



The University of Texas at Austin
McCombs School of Business

Telehealth & Well-Being: A Research Proposal

Malik Ouda, Sam Bell, Chetna Singhal, Colin Chu



Persona

MS Student

Demographics

Generation

Millennials

Median Age

~25

Occupation

Job Seeker

Master Student

About

<\$50,000

Educated, little-to-no income, full-time student, technically savvy, owns wearable technology and a smartphone, job-seeker

Lifestyle

Has 1+ health apps on phone

Likes to feel in control of their health

Likes to have treatment options

Eats well & exercises

Activities

Studying

Attending class

Going out / socializing

Working on group projects

Cooking & eating

Playing & watching sports

Passions

Academics/Education

Self development

Professional & social networking

Listening to music

Watching video streaming services

Technology

Video & board games

Social activities

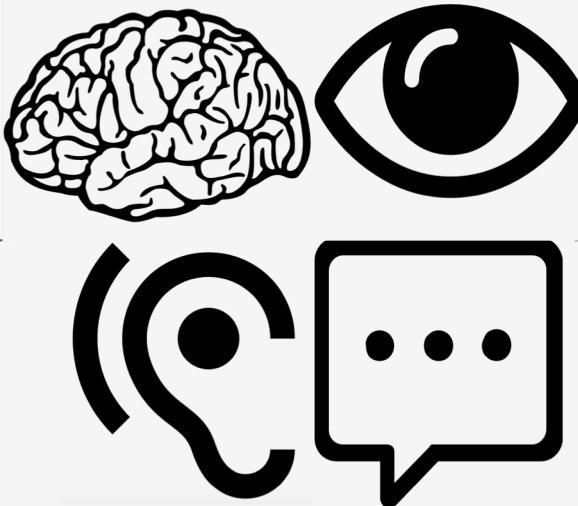
Fashion

Professionalism

Empathy Map

Think/Feel

What do I need to work on today? (Due Dates)
How many steps have I walked today?
Do I have time to exercise?
What can I get to eat?
How is my performance?
Stressed/ Tired
Living Costs
Well-being
Equality



Hear

Lessons
“School is most important”
Pressure from family/relatives
Due dates
“Make time”
Career
“Be your best self”

See

Smart devices
Other students
Professors / Advisors
Food
Textbooks
Gyms
Party
Social Media

Say & Do

Go to class
Monitor smart devices
Exercise when possible
Speak to classmates, family, etc.
Read
Ask for helps from friends/ family/
classmates
Ask for places to explore
Party

Pain

Stress

Limited personal time to exercise

Limited access to healthy food options while at campus

Juggling assignments, classes, career exploration

Little to no income

Fear of failure

Inefficient Transport

Lack of money

Loads of work leads to harder time management

Limited access to health information

Gain

Intelligence

Time management abilities

Money management

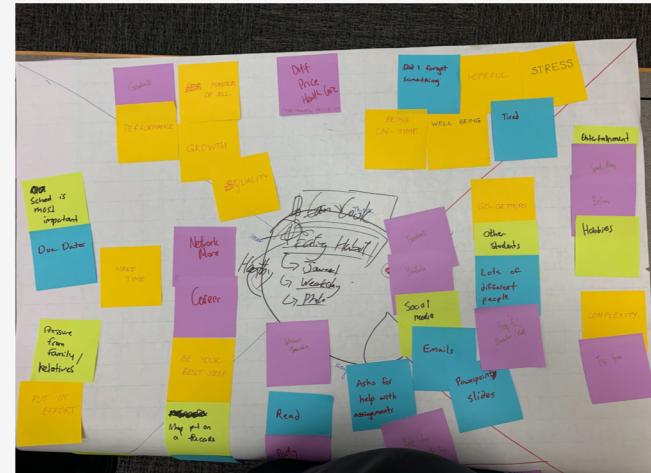
Success in career/class

Wants to succeed

Wants to get a good grade

Gaining knowledge and skills

Networking and connecting



Research Questions

- **How important** is personal well-being to MS students?
 - How high or low is well being ranked in the mind of a MS student **compared to other priorities?**
- What is the **impact of technology** on MS students' personal well-being?
 - Find out how technology is influencing **decision making** positively or negatively
- What are the **health-related trends** seen among MS students?
 - Determine if students are using a lot of the same **technologies** and/or **non-technologies** to manage their health
- **Which methods** are MS students using to improve personal well being?
 - Find the tools and actions/activities students are either **using or ignoring**
- Which are the **most popular** telehealth technologies?
 - Identify the usefulness of the tools being used

