



Team Pillionaries

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Team Pillionaire:



**Anna
Gao**



**Becca Osaze
Dia Crosse**



**Cyan
DeVeaux**



**Hunter
Zhang**



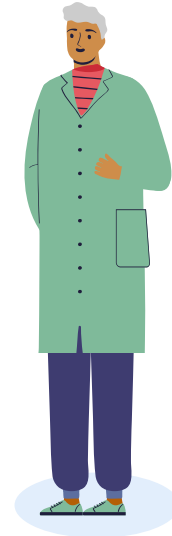
Demystifying Medication

We rallied behind the idea of making medication use simpler... But what was the best approach? For that we used needfinding tactics



Interview 1: Mike

Mike is a retired teacher living
in San Jose



Semi-Structured Interview Details

- **Location:** At Mike's home in San José, CA
- **Roles:** Cyan (Interviewer), Hunter (Notetaker)
- **Recruitment Method:** Word of mouth
- **Compensation:** None
- **Reason selected:**
 - Due to age, Mike's medication needs are higher than the broader population
- **Sample Interview Questions:**
 - How do you make a decision surrounding starting or stopping a new medication?
 - What are the most difficult or annoying parts of medication use in your opinion?
 - Tell us about a time you had trouble with your medication. What did you think and how did you feel?
- **Apparatus:** Cellphone to record, Otter.ai for transcription
- **Extreme User:**
 - Elderly people have caretakers and rely heavily on doctors, helping them with their medication to make usage significantly easier -> less likely to use an app

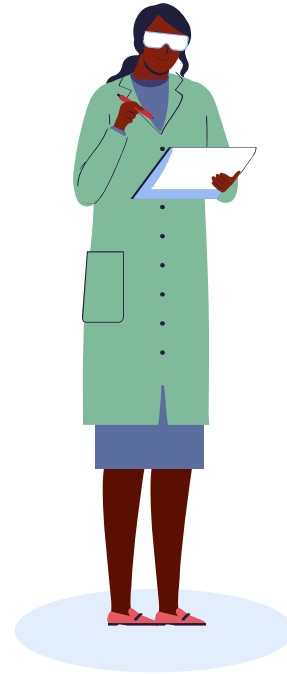


Quotes:

- "For me..."
- "Everything goes smoothly"
- "New medication has a lot of paperwork", "...gets too technical"
- 99% of the experience is positive

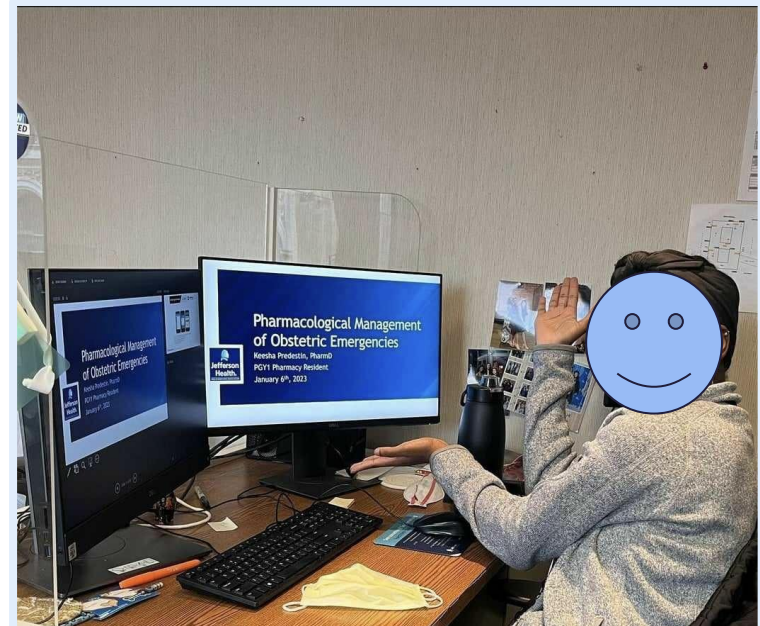
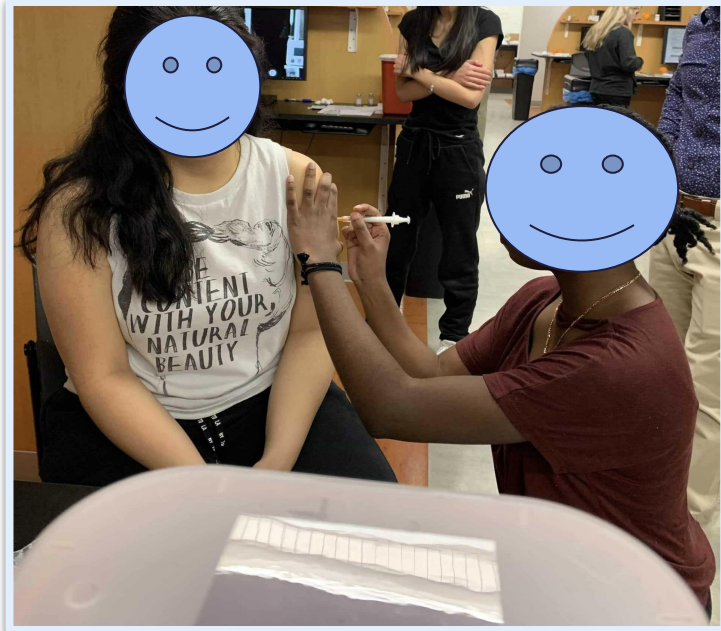
Interview 2: Dr. Keesha

