Cultural Probe
Introduction

Cultural Probe focused on **people's consideration before going to a doctor and their related experience with no shows** . It was disseminated directly into two user groups, students, professor & public.
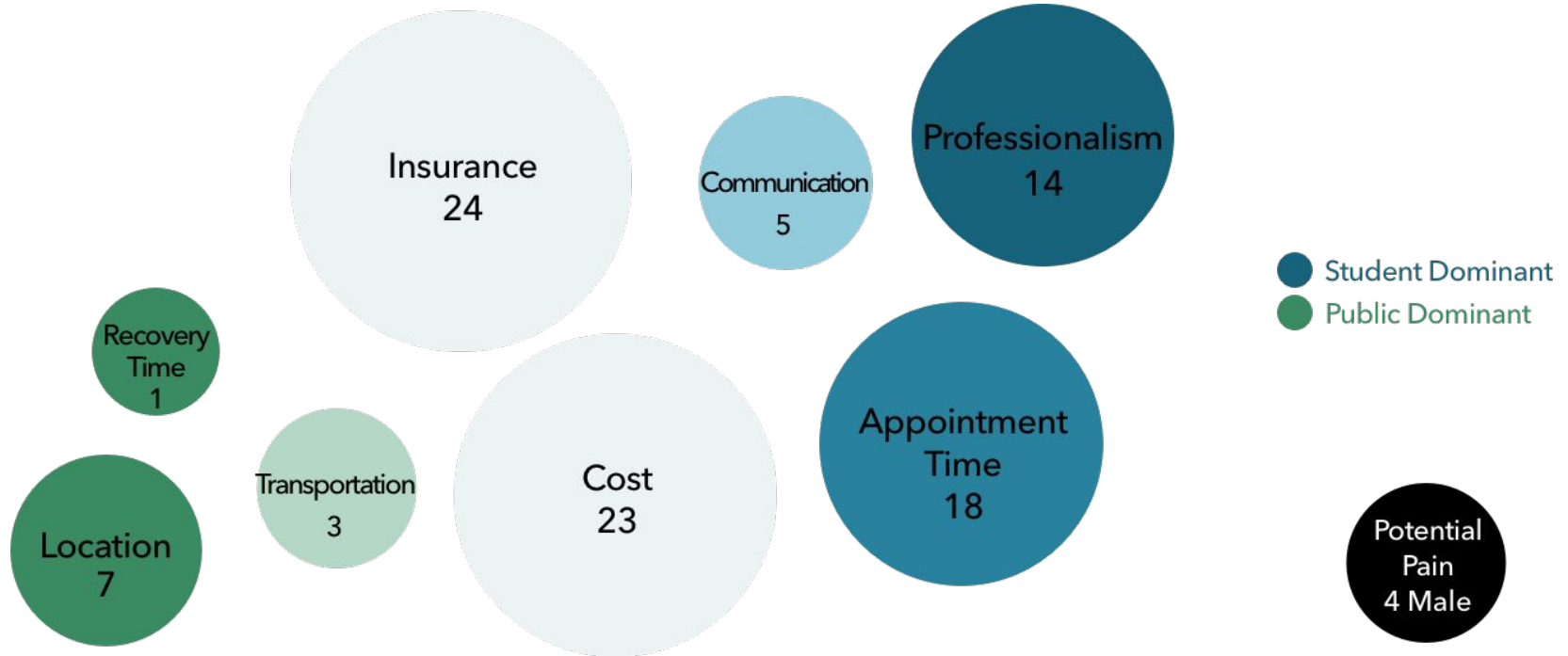
50 Participants in total: 25 Male & 25 Female
- ⚪ Student Female (15)
- ⚪ Student Male (15)
- ⚫ Non-students Male (10)
- 🔴 Non-students Female (10)

Locations: Students - Gulfstream Center of Design, The Shed;
Public - Outside Arnold Hall, Foxy Loxy

