

EXPLORING ADULT SATISFACTION WITHIN **HEALTHCARE FACILITIES**

A Look into Urgent + Primary Care

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ABSTRACT

This study explored factors that make for a more sufficient and adequate healthcare visit by observing people over the age of eighteen. The research focused on discovering how healthcare facilities are viewed by the public and in what ways said factors can be further improved to satisfy patients. To better understand, a survey was created online, interviews were conducted, and a focus group was coordinated to gather more information on the subject. All participants were mainly students from Miami University, while others were simply residents from different areas of Ohio. Evidence suggests a majority of our participants prefer visiting their primary healthcare physician due to the patient-doctor relationship offered and services available. Others chose urgent care because of their hours of operation and the ability to get in quicker. Other factors that contribute to a favorable visit are atmospheric conditions, availability, and personal experience. While accumulating different opinions on both primary care and urgent care facilities from our sample population; observations and field notes were taken and later coded and analyzed to determine common themes. These themes helped reach a design recommendation for both primary care and urgent care facilities to better satisfy patients. The idea is to develop an interactive app for mobile devices to allow patients to access certain information, speak with a physician, have follow up care questions, and rate/give feedback on their recent visit.

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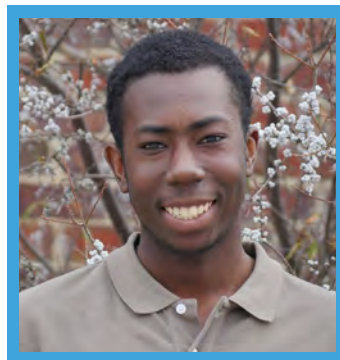
RESEARCH TEAM

As a research team, we sought out to understand what factors contribute to a satisfactory visit to an urgent care or primary healthcare facility. The team consisted of three group members: Etiyene Eshett, Hannah Cortez, and Megan Goheen. To begin, Megan conducted extensive research on both urgent care and primary care facilities which provided an insight on how each healthcare facility is run. Hannah then created a concept map that would be used to explain relationships between important themes and concepts on the subject while also providing a few visual resources to better understand the facilities. Etiyene discovered local offices for both said facilities to observe and conduct further research. He also developed a plan to determine when and how we would be conducting observations.

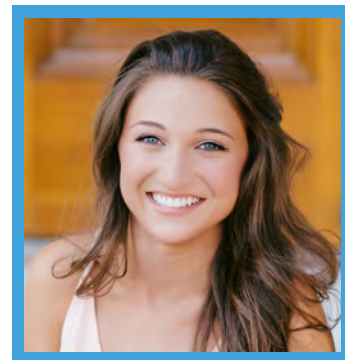
Later, the team created a list of questions in which we would ask individually in one on one interviews to provide more data for our research. We created another list of questions for a focus group. The answers collected would provide a better understanding on ways to solve our discovered problem. Hannah was able to provide transportation to both local facilities, so the group as a whole could conduct observation that we would later analyze. Megan and Etiyene were able to meet to orchestrate the focus group with seven selected individuals. Hannah later transcribed the focus group conversation. Over the next week, each group member carried out their own interview. After all answers were collected, it was our responsibility to transcribe our own interviews. Once the transcriptions were complete, the coding process begun in which the findings had been discovered. After all said research was complete, the team then developed a solution to the found problem. All the information was then processed into a report that is be divided up evenly.



Hannah Cortez



Etiyene Eshett



Megan Goheen

INTRODUCTION

Many people voice their dislike for going to the doctor for check-ups and there are trends of people avoiding some sort of medical assistance. This causes late diagnoses, spread of contagious diseases, or in some cases death. This is why it is important for people to go and get the help that they need. For our research, we chose to determine what makes a visit to healthcare facilities satisfactory. We decided to do this by looking at advantages and disadvantages of urgent care as well as primary care. With our first look, we formed the question "What factors contribute to a satisfactory visit within an urgent and primary healthcare facility?" Along the way, we found and compiled data on people's preferences and overall experience while visiting these particular places. Some of our research questions that we needed answered dealt with satisfaction within urgent care and primary care facilities, patient/worker/doctor relationship in a urgent care facility versus primary care, and the amount of time people typically sit in a waiting room before an appointment. Since our purpose of the study is to figure out a better user experience for patients and doctors at urgent care facilities and primary care offices, a better experience will foster a closer relationship and offset the belief that visiting a doctor is a bad thing. We thought that convenience played a bigger role in determining what contributes to a better visit, but we found out that the main factor became comfortability in a facility.

ANNOTATED BIBLIOGRAPHY

Are Urgent Care Centers Expensive? (n.d.). Retrieved from

<https://www.solvhealth.com/faq/are-urgent-care-centers-expensive>

This article collects various price samples for emergency rooms, urgent care, and primary care. The highest on average was the emergency room. The urgent care had the lowest which put primary care the middle. The website gives you the opportunity to book an appointment with a doctor with the assistance of a map showing locations and their ratings.

Emergency Room vs. Urgent Care: Differences, Costs & Options. (n.d.). Retrieved from

<https://www.debt.org/medical/emergency-room-urgent-care-costs/>

This website lists factors comparing primary care and urgent care based on different symptoms and their costs. Data is compared from aspects of urgent care facilities to the different aspects of an emergency room. In 2012, it was shown that 43% of hospital admissions originate in the emergency room. The website also goes into depth about common illness that each facility sees and treats. Time is mentioned as a factor in deciding on which to go to. Urgent cares treat "first come, first serve" while emergency rooms typically treat by severity. The most severe cases are treated first.

Sullivan, S. (2018, September 19). You're Sick. Do You Visit the Doctor, Urgent Care, ER, or Walk in Clinic? Retrieved from

<https://www.healthdeals.com/blog/save/whats-the-difference-between-the-doc-tors-office-urgent-care-and-the-retail-walk-in-clinic/>

This article compiles lists of services for different healthcare providers such as urgent care and emergency room. They also provide what is typically accepted to use for insurance. It details where you should go based on what they treat, lists pros and cons, as well as provides different scenarios exemplifying when it would be okay to go to a primary care versus an emergency room.

Taber, J. M., Leyva, B., & Persoskie, A. (2014). Why do people avoid medical care? A qualitative study using national data. *Journal of general internal medicine*, 30(3), 290-7.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4351276/>

This source talks about a study conducted to collect data on why people avoid seeking medical assistance and the specific reasons they give. Many people feel uneasiness when attending an appointment due to worrying about health or wellbeing. Reasons for neglecting medical help include insecurity about their body and being busy. The data in this research is organized into various categories based on gender, marital status, education, race, and nativity. The data is broken down even further into various other qualitative and quantitative values.

Urgent Care Services | NextCare Urgent Care. (n.d.). Retrieved from

<https://nextcare.com/plan-your-visit/service>

With locations in Arizona, Oklahoma, Texas, and Virginia, NextCare is a urgent care provider that stretches it's services nationwide. This website lists details of services given at NextCare urgent care facilities. These services include physicals, pediatrics, illness treatments, minor injury treatments, X-rays, and testing for diseases. NextCare also offers medical coverage for occupations.

Ways to improve the provider-patient relationship. (2016, December 20). Retrieved from

<https://carrington.edu/blog/medical/ways-improve-provider-patient-relationship/>

This source outlines what would help foster a healthier relationship between a patient and doctor and lists reasons why this is important. One of which is because of the increasing number of elderly that need medical assistance. Touch is also highlighted as one of the various ways to make a patient feel at ease. Speaking slowly and allowing the other person to understand what you are saying is listed as helping form a stronger connection. The overlying theme is an empathetic approach to helping people receive care they need.

