

# DocDate

Doctors appointments are better together



As a person with a congenital heart defect I must maintain and prioritize my health and wellness, even when at times I would rather ignore it.

**I was shocked when I learned the following...**

A dimly lit medical examination room. In the foreground, a gurney with white linens and a pillow is partially visible. The background wall is covered with several framed certificates and diplomas. To the left, there is a medical cabinet with drawers and a lamp. Various medical devices and equipment are visible on the wall and on the gurney.

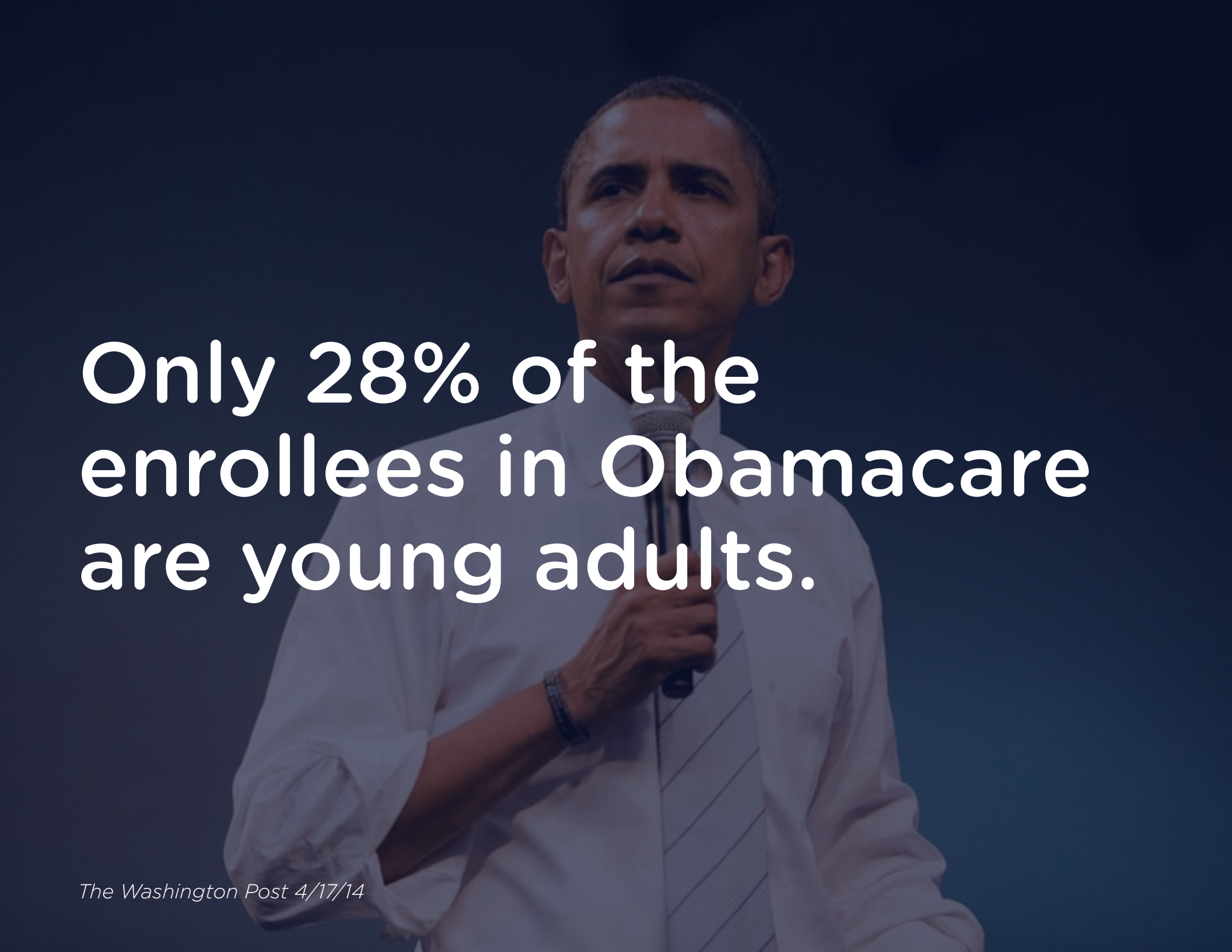
Every year about half  
of the people in the US  
don't use any form of  
health care.

# 80 MILLION

For the Millennial Generation, those born between 1980 and 1995, that's their health experience year after year.

But why?

The “Young Invincibles” - or the Millennial Generation - are demonstrating their independence by not signing up for health care insurance because they are not regularly engaged with the health care system.

A photograph of Barack Obama speaking into a microphone, overlaid with a dark blue semi-transparent filter. The text is centered over the image.

Only 28% of the  
enrollees in Obamacare  
are young adults.

Delayed or avoided medical care leads to expensive emergency room care as the primary source of health care for 19% of women and 27.4% of men age 19-25. While some of this delay can be linked to cost, it is becoming increasingly clear that delaying or avoiding medical care can be attributed to the many social norms of the Millennial Generation.



Establishing a relationship with a doctor in healthy times builds trust. It ensures they will know you when illnesses arise.

22% of women and 37.5% of men age 19-25 do not have a usual place to go for health care. Infrequency of doctor visits is true for healthy and health-compromised young adults.