Insurance 24

Communication 5

Professionalism 14

Recovery Time 1

Transportation 3

Cost 23

Location 7

Appointment Time 18

Potential Pain 4 Male
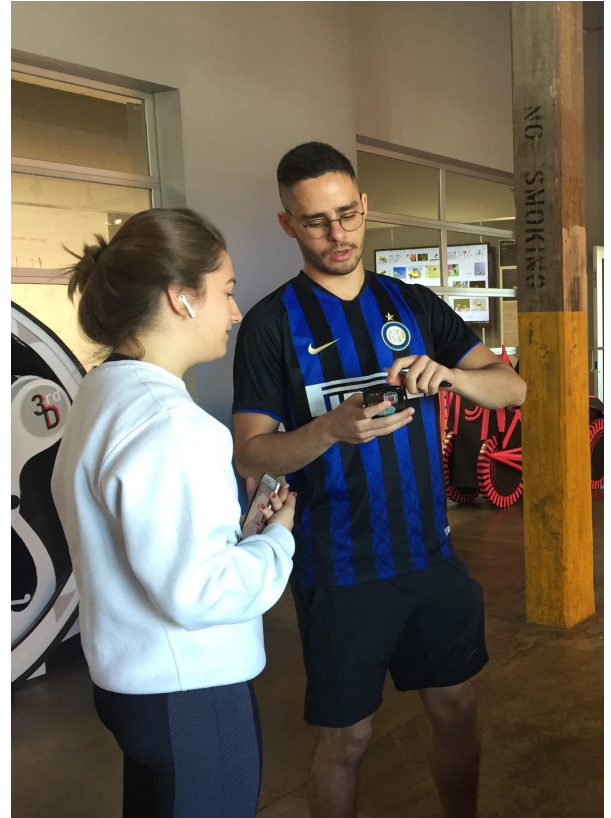
Student Dominant
Public Dominant

Interviews
Introduction

Questions for the interview were derived from the options they picked up in Cultural Probe. It helps us to understand **how they make appointment, reasons for no show, awareness of no show fees & cost to healthcare**.

The team invited **14 participants** in all.

Interview
Questions & Quotes

Questions:

1. How do you make your appointment with doctor/dentist?

2. How do they remind you of the appointment? How do you feel about that method ?

3. Are you aware of the no show fees?

4. Do you know how much it costs healthcare when patients no-show?

Quotes:

"Credibility of the professionalism as a doctor is important, so **I don't have to come back for recurring problems**."

"I look for reviews of the doctors online to see if they are good or not."

"Keep a respectful kind of distance & respectful time with patient."

"I don't like to be just told what I need. **I'd rather have a dialogue**."

"Doctor- patient relationship should be clear and on the same page. Most time doctors say something I don't completely understand."

"If I'm not dying, I would not pay a lot of money to just know there's something wrong."
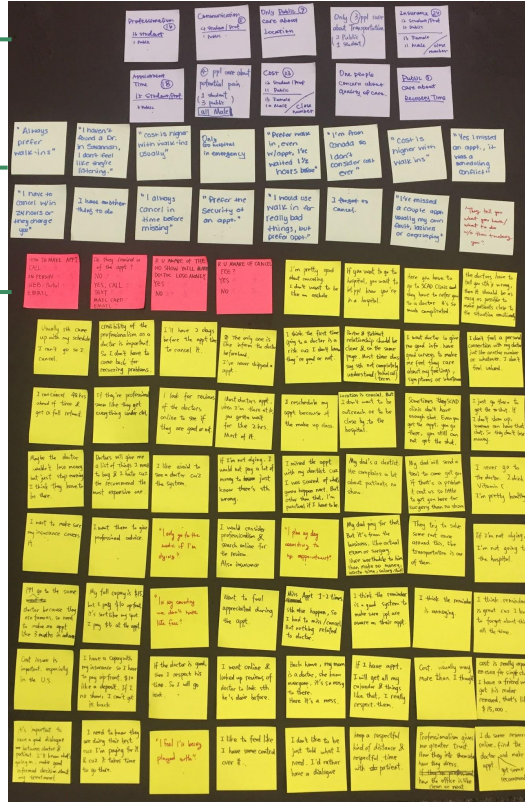
"I want them (doctors) to give professional advice."

Affinitizing
Raw Data

Cultural Probe data

Quotes from public interview

Quotes from student interview

Affinitizing
Insights

International Perspective	Internationally - Relationship with Dr. - Closer than Americans	Accessibility	Money, Time, & Work > Health	Cost	Insurance
Patient/Doctor Relationship	Connection / Communication	Uncertainty	Time	Economical Uncertainty	Reminders
Education	Professionalism	Trust	Makes people more responsible	Missed Appointment	Negativity	In the end...
Quality	Respect	Provider Perspective	Shows respect to the provider	Organization	Responsibility	Avoidance

Insights

Themes

6

Takeaways:

- **Doctor-Patient Relationship:**
  Lack of trust between patients and doctors

- **External Causes:**
  money, time, work more important than their health

- **Internal Causes:**
  Some people are not responsible and don't like to organize their life.