RESEARCH POPULATION

Our research population consisted of adults that have attended both a primary care facility as well as an urgent care. To research their preferences, a survey, focus group, and interviews were used to collect data. College students were analyzed in the survey which was sent out to a wide range of Miami University organizations. It was sent to the equestrian team, the electronic music club, a fraternity, and a sorority. We did this to ensure that we received responses from a population that was unbiased. Next, Miami University students, around nineteen to twenty years old, made up one hundred percent of our focus group. For the focus group, four males and three females participated. Of the male participants, three of them played hockey, a sport known for its high rate of injuries. Hence, we hoped to gain insight on their point of view of the different healthcare facilities. The girls that participated in the focus group were all apart of Greek Life, a major organization on campus. Finally, three interviews were conducted. We chose to interview older adults that live in different areas in Ohio to provide answers about healthcare preferences. This way, we would be able to compare and contrast younger adults and older adults. Overall, the aim of our research population was to reach out to people of all different backgrounds who were all connected by healthcare.

METHODOLOGY

To gain insight on what made for a successful and satisfactory visit to a healthcare facility in the eyes of an adult, research was gathered through the following tools:

SURVEY

A survey sent out to students that attend Miami University

As a group, we created a Google survey and sent it out to multiple, different, Miami University organizations. Therefore, we used random sampling to collect unbiased information from people of different backgrounds. Before one could take the survey, the person had to agree to a participant consent form and check whether he or she was over eighteen years of age. If the person completed these tasks, he or she was able to move on to the questions which sought to find out people's preferences on urgent and primary healthcare facilities. After about one week, twenty-eight responses were recorded. Surveys are important within a study because they record quantitative data that can be easily translated into charts and graphs.

SURVEY QUESTIONS

1. Are you 18 years of age or older?
2. Which healthcare facilities have you visited?
 - a. Urgent Care
 - b. Primary Care
 - c. Both
3. If both, which one do you prefer?
 - a. Urgent Care
 - b. Primary Care
 - c. N/A
4. What is your experience with urgent care?

	1	2	3	4	5	
I am usually dissatisfied with my experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I am usually satisfied with my experience

5. What is your experience with primary care?

	1	2	3	4	5	
I am usually dissatisfied with my experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I am usually satisfied with my experience

6. Which of these is the biggest reason why you choose to visit a primary care?
 - a. Price
 - b. Location
 - c. Services
 - d. Hours of Operation
 - e. Other
 - f. N/A
7. Which of these is the biggest reason why you choose to visit an urgent care?
 - a. Price
 - b. Location
 - c. Services
 - d. Hours of Operation
 - e. Other
 - f. N/A

INTERVIEW

Interview of three adults that live in different areas of Ohio

Detailed, one on one interviews were held by group members. Each member interviewed a different adult, took an audio recording of the event, and transcribed it once it was complete. Before the interview began, team members presented the interviewees with a consent form that was needed to further the documentation of research. The adults that participated within the study were known to the interviewer. However, group members made sure to choose adults that they had no prior knowledge on their healthcare preferences. In the study, Hannah interviewed Melissa, a thirty-seven year old female, Etiyene interviewed Courtney, a twenty-eight year old female, and Megan interviewed Tom, a seventy-five year old man. Interviews are a great source of research because they produce useful, qualitative data. They allow the interviewer to learn about the interviewee's world and how they see the world around them.

INTERVIEW QUESTIONS

1. How often do you visit a clinic or doctor's office per year?
2. What time of day do you prefer to visit a clinic or doctor's office? What influences this?
3. Which do you visit more often? Your regular doctor or urgent care facilities?
4. What do you favor most about traditional doctor's offices?
5. What do you favor most about urgent cares?
6. How long do you usually wait in a waiting room in an urgent care versus a traditional doctor's office?
7. How does convenience play a role in your decision when choosing to go to an urgent care or a traditional doctor's office?
8. When you visit a healthcare facility like a clinic or doctor's office, what emotions do you typically feel?
9. When visiting a healthcare facility, what features make for a better visit?
10. If you had to choose between an urgent care or traditional doctor's office, what services would persuade you to choose one over the other?
11. When you go to an urgent care, typically how satisfied are you with your visit?
12. When you visit a Primary care facility, typically how satisfied are you with your visit?
13. When comparing urgent care and primary care, which do you feel values your time?
14. How does the patient/doctor relationship in an urgent care facility differ from a primary care doctor's office?
15. In what ways can urgent care and primary care be improved to better meet your needs?

FOCUS GROUP

Focus group of seven Miami University students

Another research tool that we used to collect data was through a focus group. To get people to participate within the study, one of the group members contacted a male friend and asked him to bring people that she nor anyone in the research team knew. These people included Noah, Ben, Bob, and Kyle. Therefore, the boy participants were selected through network sampling. The girl participants were selected from one of the group member's dorms. The group member had only talked to them a couple of times and, therefore, did not know much about their background. Their names are Lauren, Madi, and Madison. When the participants came together, they did not know each other, so introductions were essential before beginning. After introductions, participant consent forms were given out. Once that was complete, an audio and video recorder were set up and the focus group began. During the focus group, Etiyene and Megan asked questions and recorded video to reference for the field notes (which was completed right after participants left). Later, Hannah transcribed the focus group and shared it with the team. Through guided conversation, focus groups are great for getting insight on multiple viewpoints and seeing how ideas relate to one another. It was a key component in the research.

OBSERVATIONS + FIELD NOTES

While completing these research methods, observations and field notes were taken. In order to fully understand the phenomena that was occurring around us, it was important to observe as deeply and broadly as possible. We did this by writing about what we heard, saw, tasted, touched, and smelled within the urgent care and traditional doctor's office. We also took pictures, captured video, sketched images and recorded audio. By doing this, we utilized ethnography and abductive reasoning to understand how people react to two different healthcare environments.

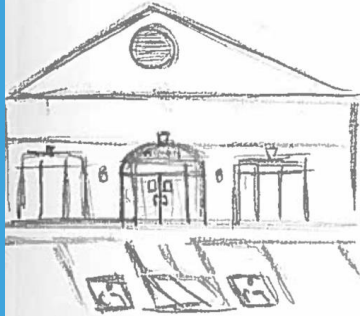
CODED DATA

Once the data was collected, each team member coded their own interview transcription, field notes and observations. Then, team members individually coded the focus group transcription by annotating important and repeated themes within the conversation. When that was complete, we came together as a group to note where our individual codes lined up with one another. Once we found trends within our data, we formulated codes and counted how many times specific codes/topics came up. This was important because it allowed for us to quantify what we heard, so we could better understand what was truly important to the people that we talked to. Therefore, observational information alongside coded interviews and focus groups, provided us with the tools to develop a human centered design solution that meets people's needs.

QUALITATIVE DATA

Oxford Primary Care - Primary Health Solutions

The outside



sight

- Very symmetrical
- labeled suite A
- hours of operation on the door
8:30AM - 5PM everyday, closed sat. + sun.
- sign for Primary Health Solutions is above door but relatively small
- Miami M on the window next to the door - it reads - "Miami University and Oxford Working Together - A Mission United - Chamber - Miami Business Alliance"
- window also reads "For scheduling, during regular hours after hours CALL 513-454-1111"

- "Express Care is available after hours & on weekends at our Middletown Location 10348. Verity Parkway, Middletown, OH 45044

Express Care Hours

Monday - Friday 11:00 am - 9:00 pm

Saturdays - Sundays 11:00 am - 4:00 pm

- Their mission is also printed on the window - "To improve community wellness through access to quality, affordable, integrated primary healthcare!"

sound

- cars on the road / sand at the wet ground

In the Room

- nicely decorated
 - light green walls, light wood floors, a large plant, dark + light green chairs that match the walls, a wooden desk like structure that had the people that check you in behind it (no glass), a kids play area / structure, magazine rack and brochure rotating racks, chair rails that made it feel homey, a framed picture with their mission on it and everyone that works there's signatures



Types of Magazines

- Family Circle - Pumpkins, Parties, Pet Costumes
- Cincinnati - Brunch!
- Baby Reads (Book)
- Goodnight + Moon (Book)
- Amazing Feelings (Book)
- Rocks + Fossils (Book)
- Zug the Bug's Big Book (Book)

* All of the kids books were towards the bottom and the adult ones were towards the top.

colorful posters



graphics!

**Primary Health Solutions
is YOUR
Patient Centered Health
System.**

What does this mean?

