

# Challenge 6: Empowering Telemedicine and Digital Health Solutions

Sophia Johnson - Telemedicine Accessibility



## Demographics

Age: 38

Gender: Female

Ethnicity: African American

Location: Detroit, Michigan, USA

Occupation: Single Mother and Freelance Writer

Family Status: Single mother with two young children

## Technical Skills and access

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

## Biography

Sophia is a 38-year-old single mother who works as a freelance writer, juggling her career with the demands of raising two young children. She relies heavily on telemedicine to access healthcare services due to her busy schedule. While telemedicine provides the convenience she needs, Sophia is concerned about the continuity and quality of care when consulting different healthcare providers. Her proactive approach to her family's health drives her to seek the best possible care through digital solutions.

## Medical Conditions

### Personal Health Concerns:

- Mild anxiety related to health management
- Occasional migraines (common secondary condition)

### Children's Health Concerns:

- Asthma (common in children)
- Allergies (environmental and food)

## Behaviours when interacting with services

- Prefers scheduling virtual appointments over in-person visits.
- Actively searches for specialists for her children's specific health issues.
- Uses health apps to monitor symptoms, manage medications, and keep track of appointments.
- Advocates for her children's health, often researching conditions and treatments beforehand.

## Goals

- Ensure her children receive high-quality healthcare through telemedicine.
- Maintain consistently updated and accessible health records for all healthcare providers.
- Efficiently manage her children's health needs from home, reducing the need for in-person visits.
- Improve communication and continuity of care among various healthcare providers.

## Pain Points

- Ensure her children receive high-quality healthcare through telemedicine.
- Maintain consistently updated and accessible health records for all healthcare providers.
- Efficiently manage her children's health needs from home, reducing the need for in-person visits.
- Improve communication and continuity of care among various healthcare providers.

## Key Challenges

- There is a need for a solution that seamlessly integrates critical health data, including allergies, medication summaries, and problem lists, to provide a comprehensive view of her children's health during virtual consultations.
- Sophia requires a solution that enhances communication between multiple healthcare providers, ensuring that everyone involved in her children's care has access to the same up-to-date information.
- She seeks assurance that telemedicine services provide the same level of thoroughness and quality as in-person visits, including clear communication about treatment plans and follow-ups.
- Sophia needs a streamlined process for easily accessing specialists for her children's specific health issues through telemedicine, ensuring timely care without unnecessary delays.
- The solution should be easy to use, allowing her to manage her children's health needs efficiently without feeling overwhelmed by technology or information.

## Empathy Map

### Says:

- "I just want to make sure my kids are getting the best care, even if it's virtual."
- "It's hard to keep track of everything when different doctors don't have the same information."
- "Telemedicine saves me time, but I worry if it's as thorough as in-person visits."

- "Why do I have to repeat my children's medical history every time we see a new provider?"
- "I need quick access to specialists, not just general practitioners."

### Thinks:

- "Is this telemedicine consultation going to give me the same quality of care?"
- "What if something important gets missed because the doctor doesn't have all the information?"
- "I should be able to access specialist care easily, just like I can book a regular doctor's appointment."
- "I hope managing these records online is simple enough and doesn't become a headache."
- "If only all doctors could see the same health records without me explaining everything again."

### Does:

- Schedules virtual appointments for her children's health issues instead of in-person visits.
- Actively uses health apps to monitor and manage her children's medications and symptoms.
- Researches health conditions and possible treatments before consultations to stay informed.
- Advocates for her children by asking detailed questions during consultations.
- Uses digital tools to keep track of medical records and appointments but is wary of too much complexity.

### Feels:

- Relieved by the convenience of telemedicine but still worried about the quality of care compared to in-person visits.
- Frustrated by the lack of continuity between healthcare providers, causing her to repeat information.
- Anxious about missing something critical in her children's healthcare, especially when consulting multiple providers.
- Empowered when she can use technology to manage her family's health efficiently but also overwhelmed when it becomes too complicated or fragmented.