# The transition to adulthood can be a time of vulnerability and risk.

Moving from a support network of parents, institutions and a pediatric/adolescent-centered health care system to adult-centered care can leave many behind. Young adults are more impacted by violence, substance abuse, reproductive and mental health care needs, weight and obesity issues.

People are taking notice of the “Young Invincibles” apathetic attitude toward their health and the healthcare system. The healthcare startup world is booming with innovative ways of interacting with the system.

*Web***MD**<sup>SM</sup>

**ZocDoc**  
Get well sooner.

**Oscar**



A photograph of a crowded party or club scene. In the center, a man with dark hair and a beard is shouting with his mouth wide open, holding a glass of white liquid. To his left, a woman with long dark hair is looking towards the camera with a slight smile. The background is filled with other people, some of whom are also holding glasses. The overall lighting is dim, typical of a nightclub.

I feel fine, therefore, I don't  
need to go to the doctor.

“Feeling fine” is an excuse not a diagnosis for avoiding seeing the doctor.

# So what are the real reasons?

Out of 50 people surveyed these were the top reasons.



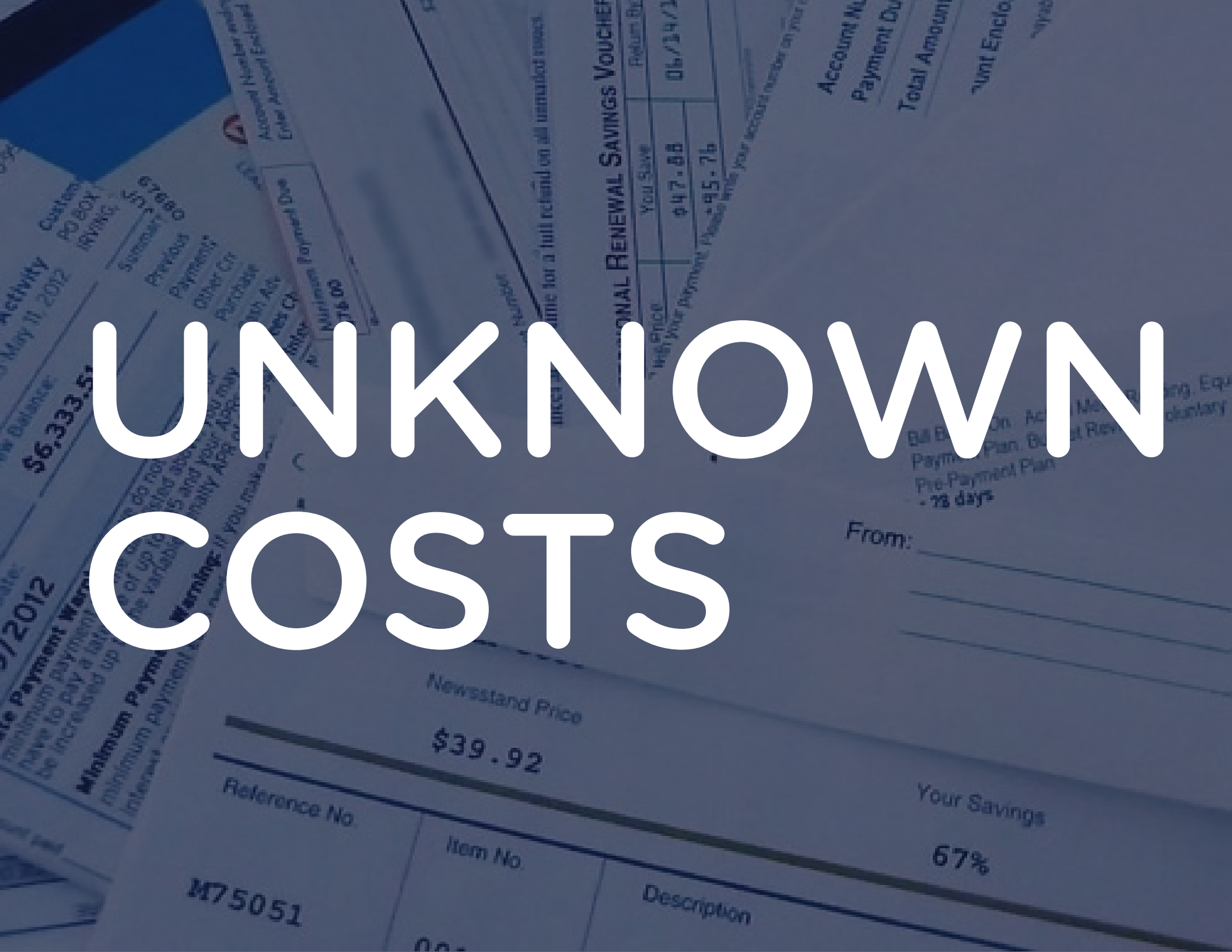
# RUDE STAFF

A person is sitting on a couch in a dimly lit room, possibly a living room. The person is wearing a dark jacket and is looking down. The background is blurred, showing a doorway and some furniture. The text "GOING ALONE" is overlaid in large, white, sans-serif capital letters.