*This means that together
with you, we will develop an
individualized plan to meet
your unique healthcare needs.*

*Your personal
healthcare team
invites you to
become a member
of this healing
relationship.*



Our Mission

To improve community wellness through access to quality, affordable integrated primary healthcare.



Our Vision

To be the future of integrated primary healthcare.

Our Core Values
Patient-Centered
Excellence
Respect
Compassion

MAKE AN APPOINTMENT

Make an appointment at one of our six health centers located in Butler County.

513.454.1111

Our locations include:
PHS Bever Pavilion Hamilton
PHS WIC

210 S. 2nd Street
Hamilton, OH 45011
Phone: 513.454.1111

PHS Hamilton West
PHS WIC

903 N.W. Washington Blvd., Suite A
Hamilton, OH 45013
Phone: 513.454.1111

PHS Middletown
PHS WIC

PHS EXPRESS CARE
1036 S. Verity Parkway
Middletown, OH 45044
Phone: 513.454.1111

PHS Oxford

PHS WIC
10 North Locust Street, Suite A
Oxford, OH 45056
Phone: 513.454.1111

School Based Health Centers
Open Year-Round

Fairfield

211 Donald Drive, Suite B
Fairfield, OH 45014
Phone: 513.454.1111

Hamilton

250 North Fair Avenue, Suite B
Hamilton, OH 45011
Phone: 513.454.1111

YOUR FAMILY YOUR COMMUNITY YOUR HEALTH

Please visit
MYPRIMARYHEALTHSOLUTIONS.ORG



**FOR SCHEDULING CALL
513.454.1111**

*To improve community wellness
through access to quality, affordable
integrated primary healthcare.*



YOUR FAMILY YOUR COMMUNITY YOUR HEALTH

PRIMARY CARE BROCHURE

What is Primary Health Solutions?

Primary Health Solutions (PHS) is a non-profit, safety-net healthcare provider with centers located in Hamilton, Middletown, Oxford and Fairfield. Our approach to care is patient-centered. This means that with technology and our expanded resources we can, together with you, effectively coordinate your healthcare needs.

Primary Health Solutions' Services

- Primary Healthcare
- Family Practice
- Pediatrics
- Obstetrics & Gynecology
- Express Care
- Dental Services
- Vision Care
- Behavioral Health
- Pharmacy
- WIC - Women, Infants & Children

NOW Accepting New Patients!

Patients are seen by appointment. We accept all patients—Medicare, Medicaid and most insurance plans. We offer a sliding scale fee for uninsured and underinsured patients, based upon the number of members in the household and household income. A nominal payment is required at the time of visit.

New patients need:

- Proof of income
- Photo identification
- Proof of address
- Insurance Card
- Medicaid or Medicare Card



Coordination of Care

Your provider will work closely with an expanded team focused on your individual health care needs. Your preferences about how that care is delivered will determine how our providers and staff work together with you to make sure that you get the right care at the right time.

Call us today to find out how you can become a part of a patient centered health system designed for you and for your family.

Give us a call today.

**SCHEDULING
513.454.1111**

MYPRIMARYHEALTHSOLUTIONS.ORG

YOUR FAMILY YOUR COMMUNITY YOUR HEALTH



We care for every member of the family from birth to mature adults.

OUR CORE VALUES

**Patient-Centered
Excellence
Respect
Compassion**



Have a sudden illness? Each center has same day sick appointments reserved. Call early to reserve your same day appointment.

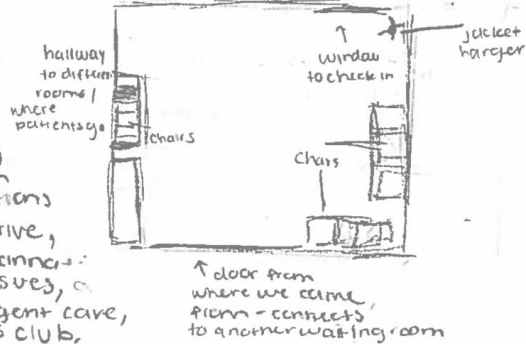
If you need us in the evening or on weekends, visit or call
**EXPRESS CARE
513.454.1133**
or walk-in at our Middletown location.
Monday-Friday 11am - 9pm
Saturday-Sunday 11am - 4pm

URGENT CARE OBSERVATIONS

The Urgent Care (Suite B)

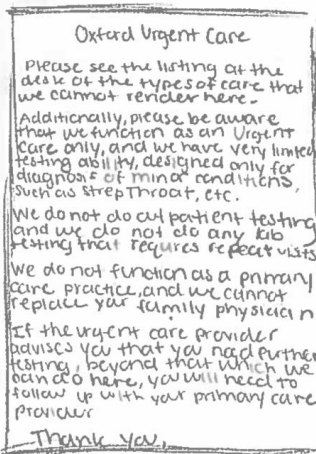
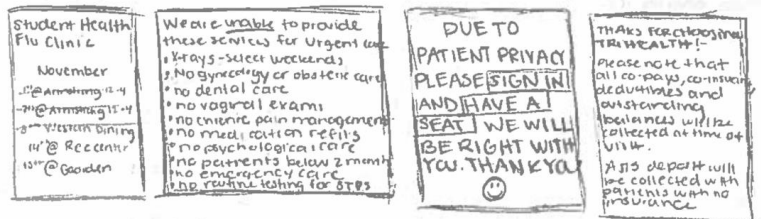
Sight

- small-ish room with a waiting room set up
- gray walls that have a hint of blue - calm colors
- dark brown shelf that holds prescription drug savings cards, 80% off pharmacy cards that can be used at Walmart, 80% pharmacy prescriptions at CVS, sign for the winter hat and glove drive, a single magazine which the title read "Cincinnati Dautam Living Now", hand sanitizer, tissues, a brochure about the McCullough Hyde Urgent care, and a booklet about the Oxford seniors club,
- winter stickers stuck on the window where one checks in as well as on the windows that look out to the main area. (snowflakes, snowmen, auld with santa hats) - trying to make the space more cozy, but did not feel like it - still felt uncomfortable



- if one looked into the offices where workers check you in, there was a medium sized Christmas tree towards the back of the room - it was decorated with silver + white ornaments + white snowflakes. They also made large snowflakes out of paper and hung them on the windows

- multiple signs posted near the check-in window



- There was also outdated furniture that did not match each other, one side had gold chairs with brown arm rests while the other side had a green floral print on the chairs. They had light wood colored arm rests
- The framed images on the wall depicted healthy people performing different activities such as riding a bike, playing golf, and running a marathon. - All age groups
bike - middle aged
golf - older
marathon - young adult
+ however, no pictures of children

Sound

- woman discussing with another woman if we were allowed to be there - she said "there are children in the waiting room from Miami"
- came back and said that we could not be there and would have to get hippa certified at the McCullough Hyde hospital
* we left, but grabbed brochures

URGENT CARE BROCHURE



MH Urgent Care

Our doctors are in. No appointment necessary.

When you have a medical need that cannot wait for a visit with your physician, or you don't have a physician, Oxford Urgent Care features walk-in care on weekends. Our expert medical staff includes physicians, nurse practitioners and certified medical assistants. And through our integrated system, your physician will have access to information about the care you receive. It's just another way MH | TriHealth is helping you live better.

- Open weekends
- Minimal wait times
- Copay similar to most physician office visits

Caring for needs such as:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Wound care/stitches • On-site X-rays • Broken bones/fracture evaluation • Minor burn care • Minor sports- and work-related injuries • Cough, cold, asthma, flu | <ul style="list-style-type: none"> • Infections such as strep, urinary, skin, respiratory/lung • Lab testing for these conditions on site • Orthopedic and sports injuries • Minor injuries and illnesses |
|---|---|



MHMH.org



Oxford Urgent Care

McCullough-Hyde
Medical Building
5151 Morning Sun Road
Oxford, OH 45056
513 524 5522

Saturday and Sunday, 10 a.m. – 6 p.m.



