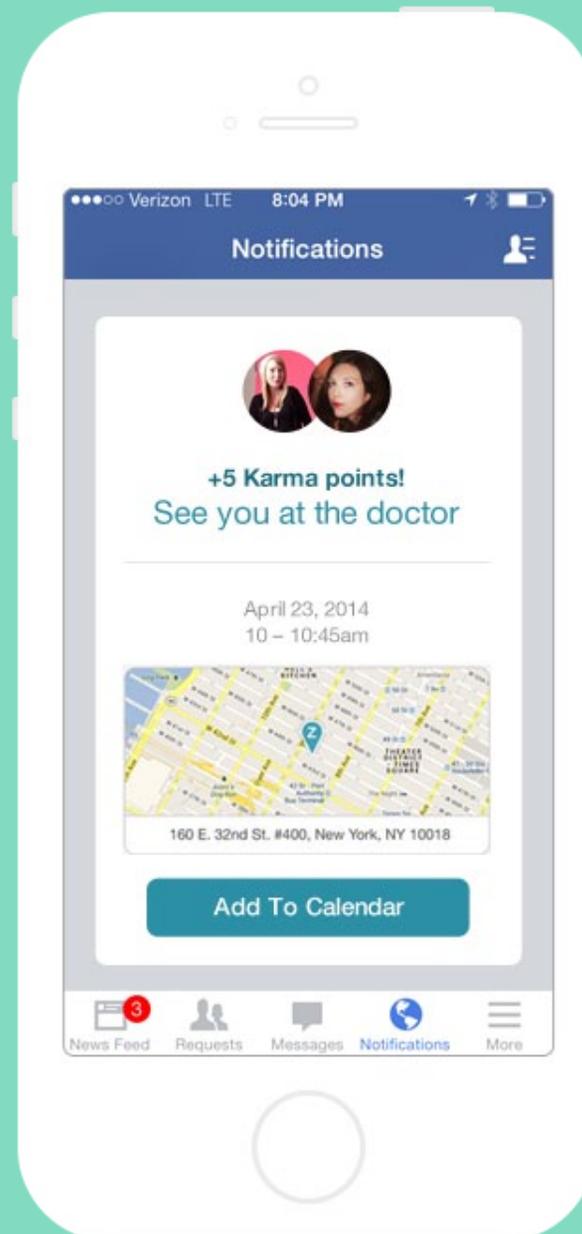
3. Choose a buddy for your appointment



4. Facebook + Email notification sent to buddy



5. Final confirmation after buddy has accepted appointment



Go to the doctor!

It's simple.
Just bring a buddy.

THANK YOU :)