# GOING ALONE



# UNKNOWN COSTS



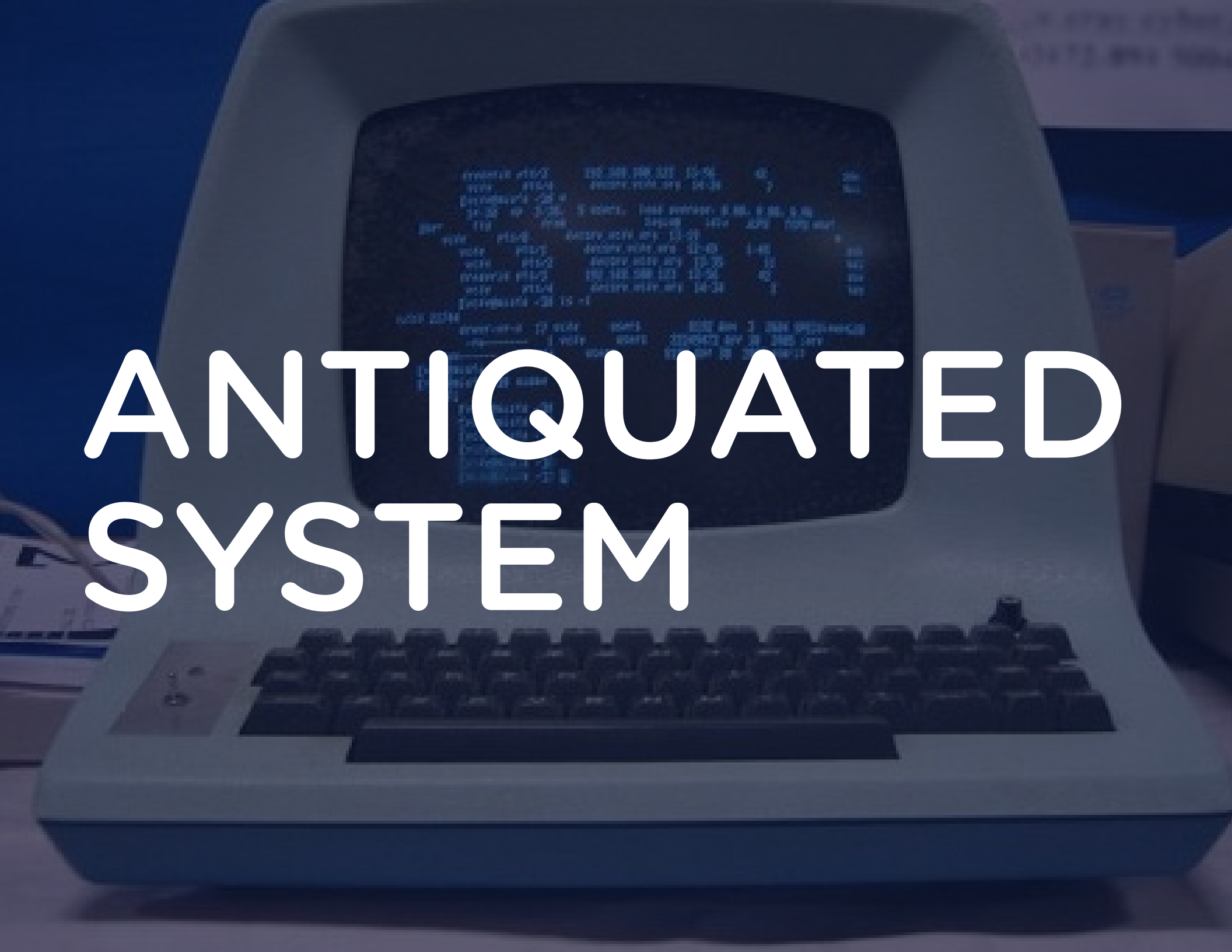


Check Out

LIGHTS

A person's hand is shown washing a blue cloth in a yellow bucket. The background is a cluttered room with a white cabinet, a broom, and various items on the floor. The word "SMELL" is overlaid in large white letters.

# SMELL



# ANTIQUATED SYSTEM

A large, dense pile of various stuffed animals is shown under a semi-transparent blue overlay. The stuffed animals include several Minions, Hello Kitty plushies, and many other colorful characters. The text "I started prototyping ways to incent patients to get to the doctor." is written in white, sans-serif font across the center of the image.

I started prototyping ways  
to incent patients to get to  
the doctor.

Mashable

MasterCard

PRICELESS SURPRISES

# VENDING MACHINES





A person is shown in a yoga pose, specifically a seated forward bend, with their head tucked down and arms reaching towards their feet. The image is heavily overlaid with a teal or cyan color, creating a monochromatic effect. The background is blurred, suggesting an indoor setting like a studio or spa.