PHOTOS FROM PRIMARY CARE



PHOTOS FROM URGENT CARE



INTERVIEW OBSERVATIONS + FIELD NOTES

La Piñata
 Mexican Bar & Grill

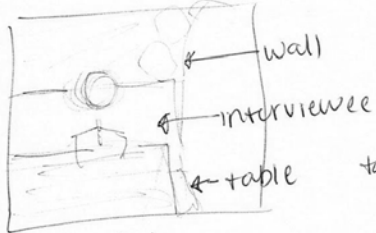
time & date: 2:59pm
 11-17-18

Meeting For interview


outside?

LA PIÑATA

- parking lot wasn't full, inside restaurant wasn't busy. (4 or 5 other tables)
- workers wore red shirts & black pants
- ~~casual~~ customers dress casual, as well as me and my interviewee.



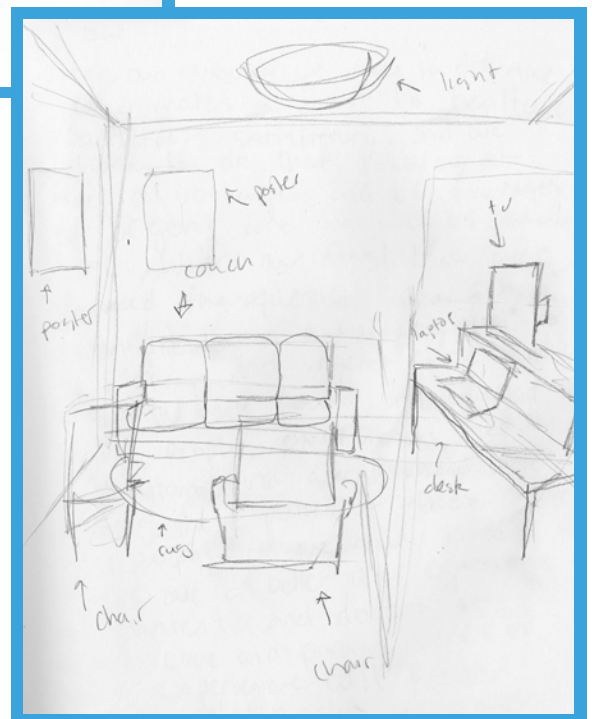
My view



very rough sketch of another pov

* because it wasn't busy it was the perfect place to do the int.

- Interview lasted about 15 minutes
- Melissa signed the form
- Food was good but the wait was too long. Especially since they weren't busy... and it was a Saturday!



FOCUS GROUP TRANSCRIPTION

We start in a room with two focus group leaders and seven individuals participating

Megan: Okay, Do you want to go back and forth with the questions?

Etiyene: Umm, that's fine with me.

Megan: Okay, we will be talking about healthcare, urgent cares and primary care...like a traditional doctor's office. Okay, do you wanna start? *giggles*

Etiyene: Okay, our first question is...how often do you all visit a clinic or doctor's office per year? So people can just shout out answers.

Enters somebody... has a brief conversation... slowly and awkwardly walks away

Giggles

Megan: Okay do you wanna start over? We can start over? Okay, so we're doing, [how often do you all visit a clinic or doctor's office per year?](#)

Girl 1: Per year?

Megan: Yeah.

Boy 1: Just about once per year for annual physical.

Boy 2: Two or three, yeah.

Boy 3: Yeah.

Girl 2: Yeah.

Boy 4: Yeah, two times a year.

Girl 1: Yeah.

Girl 3: Two.

chuckles

Etiyene: [When you visit a healthcare facility like a clinic or doctor's office, what emotions does everyone typically feel?](#)

Girl 1: Scared.. *giggles*..I hate going to the doctors.

Girl 2: Nervous. I guess, I don't know.." *laughs*"..It depends on what you're there for.

Boy 1: I'm excited to get better if I'm sick.

Boy 4: If it's just a normal appointment, it's just regular.

Boy 2: Yeah, I don't have a specific emotion.

Boy 3: I usually just feel normal.

Girl 3: *Giggles*

Megan: [When visiting a healthcare facility, what features make for a better visit?](#)

Girl 2: Clean waiting room.

Girl 1: Yeah.

Boy 1: Yeah.

Boy 4: Comfy chairs.

Boy 1: Kind of like a peaceful environment...seems pretty calm.

Girl 3: Yeah.

Boy 3: Fish tank.

Laughter

Girl 1 and 2: Yeah.

Girl 3: If I'm anxious, waiting makes me upset.

Boy 1: I hate waiting.

Boy 4: If it's late...I hate waiting for things so..

Girl 2: Or like waiting in an ER... like nobody should have to wait in an ER.

Etiyene: Next question.

Megan: Ummhmm.

Etiyene: [If you guys had to choose between an urgent care and a traditional doctor's office, what services would persuade you all to choose one over the other?](#)

Boy 1: Timely manner, like how quickly they can see you.

Boy 2: And how serious the issue I have at the time is.

Boy 4: And getting more familiar with the doctor too.. If you go to an urgent care, it could change every time.

Girl 3: I guess it just depends on what you're going for.

Girl 2: Or who you had good experiences with. I would never go to urgent care if I felt like I didn't need to. I'll just go to my other doctor.

Boy 1: Yeah, I agree with that.

Girl 2: I just feel like it's only for emergencies. Like if I'm not bleeding or gushing blood in the middle of the night, then I'm going to my doctor.

Megan: [For those of you that shared, why did you choose these services?](#)

Boy 2: Because it's important to try to stay healthy and make sure everything is in good order.. Or if something is wrong you can see what is going on and get better.

Everyone: Yeah..

Girl 1: I feel like it's important to get vaccines and stuff to be prepared for things to come.

Girl 2: Like a flu shot or something like that.

Megan: [How satisfied are you with the care you receive at an urgent care or primary care facilities? And share why you answered this way.](#)

Boy 4: I've always been satisfied. I have had the same doctor for years and have never had an issues.. I haven't been to an urgent care in a while so I don't have much to say about that.

Boy 1: I went to an urgent care about three weeks ago and I mean like.. They pretty much just said I should rest and get better or something and I was kinda pissed about that because why would I go spend all that money when all they're going to tell me to do is just walk out and not even give me an ice pack or something.. But I like my doctor and always have good experiences with him.

Boy 2: I like my doctor too, he's seen me since I was born, so we have a strong relationship.

Girl 2: I feel like they more invested in you because they have something to lose. Like an urgent care is not going to help you like a repeating customer, so they are not gaining that much money with you, but your primary care physician does so..

Etiyene: [In what ways can urgent care and primary care be improved to better meet people's needs?](#)

Megan: It's kind of broad, so it could be anything.

Boy 3: I know that when I went to urgent care, I was there for four or five hours and it was like I was pretty much alone the whole time.. Like I had one of my friends there but I was pretty much just chilling for four or five hours and they said they were running tests... but like they only ran one test.

Boy 1: I feel like the number of doctors urgent care have because I feel like it takes forever.

Every time you go.. So they may need to hire the doctors to speed up the pace a little bit.

Boy 3: And a good amount are college students...which I get with here, but like in general, I feel more secure with someone more than 3 years older than me.

Megan: So the people that are treating you are young?

Boy 3: Yeah the people who were doing the test were like "Yeah, I'm a senior." And I'm like *nods head*

Everyone: Oh.

Girl 3: Concerning.

Girl 2: Yeah.

Megan: So you want someone that has more experience?

Everyone: Yeah..

Megan: Any other things topics you would like to talk about?

Boy 1: Entertainment I guess. Fish tanks are crucial. *Giggles*

Boy 2: TV. *nods head*

Etiyene: Fish Tank TV would be the ultimate thing?

Boys: Yeah. *nods heads"

Girl 3: There's just things to entertain people.

Girl 2: I guess like magazines.

Girl 3: Cleanliness.

Girl 1: I hate going to the doctors sick and feel like I'm getting more sick because it's other people germs like you never want to feel that way. I know some doctor's offices are really outdated and I just feel more comfortable when they have a homey feeling to them and clean and I feel like the doctors know what they're doing and I think sometimes the atmosphere affects...

