

# Generative Research

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A team of medical professionals was interviewed about what they considered the most useful information about a medical device or drug. This session was designed to help the project team understand the user's mental model, and what information was most important to them. When searching for medications, the subjects frequently mentioned safety concerns such as recalls, side effects, and drug interactions. The three interview subjects also mentioned the difficulty of distinguishing one drug from another, as many drugs use the same ingredients to treat similar problems.

## Pull Quotes

Many drugs can do the same thing, but if I can see what it looks like, get some pros and cons, safety and efficacy, that helps me.

The most up to date warnings, recalls, this information, that's the best"

There are literally thousands of devices that get approved under 510K, understandably, the problem is you have lots of devices that are relatively similar so in thinking this through, some comparison analysis would be highly useful.

One of my relatives is physical rehab doctor, vendors come in selling wheelchairs or pumps, and everyone wants to sell the latest greatest thing, with very little independent info about the device, most doctors haven't spent time dealing with these devices, it's a lot about engineering, it's not a physicians field. So often we take the info given and if it's relevant and necessary and useful for the patient they'll use it. But we need independent info about reliability, utility, particularly if we could compare it to stuff in the same category as a ready reference.