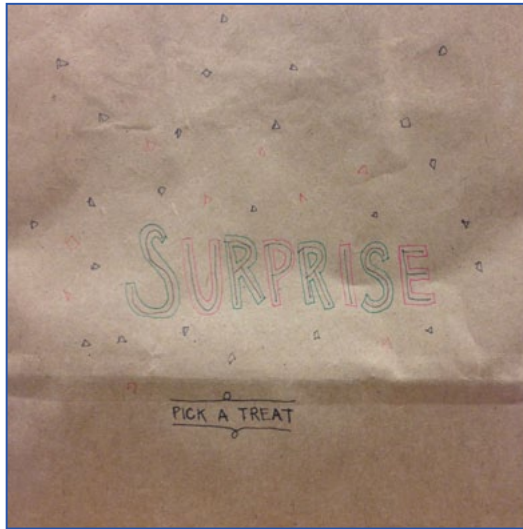
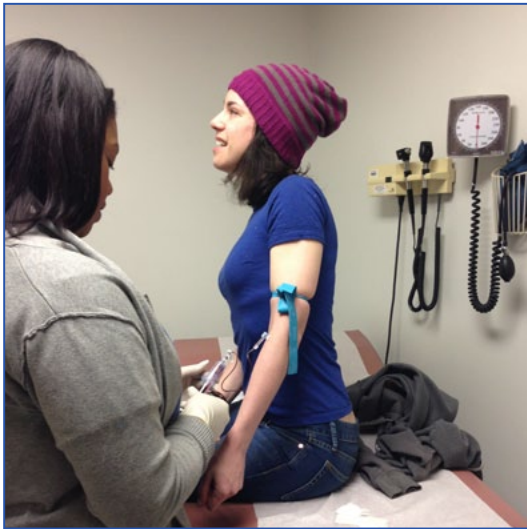
# SPA SERVICES / YOGA



# TACOS



I prototyped incentives by accompanying a friend to a doctor's appointment. I provided her with a survival kit and the promise of a surprise after she finished her visit.





*You can give me books, candy and headphones, but that will never replace having a friend or someone who cares about you with you at the doctor.*

- Sara Roderick, prototype participant



*As someone with questionable and frequently failing health, I often bring my BFF Genevieve with me to have blood drawn.*

- Meryl Natow



*I'm terrified of the dentist. If it weren't for my husband taking me I'm not sure I would ever go.*

- Scout Douglas

From this prototype I learned incentives alone would not get patients to the doctor. Patients need someone to hold them accountable for managing their health and wellness.

Thesis Statement

**Patients would go to the doctor  
if they had a friend to hold  
them accountable.**

Goal

**I want to use a buddy system to build accountability among friends to go to the doctor to stop ignoring their health and wellness.**



## Prototype

How can I easily match people in my social networks to prototype a buddy system that begins interactions with real participants?



FOR MK'S  
THESIS!  
THANK YOU & please  
sign up!!

I NEED A BUDDY  
FOR MY DOCTOR'S APT

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

I'M WILLING TO  
BE A BUDDY!!

1. Katja
2. Martha
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

I'M WILLING TO  
BE A BUDDY!!

1. Katja
2. Martha
3. Andrea
4. MERYL!!!
5. RENZO
6. Anna
7. VEE
8. Monica
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_



**MK Loomis** <mkloomis22@gmail.com>

12:10 AM (0 minutes ago) ☆



to dsi-all ▾

Hey Cohorts!

**YOU have been randomly selected to participate in my thesis project (okay not so random, but now that I have your attention please read on).**

## First

I've put up a prototype in the common space on the chalk board to get a buddy system going for bringing a friend with you to the doctor. You can either sign up if you need a buddy or want to be someones buddy! We all know going to the doctor is way more fun and relaxing with a friend!

## Second

If you've gone to the doctor with a friend or brought a friend with you to an appointment I'd like to hear about it too!

## Third

If you've been putting off going to a doctors appointment I'd love to hear from you! I'm prototyping different playful ways of encouraging people to go to the doctor.

Thank you in advance, your participation is much appreciated! There is candy involved for those who respond...just sayin'

Cheers!

...

## Tweets



**MK Loomis** @MKLOOMIS · 20s

Taken a buddy with you to the doctor? Tell me about it! Need a buddy to go to the doctor? I've got you, message me! [#whydsi](#) [#thesis](#)

[Collapse](#)

[↩ Reply](#) [🗑 Delete](#) [★ Favorite](#) [... More](#)

5:50 PM - 25 Mar 2014 · [Details](#)



Thu, Mar 27, 11:06 AM

Hey

My Dr's aptmnt is tomorrow at 11:30

Thu, Mar 27, 3:45 PM


Okay. Let me check the board and find you a buddy! Or I can also try to make it. Where is the appointment?

310 E 72 St Between 1st  
And 2nd Ave  
United States

iMessage  
Today 7:23 PM

Hi MK, I need to have a blood test tmr morninm, can you go with me? The add is: 80 5th Ave thanks!!!

and off we went  
to the doctor...