- **Accumulated uncertainty and feel of disrespect may lead to people's avoidance and negativity toward healthcare.**

Next Step:

- Social Science Focus Group

- Deep dive into the problems at hand, gaining insights on attitudes and behaviors of customers

Focus Group

Focus Group focused on diving deeper.

Participants:

P1: Female, Artist, Alumni Painting
P2: Male, MFA Service Design, International Student
P3: Male, Rehabilitation Sciences, MFA Service Design

Location: The Shed
Time: 1 Hour

Focus Group
Questions & Quotes

Questions:

1. *On a Scale of 1-10 how healthy do you consider yourself?*

2. *Has insurance or cost played a factor in your decision to go to the doctor?*

3. *Have you ever had a doctor for more than a few visits?*

4. *Have you ever no-showed for an appointment?*

5. *What do you think are some of the core reasons patients no-show for appointments?*

Quotes:

"I don't even know my doctor's name"

"I ask a lot of advice from people"

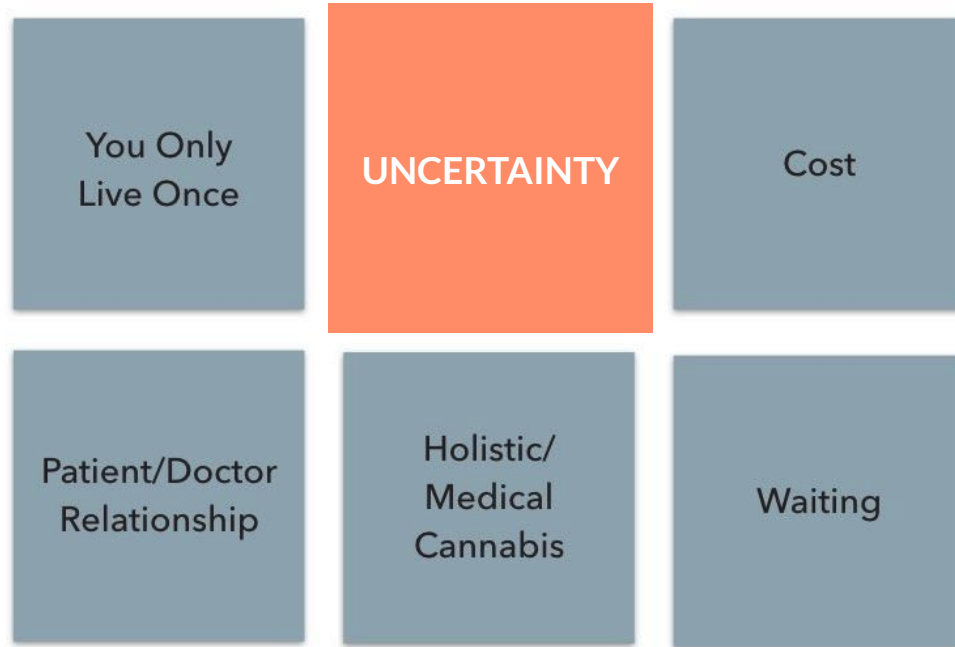*"I don't have dental on my insurance"*

"I ended up paying $500 to just get cleaned up"

