

**Spectrum Health Target Persona Research**

**Key Takeaways**

*The following are key takeaways from the Spectrum Health (SH) Target Persona Research conducted the week of August 11, 2014. Ten 90-minute groups were conducted in Grand Rapids among consumers ages 18 to 74 from SH’s 13 county area.*

* **A SH interactive website that would include easily searchable information on symptoms/ diagnosis/treatment and SH physicians would be valued by most consumer segments.**
  + Most consumers are reliant on the Internet for health care information and use it typically to input their symptoms and find a diagnosis and treatment options.The most common web-sites used across segments include Google, WebMD, and Mayoclinic.com.
  + Many also utilize the Web to research physicians’ ratings or bios when determining what physician or specialist to choose.
  + Computers are the main device used for health care across segments as it is easier to type with the key board, has a bigger screen to read the results, and allows them to easily toggle between different sites to compare information.
  + While most feel health information is readily available, they do express concerns about being “*overwhelmed*” by the amount of information that can be obtained and question how to determine what can be trusted.
  + To maximize ease of use, the website should be organized so that the information is easily searchable and in layman’s terms (i.e. searchable on laryngitis vs. otolaryngology).
* **This website should also include health and wellness information as this is desired by consumers.** 
  + The majority see a difference between the two types, as health/wellness is more preventative and life-style oriented and medical is more illness and treatment-related.
  + Unless they have a pre-existing condition, most segments feel health/wellness information is more important to them at this stage in their lives than medical information.
  + The general health/wellness topics of interest include nutrition, diet/weight loss, and natural remedies, although many want it customized to their lifestage (i.e. weight loss over 40 for Empty Nesters or how to lose weight post-baby for Young Families).
    - Seniors are the only segment that were divided as many of the more healthy Seniors do prioritize health and wellness information as they want to prevent hospital stays and having to take medication, while others have already suffered from heart attacks, cancer, broken bones, etc. so prioritize medical info.
* **However, it will also be important for SH to provide printed material for Seniors, and many Seniors and Empty Nesters will continue to rely on their physician for health information.**
  + Although most Seniors have computers and use them occasionally, many do not want to use their computers or the Internet for healthcare purposes and still gain health information mainly through personal interaction with their physician or published material like magazines/newspapers or insurance/union mailings.
  + Most Seniors do not have smartphones or iPads/tablets and have no desire to get these devices due to the expense, lack of need, and lack of knowledge on how to use them.
  + Seniors and Empty Nesters were more likely than younger consumers to mention physicians as both a current and ideal health care information source.
* **Although websites on computers are the primary health source, many younger consumers do use apps for health care content so an informational SH app could also be beneficial.** Most across all segments except Seniors have smartphones and some Young Singles/ Couples and Young Families do use apps like WebMD, Fitbit, Fitness Pal, Symptom Checker and general news apps for health information and feel apps are one of their desired sources for health information.
* **MyHealth generates interest as both an app and website, although it will be important that it is easy to access and use, especially for those less comfortable with digital technology.**
  + A few respondents in each segment have tried MyHealth and most were fairly satisfied with the convenience of using this especially for refills and appointment scheduling. However, a few Seniors noted that they had tried to use this tool but had problems accessing and maneuvering the site so no longer use it.
  + The majority except many Seniors and a few Empty Nesters had interest in this tool with interested users being split fairly evenly between wanting to use the website and the app.
  + The reason most who were interested have not tried MyHealth was lack of awareness.
* **The SH Content concept is motivating to all segments in large part because all value having control over health decisions.** Most define control as being part of the decision process with the physician providing options and their expert opinion but the final decision on the treatment plan being left to the patient. Some also felt that control meant they could decide on their own doctors vs. having this dictated by insurance.
* **Six personas were identified in this research – Young Single, Young Couple, Young Family, Established Family, Empty Nester, and Senior.** Although their technology use and desired content is similar, there were enough differences between Young Singles and Young Couples in terms of their lifestage, health care involvement, and decision process that these should be two distinct personas.