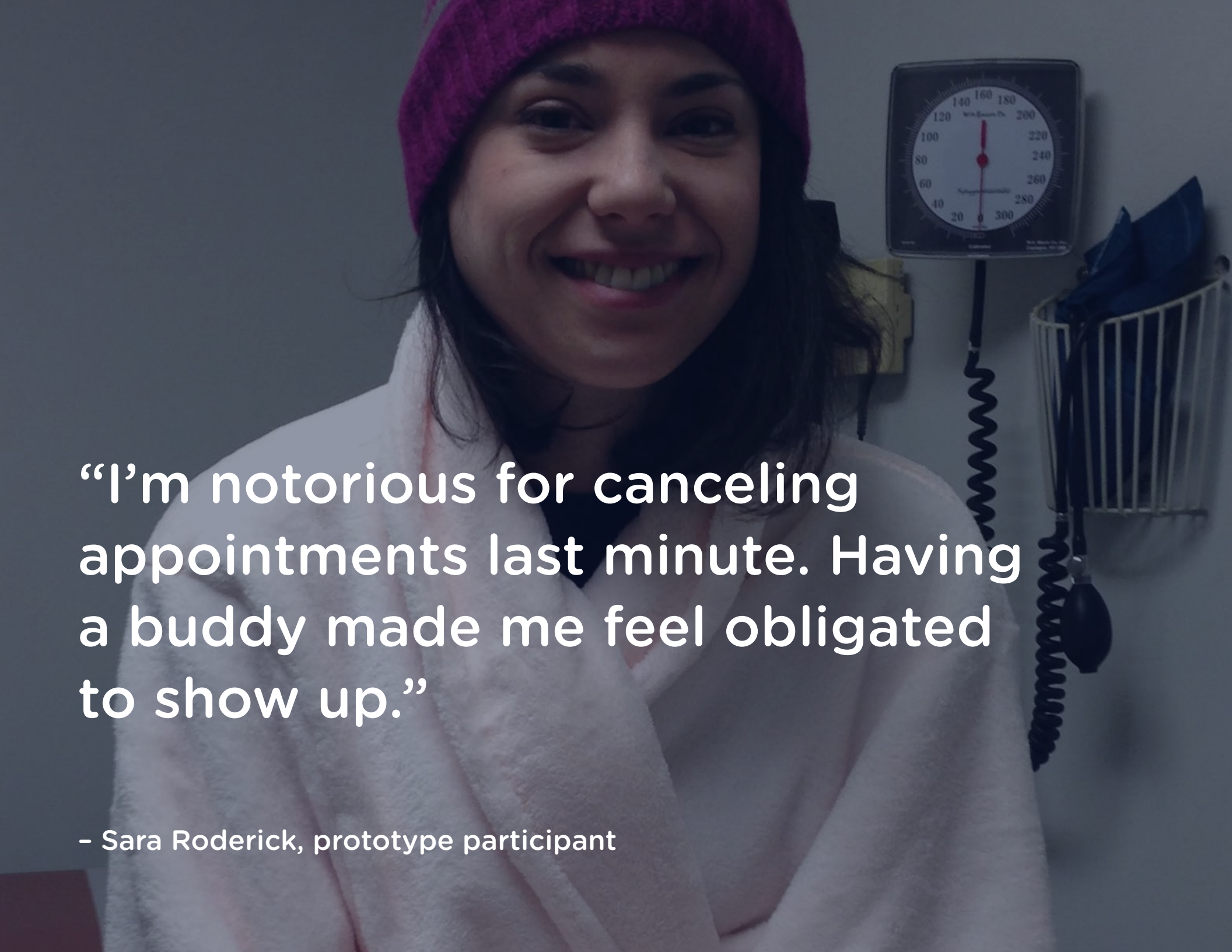
A photograph of two women sitting together, likely in a waiting room or office. The woman on the left is wearing a white shirt and has a concerned expression. The woman on the right is wearing a blue shirt and is smiling. A large potted plant is visible in the background. The image is dimmed to serve as a background for the text.

“A friend asked if I could accompany her to the doctor because she was feeling nervous and needed extra support. I also decided to make an appointment for myself.”

– Michell Halley, prototype participant

“I liked that you get to spend time with your friend in a different setting and be supportive if worries arise.”


– Michell Halley, prototype participant

A woman with dark hair, wearing a white lab coat and a pink knit beanie, is smiling at the camera. She is in a medical setting, with a blood pressure monitor and a stethoscope visible on the wall behind her. The background is a plain, light-colored wall.

“I’m notorious for canceling appointments last minute. Having a buddy made me feel obligated to show up.”

– Sara Roderick, prototype participant





“As an international student it’s  
great to have a buddy to help be  
my advocate when I have questions  
about the process and procedures”

– Wei Zheng, prototype participant

A photograph of two young children, a boy and a girl, sitting on a white surface in a medical setting. They are both wearing light blue hospital gowns with a red and green floral pattern. The boy on the left has his mouth wide open in a surprised or excited expression, with his hands raised in front of him. The girl on the right is also wearing a similar gown and has her mouth open as if shouting or laughing. In the background, there is a medical monitor on a stand and some medical equipment. The entire image has a blue tint.

# DocDate

Doctors appointments are better together

What is it?

**It's a simple buddy system that builds accountability among your closest friends in your social networks.**





DocDate

TWEETS 3 FOLLOWING 38 FOLLOWERS 2 More

Edit profile

DocDate

@DocDateApp

Doctors appointments are better together. A thesis project by @MKLOOMIS #SVADSI

NYC

Tweets Tweets and replies

DocDate @DocDateApp · 2m

We're here to help you get to the doctor. Have an appointment you've been avoiding? Tweet us!



