

Anne

Working Mom & De Facto Epilepsy Advocate

"I need accessible anti-epileptic drug information on the go."



Demographics

Age
38

Location
Madison, WI

Education Level
Bachelor's Degree

Income
\$80,000

Anne is a 38-year-old bank loan officer and single parent of two daughters.

Anne's introduction to epilepsy came when Emily, her youngest, began having what were later understood to be absence seizures in her fourth grade classroom. Both Anne and Emily struggled with the teacher's behavior concerns but it wasn't until Emily's first grand mal seizure that Anne began piecing the puzzle together. Researching online gave Anne the confidence to insist on a battery of tests leading to a diagnosis of idiopathic epilepsy.

With help from Emily's pediatric neurologist, Anne immersed herself in understanding how to help her daughter. This brought her to local advocacy organizations as well as online communities of parents. The information sharing was initially overwhelming—so many tests, so many drugs, so many strong opinions—about specific drugs and drug combinations. Keeping up with drug names and abbreviations was particularly frustrating.

Anne and Emily are getting a handle on Emily's epilepsy two years into the diagnosis. Anne strives to stay on top of advances in managing epilepsy including diet, exercise and meds, and wants to be a real advocate for her daughter, actively partnering with her doctors in Emily's care and trying to understand risks and benefits of any treatment recommendations.

Technology

Site Use



Tech Savvy



Mobile



Social



Devices:



Browsers:



Site Goals

- 1** Learn what kinds of adverse effects have been reported for suggested drugs.
- 2** Find out if there are specific concerns about a drug for a particular age group and gender (pre-teen female)
- 3** Use accessible search tools with a visual component to better understand data

Key Values



Family



Health



Knowledge



Financial Stability



ADS 18F Prototype - Anti-Epileptic Drug Search Tool

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