Target Audience Research

25/09/2014

Ben McGregor; Charlotte Hutchinson

CO600: JustHealth
Supervisor: Yang He

Contents

1. Introduction

This document will look into the options we have for a target audience and evaluate which audience group we feel will be best to aim our app towards. We will assess all options available and hold primary research groups.

Since our project is a healthcare app the options we have narrowed down our target audience to be:

- The elderly with carers (65+)
- Disabled young adults
- Disable all ages
- Elderly with chronic health
- Young with chronic health conditions

2. Interviews

To gain a better understanding of each target area and whether or not they would found it useful we interviewed elderly people, carers of elderly patients, care assistant at a disabled children's home and young adults with chronic health conditions.

Firstly we described the app to each member of the target audience as:

A mobile health management system for either disabled people, elderly or people with chronic health conditions and their carers/ doctors.

For patients:
- *Remind them to take the medication on time*
- *Record medication taken*
- *Check and record their health condition regularly, e.g. temperature, heart rate. Alert carer/doctor when any abnormality occurs*
- *Alert their carers if they are away from home*
- *Send an emergency alarm to their carers/doctors*

For carers:
- *Enter medication details for their patients*
- *For patients on repeated medication, remind their carers before the medication run out*
- *Checking patients*
- *Track patient's movement when they are out*
- *Response to emergency alarms*

We asked each person the following questions after describing the app:

- Do you think the app will be useful?
- What do you not like about the app?
- What do you think could be added to the app to make it better?

We thought asking very open initial questions would allow us to get a varied response and be able to see what is good and bad about the ideas that we have.

2.1 Interview results

The overall opinion from the results was that the app is an excellent idea and would be really useful for elderly patients, disable young adults who are trying to live normal lives and even people with chronic health conditions.

Certain people highlighted points where the features of the app would not be useful, for example for the elderly the tracking location would not be necessary as they are extremely unlikely to leave the house without any supervision. Another negative was highlighted by a carer of young adults was that the emergency alarm button could be used when there was not a real emergency. An example they used was when caring for young adults they would sometimes pull the emergency cord when they had a trivial problem.

The main improvements from the target audience research were to have incorporation with the pharmacy, when patients medicines were running low the pharmacy would have an automatic reminder to get the repeat prescription ready by a certain date. Another feature which was mention by nearly all interviewees was to make use it was simple and easy to use with adjustable font sizes and even a feature where the phone can read the text to you. Finally a feature that was suggested was to have an online chat feature where the patient and the carer could talk to each other.

See document appendices for interview transcripts

3.0 Conclusion

From this research we have identified that we do not need to generalize who the specific target audience is. The main requirement is that the patient has an on going health condition and have a carer visit them in their home regularly. We are **not** providing this for patients that are already in a care home.

As a group we have decided that as long as the app is simple and easy to use we do not see why we need to restrict the target audience.

4.0 Pharmaceutical Research

During market research and discussions involving the functionality to be included in the JustHealth application, we decided to look at integrating features from with the pharmaceutical industry. By conducting an interview with a newly qualified pharmacist, we were able to identify potential features and also restrictions that may hold us back in the implementation stages.

We are looking to have functionality where patients record the type of medication they are taking; the pharmaceutical industry has a tool that allows you to search a current database of current, legalised prescription drugs. The Electronic Medicines Compendium (EMC) is an approved, up-to-date, official source of information regarding prescription drugs in the UK.

In initial group discussions, we have identified certain potential features to be implemented. If we are planning to remind patients when to take each type of medication; the opportunity is there to integrate with and alert local pharmacists when repeat prescriptions are due to be ordered.

However, by interviewing the pharmacist, we quickly identified a potential restriction with an automatic ordering system. The UK health industry has enforced new guidelines for patients to visit a doctor (GP) to obtain a new prescription; this allows them to reassess the patient's needs and medication requirements.

Appendix 1

Transcript of an interview between Ben McGregor (JustHealth) and Michaela McGregor (newly qualified pharmacist):

JustHealth are beginning to develop an application that will remind patients to take their medication, it will record when they have previously taken it and will allow carers/doctors to review their daily intake.