Megan: Yes, that is very true. Any other things you can think of? Or any other questions you want to go back to? If not, then that's okay too.

Boy 3: I think it would be best if they sent a 'how are you doing' like a week later, on email.

Girl 2: I think the primary health care physicians do, but they are also not seeing a lot of bad things like urgent cares do, but maybe they should be checking up.

Megan: That's a good idea, and it sort of ties into primary care and how they've known you for a while and want to check up on you whereas urgent care is in and out like a one-time thing.

Megan: Any other questions?

Etiyene: I don't have any other questions but if anyone else does.. But if not you guys are free to head out.. Thanks!

Megan: Thank you guys.

FOCUS GROUP OBSERVATIONS + FIELD NOTES

Focus Group Observations

- November 28, Wednesday night
- 26°F, very cold
- Megan Goheen
- 5:55pm - 6:25pm
- Scott Hall

The Setting

Lobby of Scott Hall, my dorm a sorority dorm

Before the Focus Group

The Layout

- To gather participants, I asked a male friend to bring his friends to the focus group. Therefore, this way, I was able to incorporate people I did not know at all. These people included Noah, Bob, Ben, and Kyle. I then found girls in my dorm that I have only talked to a couple times to participate in my research. These girls included Madison, Lauren, and Madi. All of the people were 19-20 years of age.
- After rushing back from my geology class in the freezing cold (it ended at 5:45 and the focus group decided to meet at 6), I ran up to my room and grabbed the consent forms, my sketchbook, and a bowl of candy. When I walked down, I found Madison, Lauren, and Madi already sitting at the large wooden table located by the kitchen that is open for all the girls living in the dorm.
- Lauren was wearing a dark purple athletic long sleeve shirt with black leggings. Her hair was pulled back into a low ponytail. Madison was wearing a black Alpha Chi sweatshirt with black leggings. Her hair was down and she also wore black glasses. Finally, Madi wore a white knitted hat with a large black puffy coat with black leggings. She had not taken off her jacket that she wore outside.
- I placed the bowl of sour patch kids and Swedish fish on the table. The table had two plastic, white bags on it filled with cleaning supplies and everyday things from the market.

- soon, I got a text that Eityene was here. Therefore, I went to the door, let him in and introduced him to Lauren, Madison, and Madi.
- After that, the other boys showed up - Bob, Noah, Kyle and Ben.
- Once everyone was settled and introduced to one another, Eityene + I explained the project.
- Bob was wearing gray sweatpants, a black coat, and a Miami Hockey puff-ball hat. Noah was wearing gray sweatpants and a bright blue zip up athletic jacket. Kyle was wearing a red fleece lined jacket and a black hat. Finally Ben was wearing a white baseball hat and a black jacket with black sweatpants.

Sight

- all of the people participating in the focus group surrounding the large wooden table next to the kitchen
- very clean living area
- yellow walls, white, silver, and brown modern chairs, patterned yellow and brown carpet, white ceilings
- a blue ping-pong table located on the other side of the large table opposite the kitchen area
- a glass bowl of Swedish fish and Sour Patch kids
- 3 girls sitting in the living room area, at the round table working on homework. They were dressed in athletic clothes and pajamas.
- Girls walking by - going to and from the laundry room



Sound

- The sound of girls talking at the round table - off in the distance - not as loud as the people sitting at the table
- sound of people in the focus group making small talk and giggling in nervousness - (everyone came with someone they knew, but they did not know everyone in the focus group. Therefore, we all met people today!

Smell

- Fresh smell - smell of cleaning supplies

Taste

- Taste of sour patch kids left in my mouth from eating them as I walked down

The Conversation

- * Transcription online - these are observations during
- began focus group
- Erin Gallagher walked in she said she could help either if no one else could) - Eityene said she could stay, but she said "No, no its good, it looks like you guys are having a fun time" - Everyone laughed - it broke the awkwardness among the group
- lots of giggling
- Madi kept playing with her water bottle and messing with the lid.
- A group of girls walked in from outside and this caused Madison to turn around

- one person answered.
- sound of elevator bell
- Ben waved at the camera
- sound of elevator bell
- Madi played with her hair when talking
- sound of doors shutting
- girls at round table in living room talking loudly
- sound of doors shutting
- Ben messes with his hat when talking
- Ben, Madison, and Madi all touching their face
- group of girls walking by
- elevator bell
- nodding heads





CODING + DATA ANALYSIS

Interview Coding

Megan Goheen

Megan: When visiting a healthcare facility, what features make for a better visit?

Tom: Uh, that the people pay attention to you and treat you as a human being. That's one advantage of a regular doctor. They may know you and that makes it easier for them to recognize you. Some place may be really busy and frazzled. That could add to a patient's tension. I mean it's nice if they are relatively pleasant physically, the place is. If they are drab or dirty, that makes you uneasy. A place that has some hominess or comfort to it, or a welcoming atmosphere, I think helps people.

Man getting out of car: Good morning.

Tom and Megan: Hello.








Megan: Um. Where was I? Oh! If you had to choose between an urgent care or traditional doctor's office, what services would persuade you to choose one over the other?

Tom: Oh, what services. I don't know... I mean if an urgent care had facilities that doctor's offices did not- testing, x-rays...that could be a difference that the doctor would have to send you to if you knew what it was that you had wrong. The urgent care could treat it rather than going to the emergency room. You know, if they had intermediate facilities between doctor's offices and the hospital. I am not sure what those things would be. X-rays is all I can think of.

Megan: When you go to an urgent care, typically how satisfied are you with your visit?

Tom: I've been with other people and most places have seemed pretty decent. Some have gone out of their way to be friendly to people they

Interview Coding

Key		Codes
Urgent Care	9	2 BTH TME- Both, Time (purple positive) 4 T TME- Traditional, Time (green, positive) 3 URGT TME- Urgent Care, Time (orange, negative)
Positive 		
Negative 	9	2 BTH RELP-Both, Relationship (purple, positive) 5 T RELP- Traditional, Relationship (green, positive) 2 URGT RELP- Urgent Care, Relationship (blue, positive)
Primary Care		
Positive 	7	3 T TME AVAIL- Traditional, Availability (red, negative) 4 URGT TME AVAIL- Urgent Care, Availability (blue, positive)
Negative 		
Both Primary and Urgent Care	5	4 BTH EMO- Both, Emotion (yellow, negative) 1 BTH EMO- Both, Emotion (purple, positive)
Positive 	4	3 BTH RCRDS- Both, Records (yellow, negative) 1 T RCRDS- Traditional, Records (green positive)
Negative 	4	2 BTH ATMOS- Both, Atmosphere (yellow, negative) 2 BTH ATMOS- Both, Atmosphere (purple, positive)
Neutral 		
	3	3 BTH EMO- Both, Emotion (yellow, negative) BTH EMO- Both, Emotion (purple, positive)
	3	1 BTH VAC- Both, Vacation (teal, neutral) 2
	3	2 T SRVC- Traditional, Services (red, negative) 1 URGT SRVC- Urgent Care, Services (blue, positive)
	1	1 T EXP- Traditional, Experience (green, positive) URGT EXP- Urgent Care, Experience (blue, positive)
	1	1 T LSTN- Traditional, Listen (green, positive)

Interview Coding

Hannah Cortez

Me: "What do you favor most about an urgent care?"

Melissa: "I ^{+PosForUC} actually like how Urgent Care sees so many people that they don't remember you sometimes I know it sounds crazy but it's nice to have a brand new doctor sometimes." ^{+PosPersOfUC}

Me: "How long do you usually wait in the waiting room at a traditional doctors office compare to a Urgent Care?"

Melissa: "Urgent care ^{+PosUCTimEff} most of the time, is typically 15 to 20 minutes where is my traditional doctors office can take anywhere ^{-NegPCTimEff} between an hour or more. My traditional doctor's office ^{+PosForPH} has been around for a while so they have a lot of patients there for the wait is always kind of longer.. ^{-NegForPH} so I prefer to go to urgent care." ^{+PosForUC}

Me: "How does convenience play a role in your decision when choosing to go to a urgent care or traditional doctors office?"