Who to follow · Refresh · View all

- Cheryl Heller @cherylheller Followed by Tiffany Gaines ... Follow
- Nick Jensen @nickj47 Followed by Tiffany Gaines ... Follow
- Caitlin S. Miller @CaitlinSMiller



**DocDate**  
@DocDateApp

Need someone to laugh with about all those awkward paper gown moments? Bring a buddy. [#health](#) [#wellness](#) [#DocDate](#)

[↩ Reply](#) [🗑 Delete](#) [★ Favorite](#) [⋮ More](#)

12:12 PM - 16 Apr 2014

Reply to [@DocDateApp](#)



**DocDate**  
@DocDateApp

@oscarhealth we love your company and would love to chat sometime about our new innovative idea to get people to go to the doctor!

↩ Reply 🗑 Delete ★ Favorite ... More

11:59 AM - 16 Apr 2014

Reply to @oscarhealth



**Oscar Health** @oscarhealth · Apr 16

@DocDateApp hi there. Follow us back and DM us your contact info :)

Details

↩ Reply ↻ Retweet ★ Favorited ... More



FUTURE PARTNERSHIPS

ZocDoc Integration + Partnership

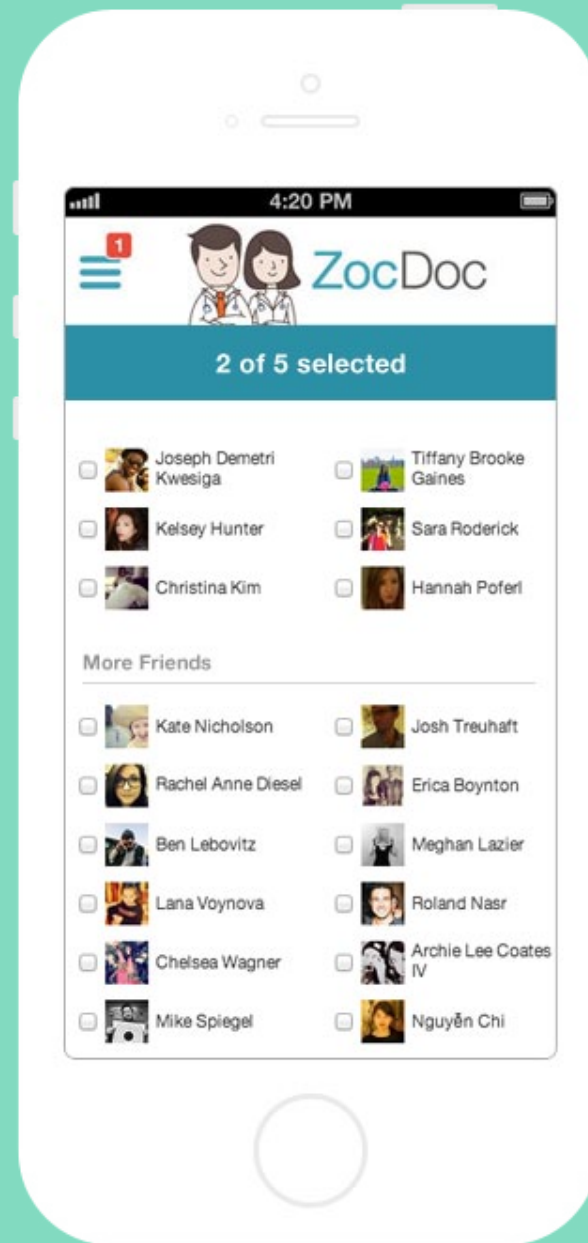
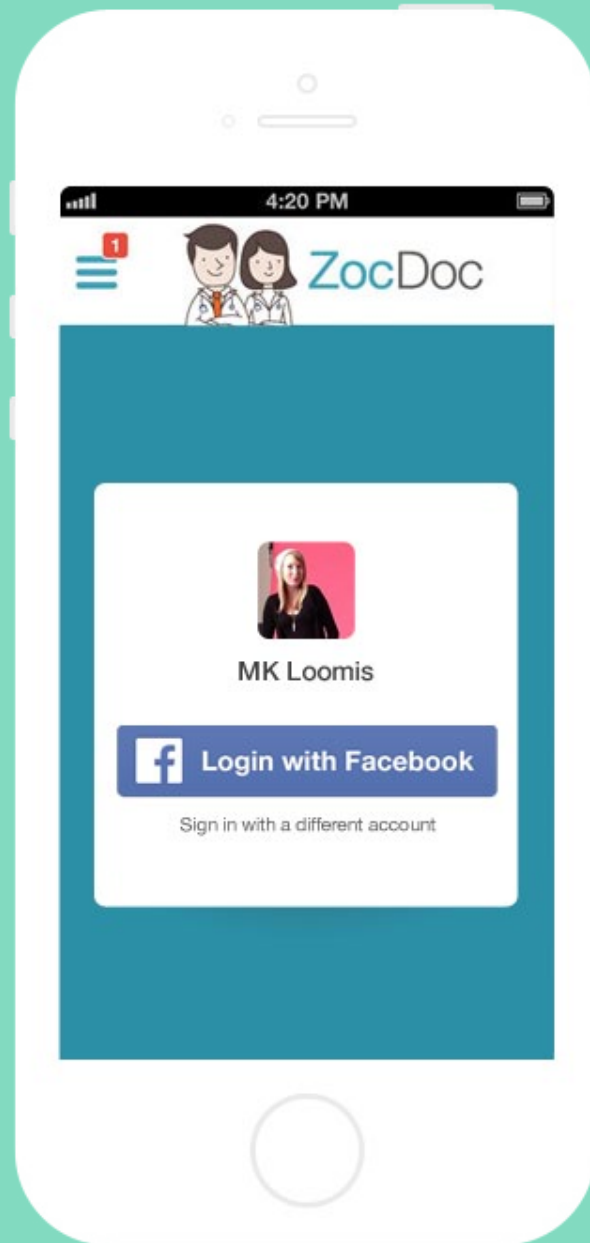
**The buddy system is a potential new feature for the ZocDoc community. This fits with our target audience who prefers new nontraditional methods of interacting with the healthcare system.**