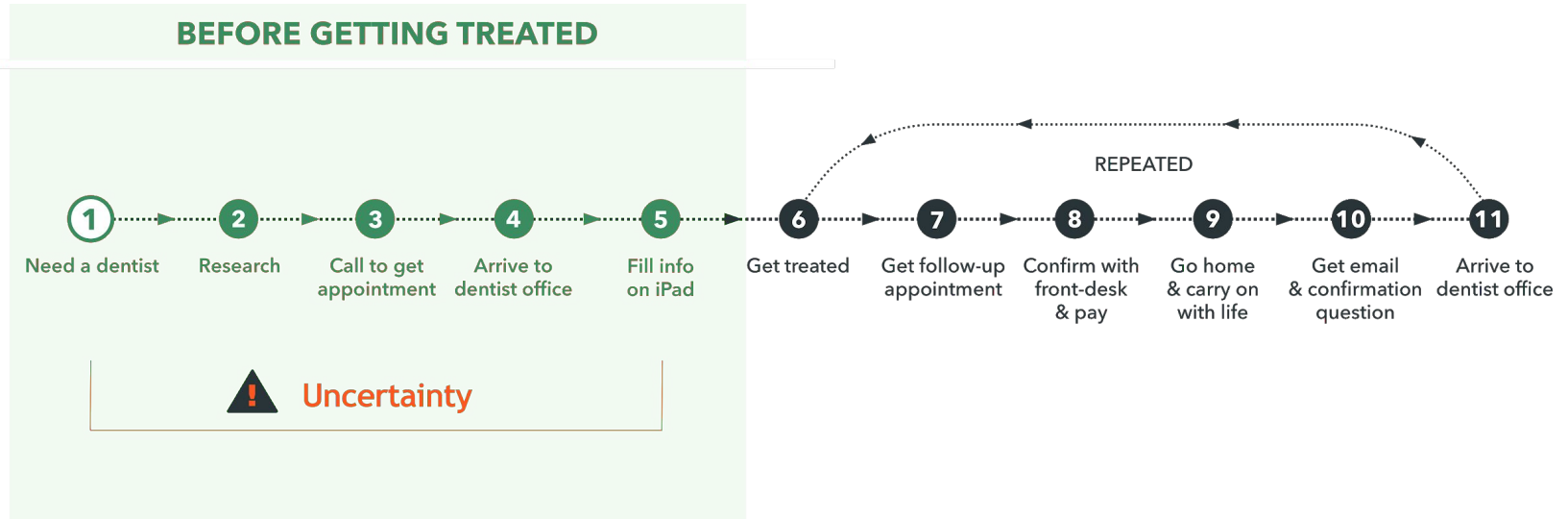*"I'm still on my parents' insurance… super privileged"*

"If I haven't had these symptoms before & if it's something I can't solve"

"I don't go to the doctor once a year" <at all>

You Only Live Once	UNCERTAINTY	Cost
Patient/Doctor Relationship	Holistic/ Medical Cannabis	Waiting

Customer Journey Map

BEFORE GETTING TREATED

1 Need a dentist

2 Research

3 Call to get appointment

4 Arrive to dentist office

5 Fill info on iPad

6 Get treated

7 Get follow-up appointment

8 Confirm with front-desk & pay

9 Go home & carry on with life

10 Get email & confirmation question

11 Arrive to dentist office

REPEATED

⚠ **Uncertainty**

Target Group
Sub-healthy People

Suboptimal health status (SHS), or sub-health (Chinese: 亚健康)

A state characterized by **some disturbances** in psychological behaviors or physical characteristics, or in some indices of medical examination, with **no typical pathologic** features.

It is considered as a therapeutic working concept which defines an **intermediate stage** between health and disease, which is **not quite either** status.

Human persons who are sub-healthy have any of a range of **uncomfortable symptoms** but **without any obvious and diagnosable illnesses** which can be identified through standard medical observation methods.