Melissa: "It's very important because I work two jobs and I have kids so it's hard to fit certain things into my schedule. ^{-NegPersLi} Usually if I call my family doctor ^{-NegForPH} we can't get in right away because we his schedule is so full..sometimes it takes weeks to get in. Therefore, I just try to go to an Urgent Care because you can go right on it. ^{+PosForUC} If the issue isn't urgent than i'll wait for my doctor because I do favor how great the care is." ^{+PosForPH}

Me: "When visiting a healthcare facility, like a clinic or doctor's office what emotions do you typically feel?"

Melissa: "I'm always on the rush ^{-FavTimEffen} so typically I just want to get out of there.. I want to get whatever is wrong taken care of and get out of there."

Me: "When visiting a healthcare facility what features make for a better visit?"

Melissa: "I definitely look for cleanliness ^{+PosAtmForB} because I have a bit of OCD so if a doctors office appears to be dirty than it makes me uncomfortable."

Me: "When choosing between an urgent care in a traditional doctor's office what services would persuade you to choose one over the other?"

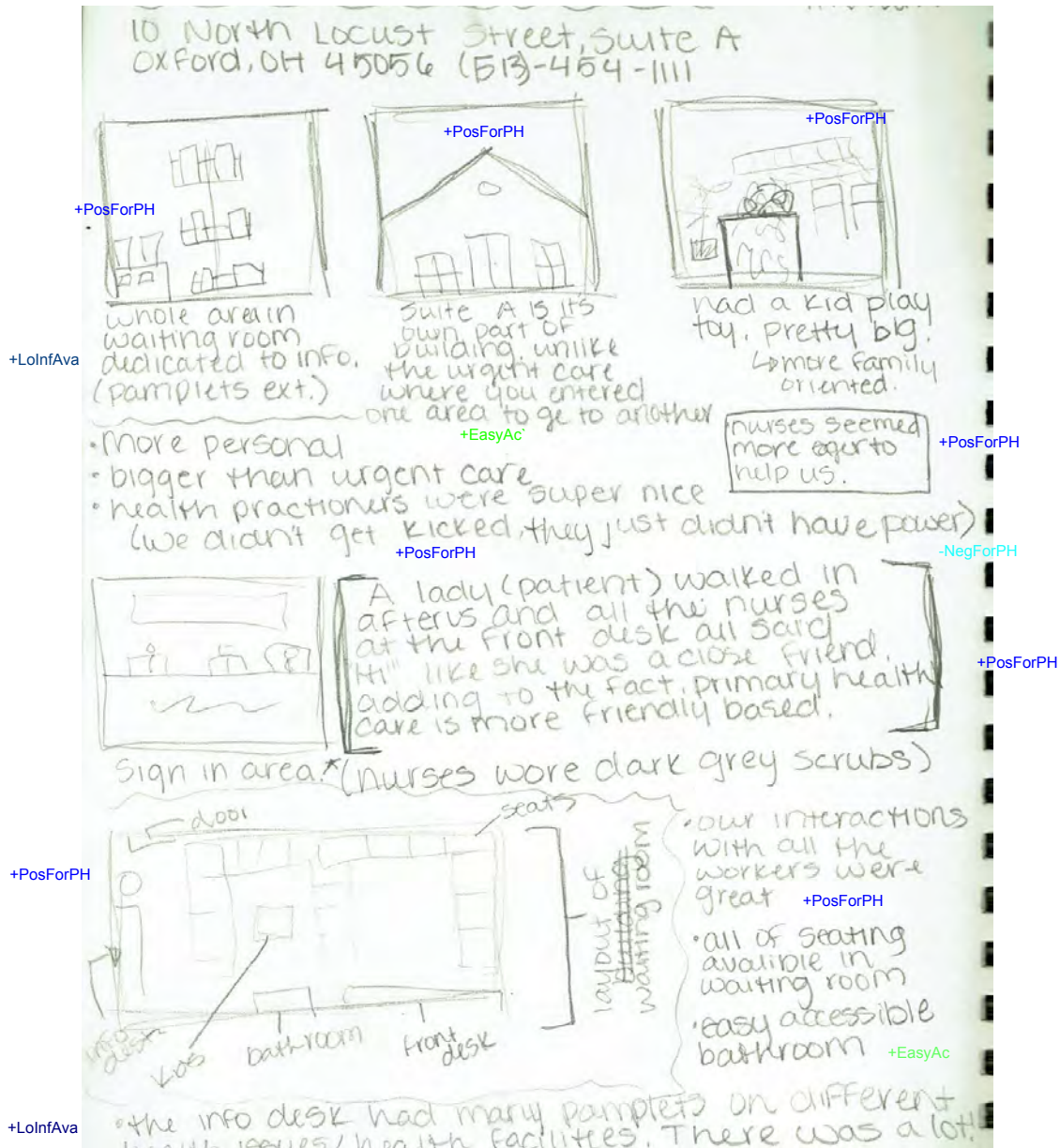
(-NegPerLi)- Factors that could effect personal life
(+OnHeaCarNe)- Healthcare necessities increased
(+HeaCarSche)- Less wait time
(-FavTimEffen)- Favors time efficiency
(+PosAtmForB)- Preferred factors in health care facilities atmophere
(RecForPC)- Recommendations for primary Care
(RecForUC)- Recommendations for Urgent Care

(+PosUCTimEff)- Urgent Care meeting time needs
(+PosForUC)- Positive for Urgent Care
(+PosPersOfUC)-Positive on primary health patient doctor relationship
(+PosUCTimEff)- Positive on Urgent Care time efficiency
(NegForUC)- Negative for Urgent Care

(-NegPCTimEff)- Primary care not meeting time needs
(+PosPersOfPH)- Positive on primary health patient doctor relationship
(+PosForPH)- Positive for primary health
(-NegForPH)- Negative for personal health care

Observation Primary Care Coding

Hannah Cortez



(+PosForPH)- There were many positives in the primary health care facility. These varied from the atmosphere, layout, etc

(+EasyAc)- This was geared towards the accessibility of different areas for patients

(+LoinfAve)- This is to showcase how much information was available to the patients for so many different things

(NegForPH)- Negative in primary health care

Interview Coding

Etiyene Eshett

Interviewee: [00:02:12] Umm, More recently a regular doctor like your doctor that I see normally. Yeah. There was a two year period where I was having a lot of allergic reactions, like whole body allergic reactions so I would just go to the quickest place that could give me a shot of steroids. So yeah.

Etiyene Eshett: [00:02:33] What do you favor most about traditional doctors offices compared to urgent care's.

Interviewee: [00:02:40] Umm, I like that they know you, and so they, I mean like, some of the urgent care are within the system. So like I'll go to the health center on campus because they have basically an urgent care for staff faculty and like and like their families. So I can go up there which is really nice. And even there I feel like it's a normal doctors because they know me because I've been there a lot but I like the people know you. My mom has also worked for general practitioners my whole life for forty five years or something. She's worked for them so she's very much like "well did you see the doctor?" *laughs*. So we, I feel like we're brought up on going to the doctor over urgent care.

Etiyene Eshett: [00:03:25] Ok. If there anything what do you favor about urgent care is that traditional doctors offices don't provide?

Interviewee: [00:03:33] You just get in really quickly. So in places I used to live that were larger populations it was harder to get in with the doctor right away and so urgent care is preferred but because I live in a small town and the doctor doesn't have as many patients as I think my doctors have. It's just easier to get in with the regular doctor here. So. Also that they're open on the weekend for urgent care. Like. Sometimes things happen and it's not a workday you need to see someone, so yeah. So I guess their hours and availability.

Etiyene Eshett: [00:04:09] How long would you say you typically wait in a traditional doctor's office?

Interviewee: [00:04:16] Ten minutes here. Yeah. In past cities I found that I sat and waited for like up to an hour maybe now. But here. In the last few years since moving here it's been like 10-15 minutes.

Etiyene Eshett: [00:04:30] How long do you typically wait in an urgent care?

Interviewee: [00:04:33] More like a half hour to an hour.

