

In-Clinic Installation Framework

Jennifer Patel, Juhan Sonin, Bryson Wong 9/26/17

Demographic Considerations

- Wide range of age, abilities, education level, wellness, and health knowledge.
- Age and disability may impact vision and ability to read text or graphics.

Needs assessment

Patients and caregivers may be driven by curiosity to learn a more about the subject of health-data, or a need to obtain it.

- Why is this relevant to them
- Overview of main issues within topic
- How to obtain Health data
- Rights to obtain Health data
- How to interpret data *

Learning objectives

- “What is health Data?”
 - Juhan Definition
- “Where does it go?”
 - Scale of de-identified use
 - Scale of use beyond your control
 - Concerns around sharing with insurance companies and employers
- “How do I access this?”
 - HIPPA rights

Consideration of learning styles

- Visual learner
 - Include graphics to illustrate where health data goes
- Auditory learner
 - -
- Kinesthetic learner
 - -

Delivery mode

Physical options:

- In pharmacy on the ground
- In pharmacy on the wall
- In exam room
- In clinic hallways
- In physician waiting rooms

Online Presence:

- Link to online resources to learn more as well as reference information. Or a possibility to partake in concrete action, or interaction with health-data.

Budget

- \$50 per poster (\$35 printing + \$15 Frame) *Approximate*

Delivery style

- Tone, content, and information vs stylization in poster:
 - Balanced against needs of specific environment and desire of property stakeholders.
 - Based upon concepts and style that tests well with a representative population while balancing educational goals.
- Different styles of posters may be created to match specific environments or demographics.
- Most likely a single stand- alone poster.
 - Possibly in series, depending on demand. *Further research needed*

Audience.

- Caregivers as well as patients.
- Range of ages and demographics:
- Varying needs of care.

Time

- Length of interaction which may range from 5 seconds to 5 minutes.
- Time of interaction and depth dependent upon:

- Environmental factors such as time in waiting environment, traffic in an area, proximity to display, availability of other reading material.
- Individual motivation to learn about health data.
- Current state of mind.
- Presentation type, design, and location of display.

Marketing

- Reach out through patient organizations
- Consider manual distribution, of walking through healthcare facilities in-person.
- Include quick summaries for physicians about the value of educating about health data and data on the effectiveness of educational outcomes.
- Reduce barriers to installation including mounting materials and recommendations on how to mount.

Measuring effectiveness

- Visitors count to website
- Trial with different variations in a representative environment: Patients administered survey following a visit.