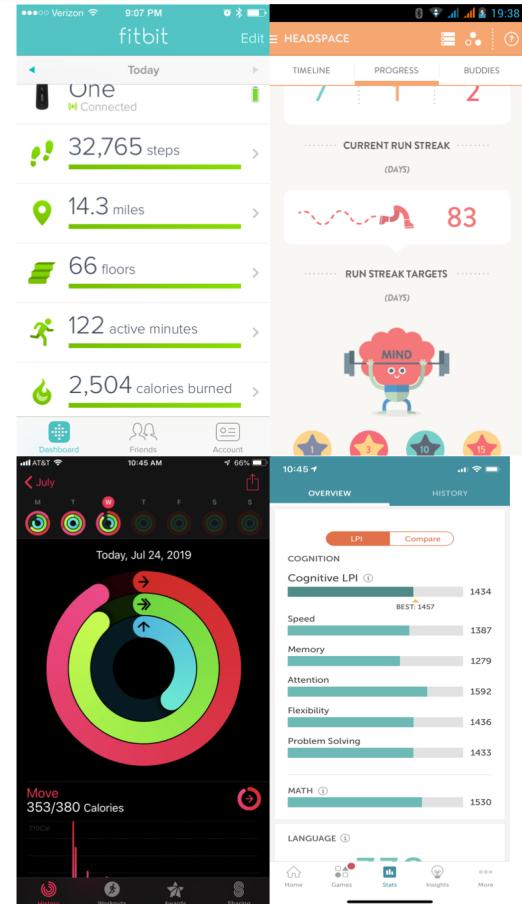
Research Methods

1. **Photo-Journal** - Screenshots of features monitored/managed using wearable technology, fitness apps, online health portals, etc. along with the associated activity (if appropriate)
2. **Generative Research Activity**
 - a. **Well-Being Word Map** - Identify which factors influence participant's well-being and/or well-being goals
 - b. **Telehealth Ecosystem** - Identify methods most frequently used by the participant to self-manage well-being with the help of technology and the usage context
3. **In-depth Interviews** - Explore health management experiences, challenges, aspirations of the participants

