

Needfinding Plan

Research Focus

Through our research, we want to identify young adults' (YA) current sources of medical knowledge as well as their pain points -- caused by a lack of knowledge -- in setting up, preparing for, during, or after a doctor's appointment. This can be broken down into key research questions:

- What are YA's current sources of medical knowledge?
- What is a YA's current knowledge of healthcare options?
- What do YAs want to know about healthcare/insurance options?
- What is most important to YAs when looking for a new doctor?
- What factors facilitate trust between a YA and their doctor?
- How do YAs prepare for visits with their doctors?
- Are there points of confusion for YAs during or after visiting a doctor?

Target Interviewees

Our target interviewees are young adults who are starting to take ownership of their own healthcare. This would include people looking for a healthcare insurance plan or having recently found one, people who are looking for a primary care doctor or specialist (eg. gynecology, dermatology) after transitioning away from their pediatrician, or people no longer under their parent's financial wing.

Within young adults, we would like to get a wide variety of demographics. We want to make sure our interviewees come from a range of socioeconomic, educational (highschool, college, graduate school), career (hourly vs. salaried), location, and racial backgrounds.

Target Counts

Recent college/graduate school graduate	2-3
High school (HS)	1-2
Hourly worker w/out company health benefits	1-2
Currently on Medicaid	1-2

Screening Criteria

- No more than 1.5 years on their own healthcare plan
- Not on their parents or their school provided healthcare plan (excluding HS)
- Not a medical student or someone with extensive medical connections
- Not someone who has extensively studied insurance

Recruiting Plan

- Recent college/graduate school graduate
 - a. Posting on our class alumni groups
 - b. Reaching out to friends / family (non-Stanford) who have recently graduated
- High school students
 - a. Reaching out to current high school students in our network
 - b. Reach out to high school students through counsellor network ([IECA](#))
- Hourly worker without company benefits / currently on Medicaid
 - a. Posting on Nextdoor/Reddit to find someone who works hourly or runs their own small business or is self-employed
 - b. Reaching out to friends / family
- Experts
 - a. Reach out to young adult advocacy groups (such as [Young Invincibles](#))
 - b. Academics researching health insurance literacy in young people (such as [Tyler Winkelman](#) or [David Bell](#))
 - c. [Colin Campbell](#), Stanford's Program Manager for Health Education (ccampbell@stanford.edu)
- Possible subject compensation: raffling \$25 gift cards

Recruiting Update

Team Member	Outreach	Status
Vrinda/Melinda	Class of 2020 Alumni	Scheduled
Sean	Class of 2019 Alumni	Scheduled
Grace	High school students in network	To do
Vrinda	High school students through IECA	Waiting to hear back

Sean	Posting on Nextdoor for self-employed / hourly workers	Heard Back, Delayed for Later Testing
Grace	Young Invincibles (Samer Hassan, recent graduate and engagement manager)	Interviewed
Melinda	Tyler Winkelman	Waiting to hear back
Vrinda	David Bell	Scheduled
Melinda	Reddit for Medicaid	Scheduled
Sean	Colin Campbell	Scheduled

	Interviewee + time	Interviewer, Notetaker
Recent college/graduate school graduate	Jessica Yang, Th 6:00PM	Melinda, Grace
Recent college/graduate school graduate	Samer Hassan, W 3:30PM	Grace, Sean
Recent college/graduate school graduate	Irene Kim, F 5PM	Sean
High school (HS)	Mehek, W 4:30PM	Sean, Grace
High school (HS)		
Hourly worker w/out company health benefits	1-2	
Currently on Medicaid	Kaori, W 4:00PM	Melinda, Vrinda
Currently on Medicaid	Anna, Th 3:30PM	Vrinda, Melinda
Expert	Colin Campbell, F 2:30PM	Sean, Melinda
Expert	Dr. David Bell, Th 1:15 PM	Sean, Vrinda

Sample outreach email

Dear _____ ,

My name is _____ and I'm a student at Stanford working on a project on healthcare literacy in young adults. I'm reaching out because I wanted to set up a time to interview you (~45min) on your experience with health insurance, finding a primary care physician, and navigating the healthcare system. We would really benefit from hearing your perspective!