Dr. Keesha, PharmD, is a Pharmacy Resident at Penn Presbyterian Medical Center



Semi-Structured Interview Details

- **Location:** Remotely over Zoom
- **Roles:** Cyan (Interviewer), Hunter (Notetaker)
- **Recruitment Method:** Social media
- **Compensation:** None
- **Reason selected:**
 - **Domain Expert:** As a Pharmacist, Keesha has expertise on medication and experience interacting with patients surrounding medication
- **Sample Interview Questions:**
 - Tell us about a time you to helped a patient understand the medication they were taking. What did you think and feel?
 - What are the most common issues with medication use you see with patients?
 - Tell us about a time where an issue with medication use What did you think and feel?
- **Apparatus:** Cellphone to record, Otter.ai for transcription





The logo for CVS Health, featuring a red heart icon followed by the text "CVS Health" in a bold, sans-serif font. The "CVS" is in red and "Health" is in black. A registered trademark symbol (®) is located at the end of the word "Health".





SAYS

- "Medical literacy is at a 5th grader level in America"
- "I do not know"
- "Going to the bathroom is very dangerous"
- "Difference in treatment"



DOES

- Held up 5 fingers
- Verbally emphasize
- Verbally emphasize
- Nervous laughter



FEELS

- Struggling -> explain medical terms to patients
- Frustration -> patients have no idea about their medication
- Tired -> overworked
- Nervous, resigned, angry, powerless -> discrimination, patients can not afford medication



THINKS

- People improve their medical literacy
- People pay attention to their meds
- Wishes for a more balanced pharmacist and patient ratio
- Discriminations are really everywhere, hopes to truly eliminate it one day



OBSERVATIONS

1. Patients do not get enough time with doctors to ask about meds
2. have a lot of questions for the pharmacists
3. Pharmacists are overworked by a lot
4. Discrimination is a barrier to patients receiving quality healthcare

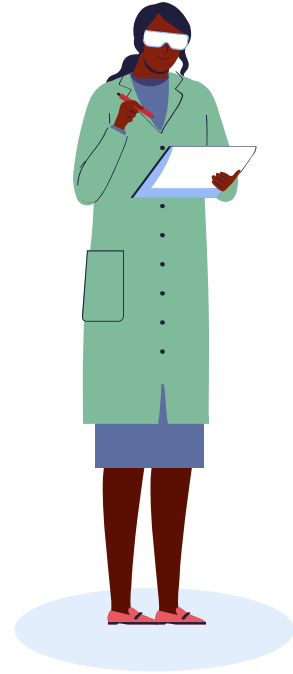


INFERENCES

1. Doctors are busy, no individualized attention to all the patients
2. Doctors struggle to explain medication that the patients would understand
3. Imbalance between pharmacists and patients
4. Discrimination is just everywhere...

Interview 3: Naomi

Stanford student



Semi-Structured Interview Details

- **Location:** In Naomi's dorm
- **Roles:** Dia (Interviewer), Anna (Notetaker)
- **Recruitment Method:** Anna's friend/word of mouth
- **Compensation:** None
- **Reason selected:**
 - Due to her medical conditions, Naomi takes a variety of medication and is comfortable discussing her experiences with pharmacists and doctors.
- **Sample Interview Questions:**
 - Walk us through a time when you had trouble with accessing medication. What did you think and feel?
 - When a doctor prescribes you a new medication, what does your research process of that new medication look like?
 - What questions do you usually ask a pharmacist when receiving your prescription?
- **Apparatus:** Voice Recording using built-in software

Quotes:

- **"No one knows what *gabapetin* is just from its name"**
- **"I need to do research because I don't want to die in bed"**
- **"I take a screenshot of the time to remember when I last took my medication"**
- A lot of meds + little time -> social anxiety -> propose app

Key Learnings

- Patients prefer consistency: experience and access to medication
- Both pharmacists and patients are **stressed**
- Different backgrounds → different experience access to medication
- Patients know little about medication
- Patients experience varying degrees of what they feel they should know vs what they want to know
- Information that are important to understand:
 - **Cost**, effect, interaction w/ other treatments and substances, alternatives, duration of use, name





What's Next

Mike

Naomi

Tech Usage

- Interview more people in the middle

Doctor:

- Dr. Kim



Patients:

- Mike
- Naomi

Pharmacist:

- Dr. Keesha

Interview a Doctor to understand the whole picture and workflow



Thanks!

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