There will be other features, including an alert system for non-emergency situations and an integrated connection with the local pharmacy to order repeat prescriptions automatically. Do you think this kind of application would be useful in the health industry?

Yes, the application sounds good. I think you'll have to be careful considering the number of laws and regulations regarding medication and health records. You may struggle with involving pharmacies with the application. There are a huge number of them, and also many of them won't give repeat prescriptions to people unless they've been reassessed by a doctor. It's to stop them becoming dependent on medication or having access to medication they don't need to take.

Okay, thanks for the warning. With regards to the medication they're taking, is there a way for us to record this officially? We have no medical background so don't really want to spend time researching the names of drugs. Is there a database of the prescription drugs that we could try to integrate with the application, or at least reference?

I think so, we use the EMC, and it stands for electronic medicines compendium. As far as I know it's the only one that has all the drug names in. I think it's free to access so you might be able to use it.

Thanks for your help; can you think of any other features that we could put into the application?

Not really. My Nan is elderly and often forgets when she's been visited so I guess you could put in a record of when the patient has seen or spoken to people? Other than that I can't think of anything, but if I do I'll let you know!

Okay, that sounds like a good idea, thanks!

Appendix 2

Here are two interviews which really highlight the overall research we found.

Interview with a carer of multiple elderly patients:

Do you think the app will be useful?

Yes, I think it is a great idea and would be really useful to have in the community. I do not know of anything like this already out their and I can see a gap in the market.

What do you not like about the app?

I think you need to be very careful about patient confidentiality and the security of the app. I am not sure what data I can legally hold about the patient without their consent. Also what would happen if I lost my mobile?

The app also needs to be assessable to all needs!

What do you think could be added to the app to make it better?

I do not feel the location idea would be that useful for the elderly as many can not move that well let alone be able to leave the house themselves. However, this would be a very good idea for young adults.

I think it would be useful to have a 3rd party feature so family can see how their relatives are getting on just by looking at the app. Also I think a like to the pharmacy would be great, to save having to request the repeat prescription at the pharmacy.

Interview with a care assistant at Tadworth Children's trust

Do you think the app will be useful?

I think disabled young adults would be a good target audience. At somewhere like my work it would work best for children in rehab as they are gaining skills again. Also other disabled young adults that are more able or not in a care home would benefit from this. It's hard to determine as it will all depend on their disability but maybe disabled young adults with learning difficulties would be a good way to generalise a target audience.

Pretty much all of them have phones/iPads so it would be easily accessible. (Older generation may struggle with using an app so young people is probably a good way to go) I think as well you could promote independence as this is a way for them to keep track of their medication without parents/carers having to be entirely responsible for this. And at the trust they want the kids to be able to lead a most "normal" life as possible so it would be a good chance for them to help do this. They believe that their disability shouldn't stop them from doing things but maybe they just need to be adapted and the app would be a good example of this.

What do you not like about the app?

The only thing I would say about the emergency thing is that maybe the careers can activate it because we put call buttons in some of the kids rooms and they ring them all the time but for stupid reasons. So if they are not quite mentally all there it could be over used. So maybe something that

the career can activate if they want them to have it or think they need it or just a way of letting the patient know what to do if they need help. Numbers to call etc. Guess that kind of answers three as well.

Another thing I would say if it's an app for careers, we are not allowed phones on us and they don't supply company ones (and iPads are expensive!). So if it was on a computer it would be used a lot more. However, there are a lot of people that do one to one care outside of hospitals and go into the patients homes. Which then I think it would work really well so maybe that should be who you aim it at along with the patients. Which I think you are already?

What do you think could be added to the app to make it better?

The kids in rehab at my work can use phones some with more difficulty but in general it isn't a huge problem. Some have been customised so the font is large (like a lot larger than we can make it on our phones) so it could be a function on the app that you could change depending on the needs of the child. Another could be that it has voice activation so it speaks to them as they read; and maybe an online chat from patients to carers, a bit like WhatsApp or something? But what you have sounds like it covers a lot!