UMB Physician Assistant Program Presentation

Sherie Anderson, Laura Bell, Kristina Ousley

Table of Contents

Our Approach

- Met with the client and learned more about the UMB PA program and project goals
- Researched top PA programs in the US
- Found similarities in their websites
- Researched interactive tools on popular websites
- Researched potential students and their problems
- Created personas and user paths
- Brainstormed and designed mock interactive tools

Clinical PA Program - User Persona

Image from UMB PA website

Archetype: The Explorer
Hannah is a college graduate who studied Biology at Towson University. She began exploring medical careers while she was in college and shadowed several medical professionals including physicians, nurses, and physicians assistants. After graduating from Towson in 2019, Hannah began working as an EMT. She is now interested in finding a masters program and studying to become a PA. Her main interests are in working directly with and treating patients. She thinks she would like to work in a private medical office.

"I'm excited for the next phase of my education, and I want a program that will help me reach my goals and provide support for later continuing education."

Goals:
- To earn her PA or Nurse Practitioner degree from a good program where there is support and opportunities for growth

Pain Points:
- Hannah is also considering becoming a Nurse Practitioner, and doesn't know the difference between NP and PA?
- The UMB PA program doesn't provide information about their mission or goals

Age: 30
Occupation: EMT
Location: Baltimore, MD
Education: Bachelor's Degree in Biology
Interests: treating and helping patients; wants to learn about specialities

Clinical PA Program - User Persona

Image from <u>UMB PA website</u>

Archetype: The Lifelong Learner
Emily is a Physicians Assistant based in Frederick, MD. She graduated with a Master's Degree 10 years ago from Anne Arundel Community College and has been practicing as a Physicians Assistant ever since. She is now interested in finding a program in which she can continue her education, explore other specialities, and find new options for her career. She is becoming more interested in teaching and would like to find a program that offers a PhD.

"I'm interested in taking a new direction in my career. I'd like to explore a new certificate or speciality. But, the PhD could be interesting - can a PA do that?"

Goals:
- To engage in continuing education
- To explore teaching and a PhD program

Pain Points:
- She isn't sure how continuing education at UMB works
- She has questions about the PhD program, and isn't sure how a PhD is linked to the PA program

Age: 45
Occupation: Physician Assistant
Location: Frederick, MD
Education: Master's Degree
Interests: learning new skills and possibly transitioning specialities

Heuristics and The Problem

❖ Representativeness: the main PA program website doesn't list information about the PhD, PALLA program, or certificates

❖ Availability: without these options easily available, prospective students won't know about these options

❖ The problem: communicating the many options available for new PA students, lifelong learners, and those interested in teaching through a student-focused website

Ranking

"The U.S. News rankings of graduate health programs are based solely on ratings of each program's quality by academics." [Best Healthcare Schools in 2022 - US News](#)

❖ Top 4 PA programs include: Duke University, University of Iowa, Baylor College of Medicine, and University of Utah.

❖ UMB is ranked at 126 with 20 other schools.

❖ U.S. News Best Health Schools ranks all accredited Physician Assistant programs based on peer assessment surveys sent to deans, administrators, and faculty.

❖ Respondents rate the academic quality of programs using a Likert scale rating from 1 to 5.

SWOT Analysis: UMB PA Program Website

We compared the program to programs at Duke and Baylor

Strengths

- Easy to navigate to basic PA program information
- High graduation rate in line with other programs
- They offer various certificate options and a PhD

Weaknesses

- Absent student (user) story
- Does not highlight all of the options related to the PA Program (PALLA, PhD, other certificates)

Opportunities

- Provide a more interactive experience for students exploring the program
- Highlight various options including PALLA, PhD, lifelong learning / certificates

Threats

- More competitive PA Programs with higher rankings
- Other programs offer more information on their websites

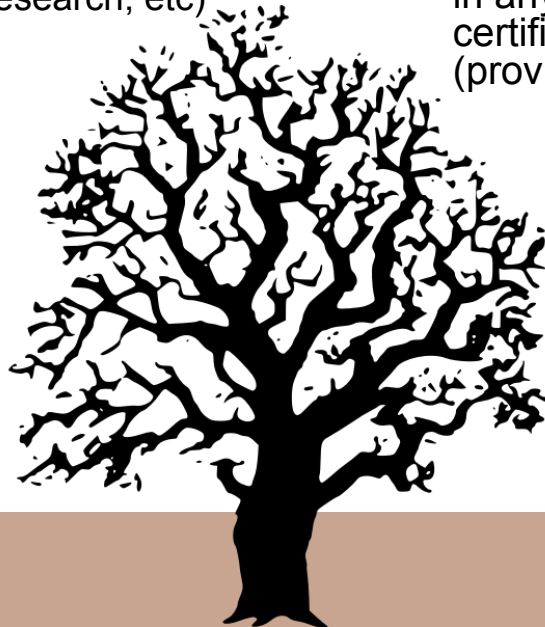# Ideas: Program Specific Explorer

What are your interests?
(list clinical options and
co-curriculars, PhD,
PALLA, Research, etc)

Are you interested
in any graduate
certificates?
(provide list)

Where are you in
your career? (early,
practicing, etc)

Are you interested in
our co-curricular
opportunities?

Would you be
interested in
teaching someday
or earning a PhD?

Next Steps

- ❖ Solidify the design of our program explorer
- ❖ Create low fidelity paper prototype
  - ➢ Plan to shape the prototype in the size of a phone
- ❖ Perform user testing
  - ➢ Make changes
- ❖ Execute high-fidelity prototype in Adobe XD
- ❖ Final User Tests
- ❖ Findings and Client Presentation

Any Questions?