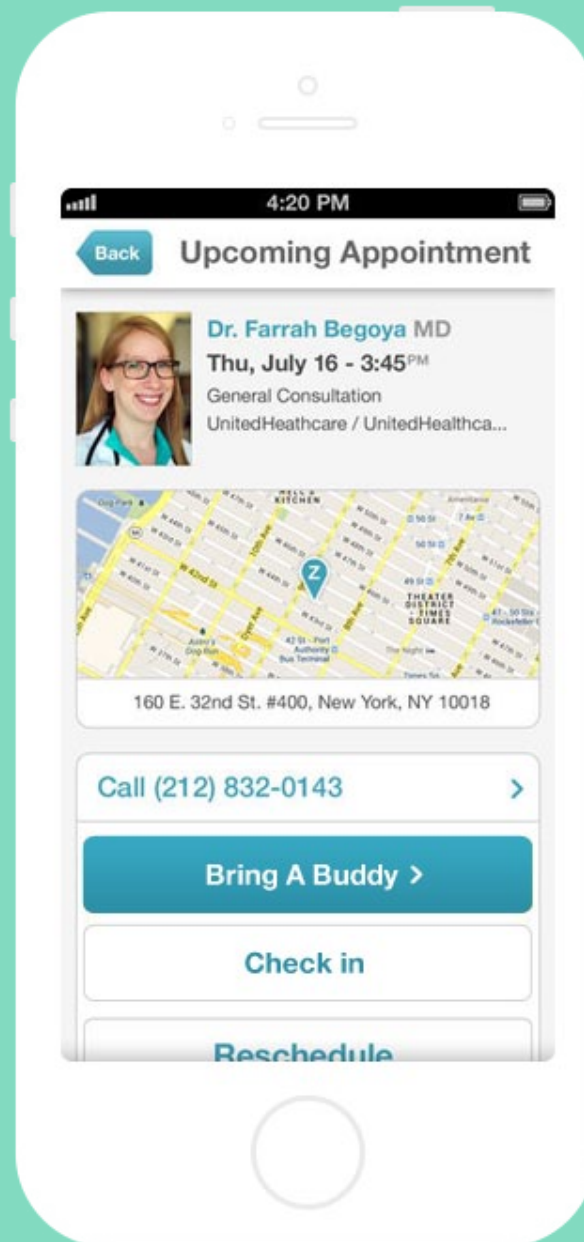
## **Why ZocDoc?**

5 million people use ZocDoc  
each month across 2,000+ cities.

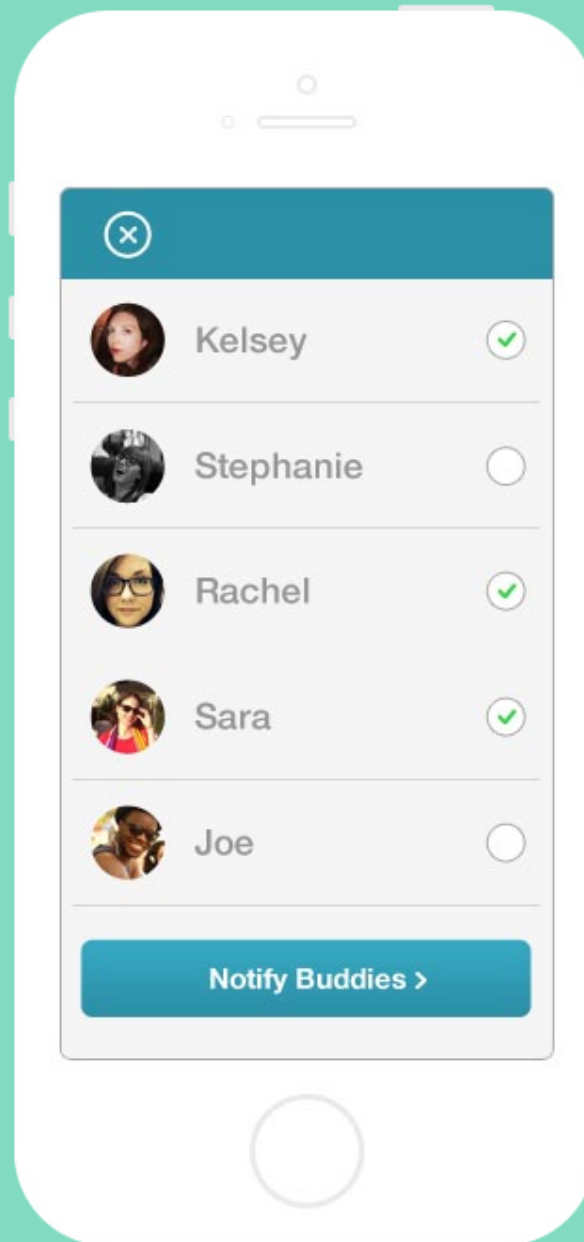
# 1. Login with Facebook & select favorite 5 friends