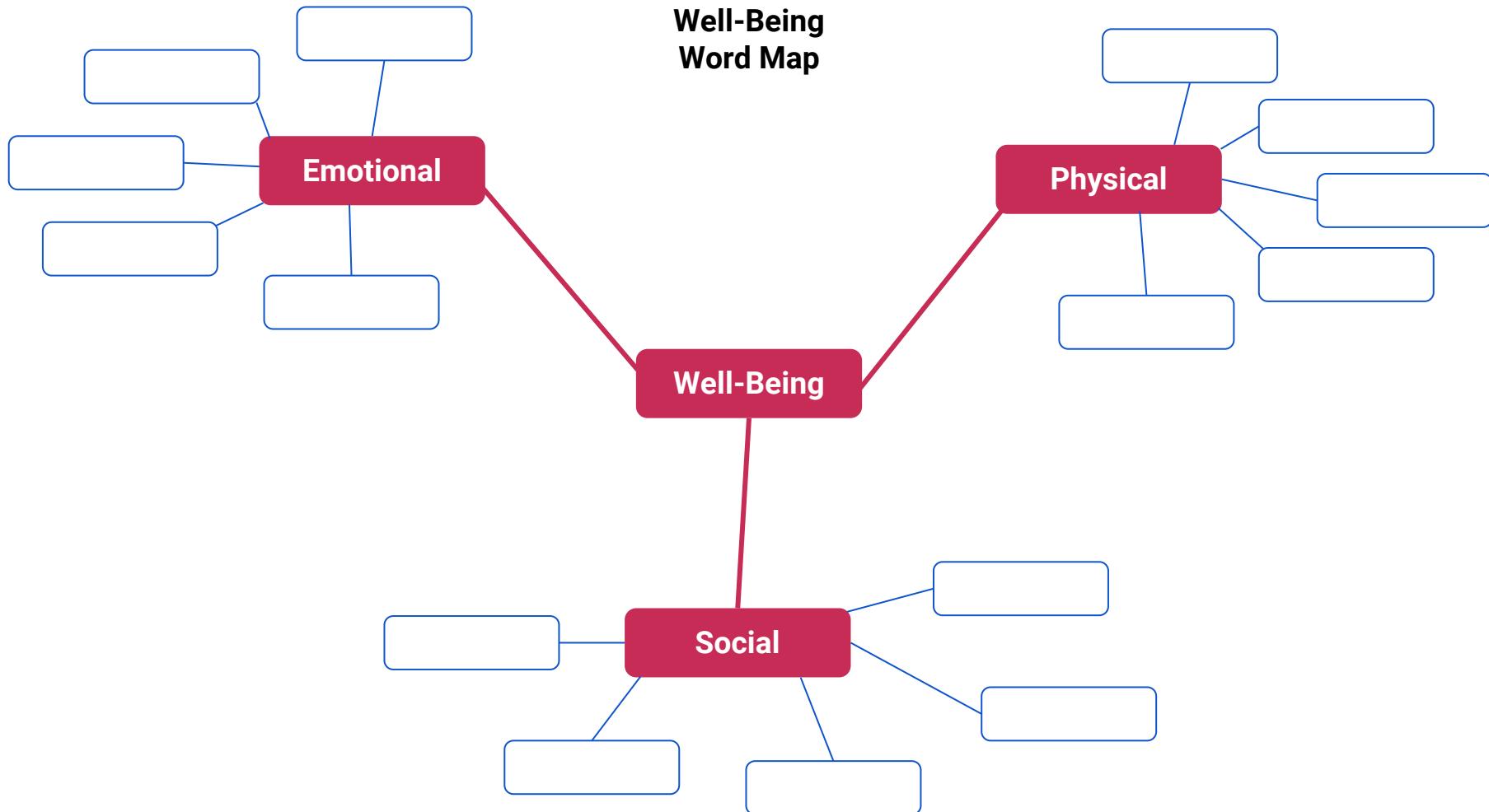
Photo Journal

Participants will be asked to share photo journals which can help the researchers understand their consumption behaviour related to technology enabled health services, using the below instruction framework:

- **Variety**
 - Share screenshots of different technology tools (fitness apps, Fitbit, Apple watch, YouTube Videos etc..) you use to improve/manage well being.
- **Purpose**
 - Describe your objectives behind using this tool
- **Usage**
 - Share screenshots of features in the tool that help you achieve your well-being objectives.
 - Briefly describe your typical interaction with the tools shared