Etiyene Eshett: [00:04:35] Okay so it's longer. Yeah. It's a (pause)

Etiyene Eshett: [00:04:47] How does convenience play a role in your decision when choosing to go to an urgent care or traditional doctor's office?

Interviewee: [00:04:54] Um, I would say heavily, yeah, because like here if it's if it's on a weekday I can, I can just like walk to the health center from here and go see someone instead of- But like literally if not I'm driving uptown. So it's-I mean the convenience factor is, is pretty ridiculous for either here like it's good ridiculous. Yeah, but it's definitely a place apart.

Etiyene Eshett: [00:05:23] Ok, So when you visit a health care facility like a clinic or a doctor's office what emotions do you typically feel?

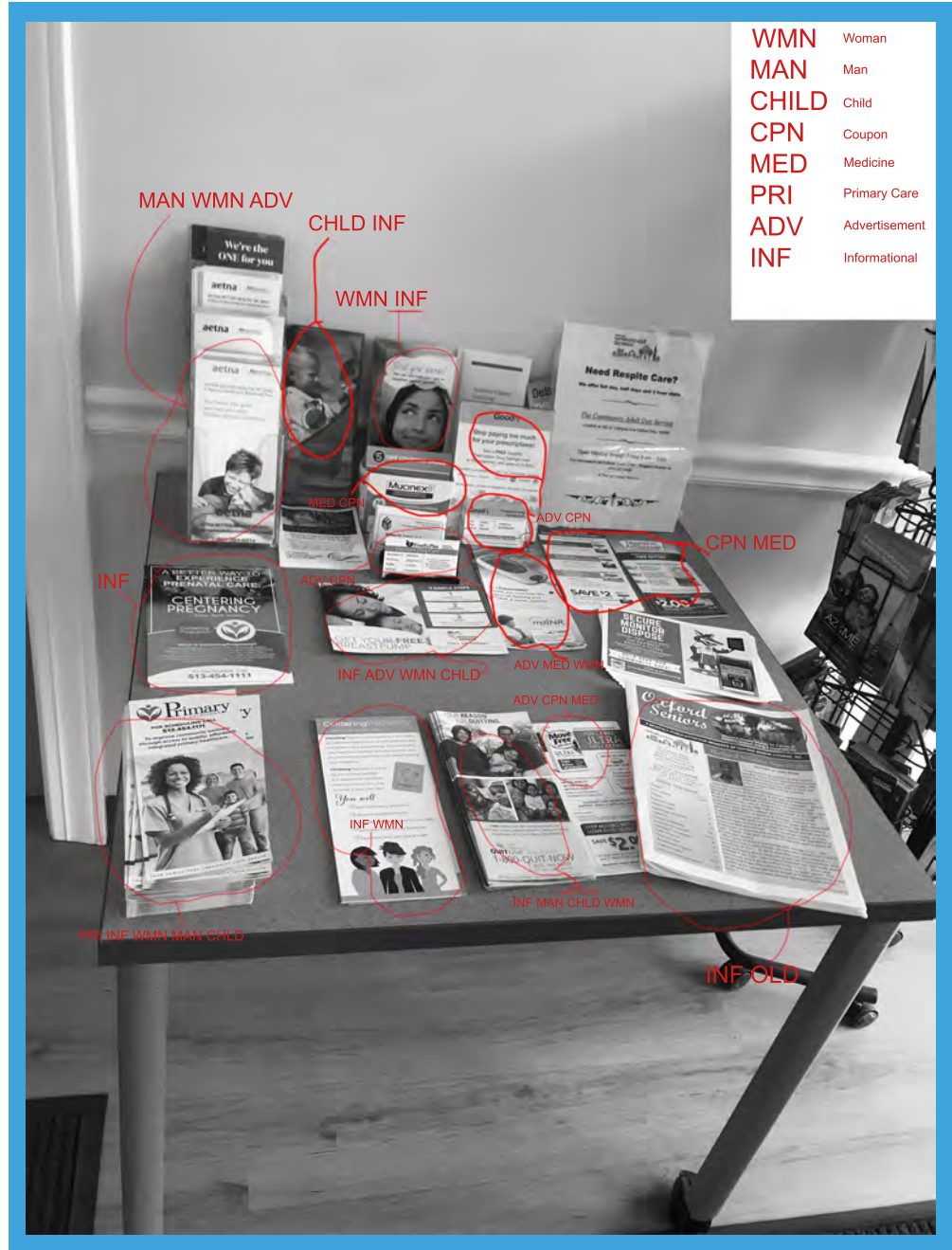
Interviewee: [00:05:34] Huh thats an interesting question. I think there's always like a mix between like relief and anxiety because there's like anxiety at like I don't know what's actually wrong with

KEY FOR CODING

BLUE	Emotions
GREEN	Location
RED	Time
PURPLE	Negative
SEA GREEN	Positive
ORANGE	Relationship

Observation Primary Care Coding

Etiyene Eshett



Focus Group Coding

Number of Times Coded in Group Members' Transcripts
Revealing Hidden Themes

Code	Theme	Subtheme	Megan Events	Etiyene Events	Hannah Events	Events Total	Evidence Example
	Positive Urgent Care						
URGT SRVC		Services	2	1	2	5	"I just feel like it's only for emergencies."
URGT TME AVAIL		Availability	1	1	1	3	"urgent care instead of setting up an appointment"
	Negative Urgent Care						
URGT SRVC		Services	1	1	1	3	"Only ran one test."
URGT RELP		Relationship	5	3	3	11	"Urgent Care is not going to help you like a repeating customer."
URGT EXP		Experience	2	2	3	7	"I would never go to an urgent care if I felt I didn't need to."
URGT EMO		Emotion		1		1	"Waiting makes me upset."
URGT TME		Time	3	2	3	8	"I was there for like four or five hours."
	Positive Primary Care						
T RELP		Relationship	6	5	6	17	"We have a strong relationship."
T EXP		Experience	2	1	1	4	"I like my doctor and always have good experiences with him."
T SRVC		Services	1	1		2	"If I'm not bleeding...then I am going to my doctor"
	Negative Primary Care						
T TME AVAIL		Availability	2		1	3	"I couldn't get in with my primary"
	Both Positive						
BTH EMO		Emotion	2	2	2	6	"I'm excited to get better"
BTH ATMOS		Atmosphere	10	2	6	18	"clean waiting room"
BTH HEALTH		Staying Healthy	3	5	3	11	"important to try to stay healthy"
BTH ENTMTNT		Entertainment	6	1		7	"Entertainment I guess. Fish tanks are crucial."
	Health Expectations						
BTH EMO		Emotion	7	8	7	22	"I hate going to the doctors"
BTH TME		Time	5		2	7	"I hate waiting for things."
BTH ATMOS		Atmosphere	2	1	1	4	"I know some doctor's offices are really outdated."
	Doctors Access						
BTH EMO		Emotion	3	2	3	8	"I don't have a specific emotion."
BTH TME		Time	1	2	1	4	"Timely manner, like how quickly they can see you."
BTH SRVC		Services	2			2	"It depends what you're going for"

1+6+22+8=	Emotion	37
11+17=	Relationship	28
18+4=	Atmosphere	22
8+7+4=	Time	19
5+3+2+2=	Services	12
7+4=	Experience	11
3+3=	Availability	6

RESULTS + CONCLUSIONS

This study examines the preferences and satisfaction rates of adults when choosing to go to an urgent or primary care facility. By doing this, we hoped to combat the problem of negative experiences within a healthcare facility that causes people to not want to go to the doctor. At the beginning of the study, team members sought to see how convenience played a role in deciding whether to go to an urgent care or traditional doctor's office. We believed that elements such as services, price, location, and hours of operation, would be the main deciding factors. After analyzing the survey, the interviews, the focus group, and the observations, a definitive theme flew throughout the information that was different from our hypothesis. The data pointed out that intangible things such as emotions and relationships were more important to patients than features such as services and hours of operation.

"It's important that the people pay attention to you and treat you as a human being" (Tom, a male interviewee).