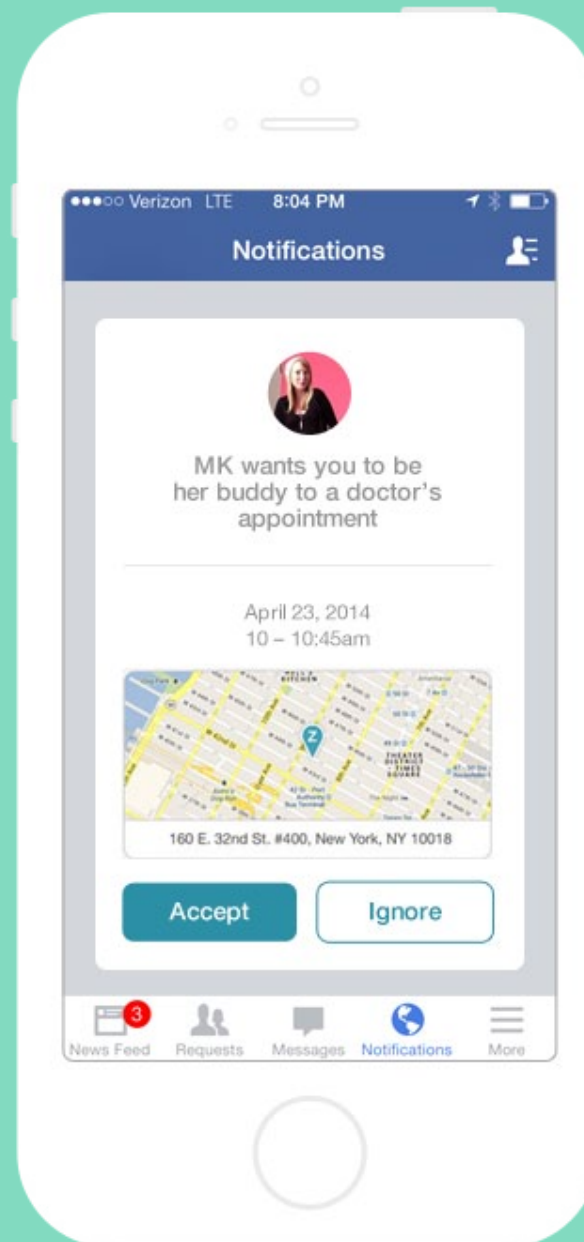
## 2. Book appointment on ZocDoc



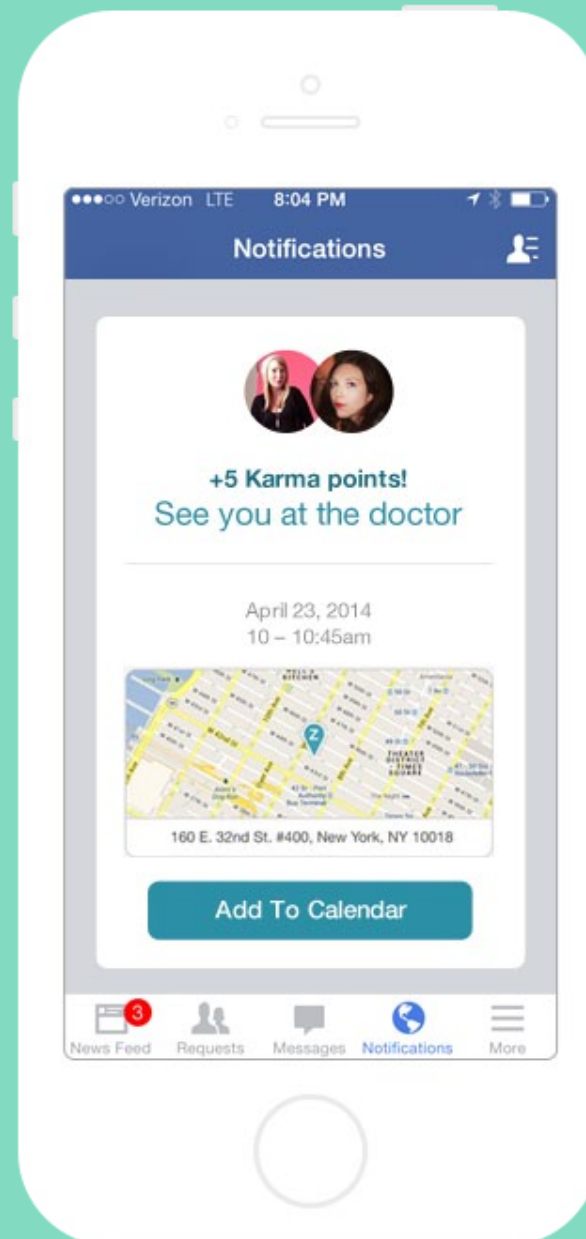
### 3. Choose a buddy for your appointment



## 4. Facebook + Email notification sent to buddy



## 5. Final confirmation after buddy has accepted appointment



**Go to the doctor!**

It's simple.  
Just bring a buddy.



THANK YOU :)