Well-Being Word Map



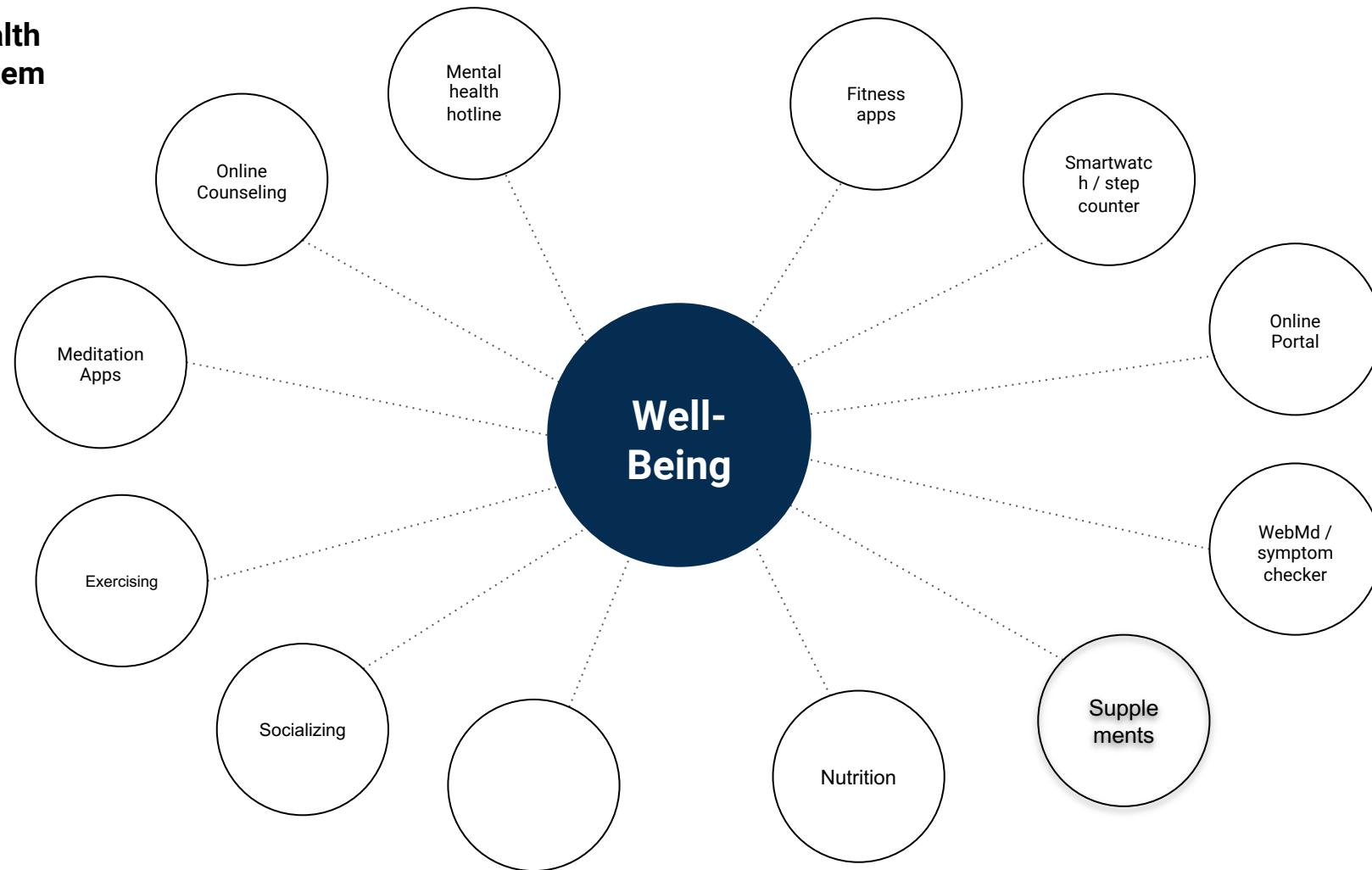
Well-Being Word Map

“What does well-being mean to you?”

Purpose: To find out what well-being means to MS students, and particularly what's important to MS students with regards to their overall well-being. It will help to gain insight into what aspects of well-being MS students pay attention to and what aspects they may or may not be considering.

Instructions: First, please fill in the blue boxes with any words you feel are strongly associated with the different aspects of well-being. If you need extra boxes, feel free to add them. Next, please feel free to add more connections as you see fit, adding a third or even fourth layer to the map. Lastly, please highlight or fill in any boxes you think are particularly important to your overall well-being.

Telehealth Ecosystem



Telehealth Ecosystem - “How do you manage your well-being outside of the doctor’s office?

Purpose: To find out what methods and technologies MS Students use to improve their well-being, the frequency of use, and most importantly the satisfaction or dissatisfaction of MS students with their designated methods and technologies. It will open up a conversation and provide a platform for the participant to provide insight into what works and what doesn’t work, what’s missing from their well-being support system, what frustrations they have with existing technology, etc.

Instructions: In the chart, please draw a line from the center to any of the tools / resources you use to improve your overall well-being. Please use the provided blank circles for any tools / resources you feel do not fit in any of the present categories. Next, please draw a second line from the center to any tool / resource you use very often. Please explain briefly what makes these (most frequently used) tools / resources helpful, and how you use them to improve your overall well-being.

In Depth Interview

Sample Interview Questions

- Would you say it is easy to have access to the healthcare services in Austin?
- When did you start to actively monitor your well being?
- What obstacle do you run into when you want to improve your well-being?
- Tell a story about a time where technology had an impact, for better or worse, on your overall well-being.
- How quickly do you adopt new technology?
- How do you evaluate new technology related to well-being?
- When was the last time you actively look for telehealth tools?
- Are there any technology that stops you from improving?

Limitations

- **Low volume research:** Our research will be based on a minimum of 8 samples
- **Risk of Bias:** The majority of the MS student are using the same health care services provided by University of Texas, Austin, therefore our sample might have a bias regarding health care experience.
- **Relevancy:** Some students may be using telehealth devices majorly for non-health reasons
- **Privacy Concerns:** Participants might not be comfortable sharing private health information

Mitigations

- **Walk in their shoes:** We can download/browse the telehealth technology which the participants use and try them by ourselves to better understand their experience of the tool.
- **As much diversity as possible:** Try to identify maximum participants from outside the MSITM program

Reflections

Malik: I am feeling confident in our ability to gain valuable insight into the impact of telehealth on MS students. I think we have a really solid plan going forward, and the most difficult part is going to be finding willing participants who will give us the thick data we are seeking, due to the busy nature of MS students.

Sam: I think we have concrete questions and methods, but the limited number of participants we'll have might not provide sufficient insight Telehealth among the MS study body and research time constraints combined with busy schedules might disrupt the focus of both us (the researchers) and participants.

Reflections

Colin: I think it will be hard for us to generate insights that could be transformed into an innovative solution. Since the telehealth topic has been an ongoing topic for a while and the demand for the market has been very consistent, I am not sure if there would be rooms for us to work with. But I have confidence in our team that we can make use of the design methods and create an innovative product.

Chetna: It was challenging but an enjoyable learning experience trying to constantly push ourselves to frame divergent questions, trying to de-linearize our logical thought process. It would be even more interesting to connect the dots in the research responses, find the hidden structure (patterns, relationships etc..) in the pool of unstructured data.