Uncertainty

No typical pathologic

Not quite either

Without obvious & diagnosable illnesses

Health

SUB-HEALTH

Death

12   *Mikkel Bunkenborg (2014) Subhealth: Questioning the Quality of Bodies in Contemporary China, Medical Anthropology,33:2, 128-143.*
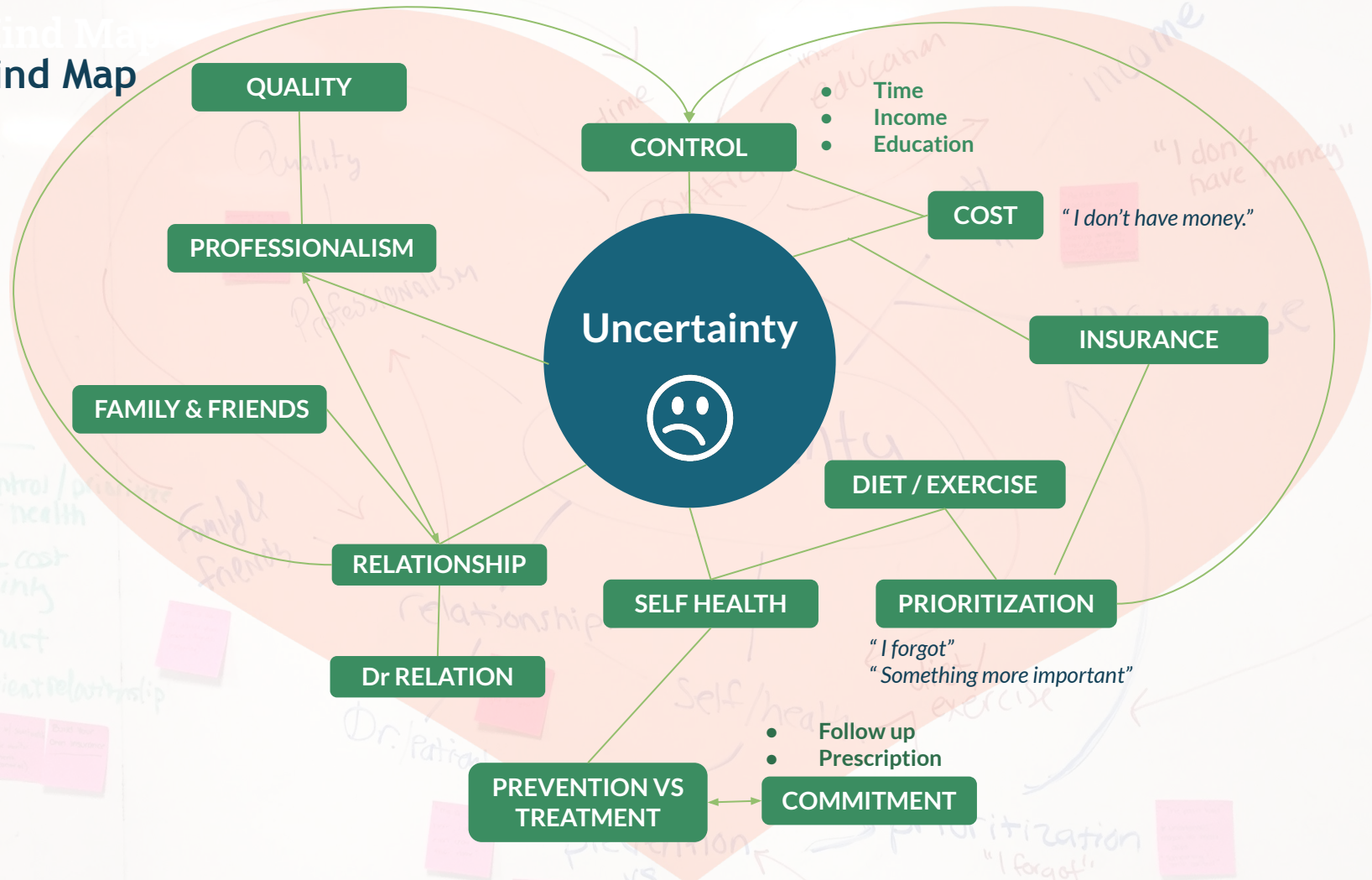
Uncertainty in medicine comes from the limitations of medical knowledge, limitations of personal knowledge, and a difficulty distinguishing between the two.
(Fox, RC, 1980)

Preventative Care VS Treatment

3 types of preventative

1. Primary - Stopping before problem exists (diet, exercise, routine check ups)
2. Secondary - Stopping progression
3. Tertiary - Maintenance of existing issue

https://www.aafp.org/news/blogs/freshperspectives/entry/does_prevention_save_money_that.html

3

Identifying Existing Service Perspective

Marketing

Interview
Introduction

Interviewee:

A Local Dentist, 36, male

Owner of a practice at Savannah
10 years work experience in dental practice

*"Hope to promote healthcare service and change
the negative perception of healthcare"*

Location: Mate Factor
Time: 45 mins

Interview
Questions & Quotes

Questions:

1. *Do you know that no show loses much money? Do you know why?*

2. *What would you think is the reason for new patients not to show up for your appointment?*

3. *A lot of people mentioned that dental is not covered by their insurance currently and what would you say from your perspective about valuing that cost?*

4. *In a dream world, what would be the first thing that you would change?*

Quotes:

"The truth is, when people don't come yet we have to still pay our staff who is still working."

"they're not coming or they're just not answer because they're busy."

"I can tell you that younger people do it (no show) worse than older people."

"25% of new patients who are on our schedule, and no show no call."

"Insurance totally messes up the patient provider relationship."

"People are cost driven and cost driven."

"They were just doing a coupon and never come again."

"The best patients that we ever get are word of mouth patients."

"People where they have insurance, there might be 100% cover, they still don't come because it doesn't matter."

"You better be kind of on them via like, an email phone via and actually best like a conversation."

Interview
Takeaways

No Show Rate:
25% of New Customer, way more than other customers

No Effective Method for No Show:
Coupon doesn't work.

No Effective Insurance:
Health insurance messes up the patient provider relationship.

Word of Mouth is major method for service marketing.

People **neglect dental health.**

Mobile Van might be a delivery method to reduce no show.