If you have time, please let me know what day/times work best for you this week. Thank you and we hope you enjoy the start to your week.

Best,

Recruiting Summary

We have identified the subsets of our target population and methods of finding participants in each of them. We have split up the outreach tasks and everyone will have sent out the emails/postings by Monday EOD at latest, though some have already been contacted. Once they respond, we will immediately set up a time to talk within the next day (depending on subject availability). We have also scheduled our first expert interview.

Logistics

Checklist

Category	Items
Recording	<ul style="list-style-type: none">• Laptop + charger for note taking• Zoom for recording
Materials	<ul style="list-style-type: none">• Copy of interview guide for notes
Participant	<ul style="list-style-type: none">• Individual participant
Team Members	<ul style="list-style-type: none">• 1 Facilitator, 1 Note taker

Interview Consent Form

Please read and sign this form.

In this Interview:

- You will be asked questions about your health insurance
- You will be asked questions about your relationship with doctors
- Your responses will be recorded by note taking or video recording (optional)

Participation in this interview is voluntary. All information will remain strictly confidential and will not be distributed. The descriptions and findings will be used to improve the experience of a health education app. However, at no time will your name or any other identification be used. You can withdraw your consent to the experiment and stop participation at any time.

If you have any questions after today, please contact Melinda Wang at melwang@stanford.edu .

I have read and understood the information on this form and had all of my questions answered

Subject's Signature

Date

Agenda

Part	Activity	Duration (min.)
General Intro	N/A	5
Breaking the Ice	N/A	10
Part 1: Current Medical Knowledge	N/A	20
Part 2: Doctors & Trust	N/A	20
Wrap-up	N/A	5

Preliminary Discussion Guide

GENERAL INTRODUCTION

“Hello! My name is _____. My colleague _____ is joining in as well. Thank you for taking the time to speak with us.

Our goal today is to understand your relationship with healthcare and healthcare professionals. There are no wrong answers. Feel free to ask questions at any time during the interview.

We would like to video record this session. The recording will be confidential and used only for the purposes of this project. It will not be shared, or used publicly. Is this okay with you?

BREAKING THE ICE

- How are you doing with COVID?
- Where are you from?
- What healthcare plan are you on?
- How often do you visit the doctor?

CURRENT MEDICAL KNOWLEDGE

- When you have a question about your health where do you go for answers?
- In an ideal world what medical information would you want access to?
- What options for healthcare do you know are out there for you?
- Health Insurance (looking) [leave out for high school students]
 - What healthcare plans are you considering?
 - Where did you find these plans?
 - What factors are you prioritizing (cost, location, # of doctors)?
- Health Insurance (on a plan)
 - Can you walk me through the process of choosing your current plan?

- Reference questions above
- In an ideal world what would you have changed about the process?
- Health Insurance (Medicaid)
 - How did you learn about Medicaid?
 - Was there anything especially difficult to decipher?
 - Was there anything especially easy/nice about Medicaid?
 - In an ideal world how would you improve the experience?

DOCTORS & TRUST

- Can you tell me about the last time you looked for a new doctor?
- What was the most difficult part about that process?
- Is there a doctor you especially like or trust?
 - If yes, why?
 - If no, why not?
- Can you tell me how you set up and prepared for your last visit to a healthcare professional?
- Has there been a situation where you are left with some confusion after a medical visit, or where you have not fully understood what a medical professional says?
 - If yes, can you describe this situation in detail?
 - What did you do to combat your confusion?
- Can you describe a visit to a medical professional that you especially enjoyed?
 - Why?
 - Did you return to that doctor?

WRAP UP

- We're approaching the end of our session. Is there anything else you would like to share with us -- anything we may have missed asking you about?
- Thank you for sharing your experiences and thoughts with us. We really appreciate your time!