

Challenge 4: Improving Mental Health Care Continuity



Emily Zhang - Consistent Care Seeker

Demographics

Age: 29

Gender: Female

Ethnicity: Chinese

Location: Sydney, Australia

Occupation: Graphic Designer

Family Status: Single

Technical Skills and access

	Skill Level (0-10)	Access (0-10)
Preference for Digital Services	8	9
Health Apps	8	8
Health Portal (Web)	7	7
Telehealth & Video Consultation	9	9
Wearable & IoT Devices	6	6

Biography

Emily is a 29-year-old graphic designer and graduate student living in Sydney. She has struggled with anxiety and depression since her teenage years, leading her to seek various forms of therapy. Currently under the care of a psychiatrist, Emily is highly proficient with technology, frequently using mental health apps and online therapy platforms. She values continuity in her mental health care and is frustrated by the need to repeatedly share her mental health history with new providers.

Medical Conditions

- Primary Conditions: Anxiety, Depression
- Common Secondary Conditions/Comorbidities: Stress-related disorders, possible sleep disturbances

Behaviours when interacting with services

- Regularly uses digital tools and apps to track her mental health
- Prefers virtual consultations for convenience and flexibility
- Seeks clear and empathetic communication from healthcare providers
- Values integrated care that aligns with her mental health and physical health needs

Goals

- Establish a stable, continuous relationship with mental health providers
- Avoid redundancy in explaining her medical history to new providers
- Access integrated care that comprehensively addresses both her mental and physical health

Pain Points

- Frustration with the lack of continuity and coordination in her mental health care
- Difficulty sharing her mental health history and current treatment plans with new providers
- Challenges in managing therapy and medication effectively due to inconsistent care

Key Challenges

- Emily needs a solution that allows her mental health history and current treatments to be easily shared among her healthcare providers, reducing the need for her to repeatedly explain her situation.
- She requires a system that ensures all her healthcare providers are on the same page regarding her treatment plan, including therapy and medication, to create a cohesive care experience.
- Emily wants a solution that effectively tracks her ongoing mental health conditions, previous treatments, and medication adherence, providing her with a holistic view of her health that she can easily access and share.
- She seeks a way to maintain consistent communication with her mental health providers, ensuring she receives coherent and continuous support without disruption during transitions or changes in care.
- Emily needs a technology solution that is intuitive and user-friendly, allowing her to engage with it easily while managing her mental health without feeling overwhelmed.

Empathy Map

Says:

- "I'm tired of having to explain my entire history every time I see a new provider."
- "It's frustrating when my therapists or doctors don't seem to communicate with each other."
- "I just want consistent care without starting over each time."
- "Managing my mental health is stressful enough without having to chase down my own records."
- "Why can't my medical history just follow me wherever I go?"

Thinks:

- "Will this new provider really understand what I've been through?"
- "I hope I don't have to keep explaining everything from scratch."
- "I wish there was an easier way to track my treatments and medications."
- "What if my new doctor gives me a different treatment plan? Will it conflict with my previous one?"
- "Why can't technology make my healthcare simpler?"

Does:

- Regularly uses mental health apps to track her mood, symptoms, and medication.
- Attends virtual therapy sessions due to the convenience of online consultations.
- Often seeks out new providers when moving or changing care teams, leading to gaps in care.
- Reviews her own medical history to ensure her new doctors are up to speed.
- Tries to keep her appointments consistent, but struggles with the lack of continuity.

Feels:

- Frustrated by the lack of coordination between her healthcare providers.
- Anxious about the possibility of new providers not fully understanding her medical background.
- Overwhelmed by the process of managing her mental health treatments and history.
- Eager for a solution that simplifies her care, reduces stress, and helps her feel supported.
- Hopeful but cautious about the potential of technology to streamline her healthcare experience.

