**HOW MIGHT WE STATEMENT**

Preventative care seems to be a highly accessible problem to solve. It is widely accepted in the medical community, based on age and gender, what needs to be screened for and managed annually. Yet, as consumers we don’t actually know these details or the value of taking action for both our long-term health and wealth.

As we have the strongest interest in our own well-being and it’s management, might it make sense for us to own the management of our personal preventative health care?

With this in mind, how might we enhance consumer’s awareness and ownership of their own preventative care?

**BACKGROUND**

A Design Jam is a mini think-tank, a space that’s been carved out to collaborate on and potentially build solutions to pressing social or business challenges. This health care design jam will involve cross-disciplinary, diverse teams, regardless of whether or not the topical space of health care is within their own area of expertise...in fact, it’s even better if it’s not so as to have fresh perspectives brought to the table.

The process that’s applied during a Design Jam is human centered design, commonly called “design thinking.” Design thinking was popularized by IDEO and the Stanford Design School and consists of five steps that center emphatically around the customer: empathizing with users, defining user needs, problems, and your own insights, ideating to challenge assumptions and create boundaryless ideas for potential innovative solutions, then only in step four do you begin to prototype and start creating solutions, followed by the very important aspect of testing with users. One key aspect of design thinking is that the process cycles back on itself multiple times, so you might empathise, define, ideate and then realize that you need to go back to gain more direct information from users in additional empathy research or secondary research.
PREVENTATIVE CARE AND ANNUAL SCREENING

According to the U.S. Centers for Disease Control and Prevention (CDC), 7 out of 10 Americans die each year from chronic diseases, many of which are preventable. Broader application and adoption of preventive care can help catch illnesses and diseases early so individuals might avoid or better control health problems.

There has been a steady skepticism about the value of the annual physical exam which are free for all insured Americans (half of Americans don’t actually realize that these exams and screenings are free to them). Few people know exactly what preventative care they need, so their annual exam might miss things. In contrast, 85% of Americans know when their pets are due for shots at the veterinarian’s office.

Recent research found that while most physicians do prioritize preventative care in their exams with patients, it is time constrained, not well-personalized, and they do not prioritize lifestyle interventions - even though these have known large benefits.

Things like immunizations and blood pressure monitoring can really make a huge difference if monitored early, both on our health and on our wallets in avoiding high medical costs later.

Really, ask yourself -- do you know what vaccinations you are up to date with and which are needed?

Wouldn’t it be great if you monitored this information yourself? That you knew what was needed and only went to the doctor only when you needed to, or better yet, monitored it at home or accessed your immunization updates in the drive-through at your corner pharmacy?

This begs the question -- if this is such an accessible problem to solve, namely, we know what needs to be screened for and managed annually based on age and gender -- then why are we not owning the management of our own preventative health care ourselves? How might we enhance consumer’s awareness and ownership of their own preventative care?

KEY QUESTIONS

What are the standard immunizations that all individuals should have current?

How easy/difficult is it for someone to get an updated view of their immunization status?

What screening tests are recommended by age? By gender?

What tools could exist at home to monitor health status?

RESOURCES

Recommended Adult Immunization Schedule for ages 19 years or older, United States, 2020: [LINK]

US Preventive Services Task Force - A and B grade recommendations are services that the Task Force most highly recommends implementing for preventive care. These preventive services have a high or moderate net benefit for patients. They also have a benefit on the health of the population and relate to realizing the aim of better healthcare for the population, with better outcomes at a lower cost -- something referred to as the Triple Aim: [LINK]

Get Shots to Protect Your Health (Adults Ages 19 to 49): [LINK]


Kaiser Family Foundation overview on preventative services: [LINK]