In the survey, team members asked participants to rate their experience in an urgent care and a primary care facility on a scale from 1 to 5. 1 stood for "I am usually dissatisfied with my experience" while 5 stood for "I am usually satisfied with my experience." In the urgent care section, 46.4% of people ranked their experience at a number 4, while 28.6% ranked it at number 3. When looking at primary care, 53.6% ranked their experience at number 4, while 35.7% marked the highest satisfaction rate, number 5. Also, in this part of the survey, a couple people marked 1 and 2 on urgent care. However, no one ranked primary care that low. In another question, 71.4% of participants said that they preferred primary care over urgent care. Therefore, this shows that people are more satisfied with their experience at primary care facilities. Once we realized this, we sought to figure out why this was the case.

When our research team traveled to both an urgent care and primary care, we took detailed field notes that helped us place ourselves in patients' shoes. By heightening our senses and observing every detail, we were able to see large differences between the two healthcare facilities. For example, McCullough Hyde Urgent Care was quite outdated compared to the renovated Primary Health Solutions. Also, the workers within the urgent care were not as personable as the people in the primary care facility. They did not greet you as you walked in like those in Primary Health Solutions. Finally, the decor, entertainment, and informational brochures hinted at what age group each facility was targeting. In the urgent care, all of the photographs on the wall were of adults playing different sports. In the waiting room, only two magazines were present, and they were titled *Cincinnati: Downtown Living Now* and *Oxford Seniors*. The informational brochures were about pharmacy savings and the urgent care itself. On the other hand, the primary care facility focused on family. It had magazines, toys, and books for children. It also had plenty of brochures for expecting mothers, middle aged people, and elderly men and women. Therefore, the primary care felt more welcoming to all types of people than the urgent care.

Next, the focus group and interviews both pointed out that relationships were a key component in a satisfactory healthcare facility. After coding the transcripts, relationships stood out dramatically among the rest. However, there were some slight differences between the age groups that we talked to. The younger adults in the focus group seemed to really emphasize the atmosphere of the building, while older adults in the interviews talked about waiting in a waiting room. Therefore, this could show that younger people are more influenced by their surroundings, while adults focus more on their doctor being on time.

Therefore, the data points to the fact that people are happier in a healthcare facility when the person has a good relationship with the doctor. The findings also show that the atmosphere and amount of waiting can influence how one creates a judgement on the doctor they are seeing. For example, if the atmosphere is pleasant and the appointment is on time, then the person is more likely to develop a strong relationship with the doctor. By forming connections with doctors, patients are more satisfied with their visits and are more likely to return.

LIMITATIONS AND SUGGESTIONS FOR FUTURE STUDIES

During the study, some limitations arose. Since doctor's offices are private spaces for patients, it was difficult to observe. In fact, we were asked to leave the urgent care. For future studies, our research team recommends that the person doing the study contact the healthcare facility before he or she visits. A different solution to this issue would be to observe the websites, advertisements, and brochures instead of the building itself. Another tip for future researchers would be to formulate a survey after the coding section is complete. With the top themes that arose in the survey, one could have participants rank which ones are the most important to them. At the beginning of our study, we listed service, price, location, and hours of operation. These ended up being towards the bottom of the themes in the coding. Therefore, replacing these with topics like relationship and atmosphere, would prove to be more helpful in the results.

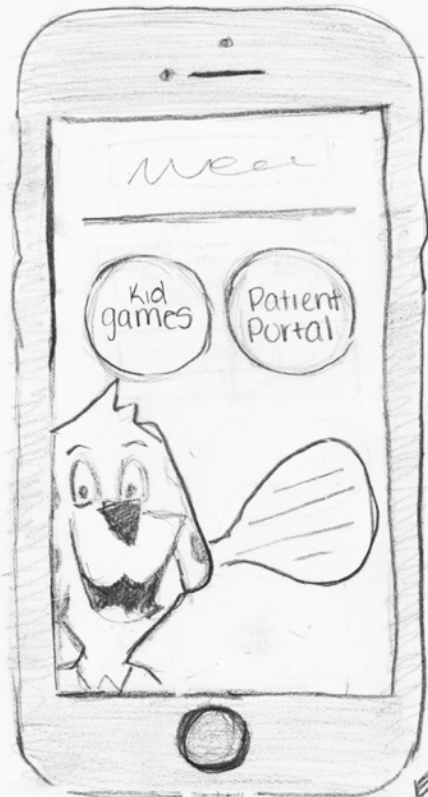
DESIGN RECOMMENDATION

As a team, we discovered several main factors that contribute to a satisfactory healthcare visit. Some factors include patient-doctor relationship, atmospheric conditions, availability, personal experience, and more. In hopes of changing people's attitude toward going to the doctor for the better, we suggest creating an app for mobile devices to allow people to become more familiarized and comfortable with either a primary care or urgent care facility. This app would provide individuals with the ability to access games for children and a patient portal in which most of their own files are available.

To begin, it would start with directions, followed by a code located at the front desk of any primary care or urgent care facility. A person will be instructed to download the app and scan the given code to find the current facility he or she may be visiting. The app will begin by having the person sign in using some their information they gave to the doctor to open their own personal account. Once they are signed in, there will be a Doctor Dog character that will explain how to use the app and what features are available. An option for adults is to open their patient portal which contains most of their charts and records, a section to message a care provider who works at the facility, and a place to rate/give feedback after each visit. Another option is to allow their children to play on the game portion of the app. All kid games are related to the medical field to get them comfortable with the idea of many of the practices they could encounter while being treated. The games will be fun and educational. Within the game portion of the app, the Doctor Dog will ask what the child's interests are. The doctors at the healthcare facility will also be able to see who used the app that day. Therefore, before appointments begin, the doctor can check the app to see what interests their patient has. By doing this, the doctor can bring those topics up during the appointment to make the child feel more at ease.

After the visit, patients will be allowed to stay signed into their profile outside of the doctors office and use all the same features that come with it. We believed this will contribute to greater satisfaction when visiting both facilities. The ability to message your doctor about any uncertainties could add to the personal patient-doctor relationship many like. The feature of rating and giving feedback could allow the doctor offices to realize and react. For example, someone might mention the facility needs a good cleaning. The facility could respond and take care of the situation to not only satisfy that particular patient, but probably others who are thinking the same thing. Our team also decided the app could have a scheduling feature for primary care facilities and a list of current wait times for urgent care facilities. The patient portal, and ability to play games, could contribute to an overall pleasant visit which, in turn, would promote people to continue to return to the doctor when needed.

Every facility has a different barcode.



doctor dog can explain how everything works



Patients can access file



Kids can interact with game and learn to become comfortable with doctor care.



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APPENDIX A,B,C AND D

APPENDIX A: PARTICIPANT CONSENT

This study examines the role convenience plays when a person considers visiting an urgent care clinic versus a traditional “doctor’s office.” You are not required to participate in this study; it is entirely voluntary. Participants must be at least 18 years of age to participate. If you decline to participate in the study, it will not affect your employment or academic standing in any way.

If you choose to participate, here are some important things to know about your involvement in the study:

The researcher will request to meet with you in-person for an interview lasting approximately thirty minutes. This interview will occur at a place of your choosing. The interview will be audio-recorded.

The researcher will request basic demographic information about you, but your confidentiality is protected. The researcher will not use your name or any identifying information about you in their reports about the study.

You are free to decline to be interviewed or to end your participation in the interview at any time.

You have rights as a participant in this study. If you have questions about the study, please contact the lead researcher, Etiyene Eshett, by phone (614) 530-4744; or e-mail eshettee@miamioh.edu.

Miami University’s Research Ethics & Integrity Program has reviewed and approved this study. For questions or concerns about your rights as a research subject please contact the Research Compliance Office at Miami University: (513) 529-3600 or humansubjects@miamioh.edu.

I _____ agree to participate in this study for purposes outlined above. I give my permission to be interviewed and for the interview to be audio-recorded.

Date _____

APPENDIX B: THE SURVEY

1. Are you 18 years of age or older?
2. Which healthcare facilities have you visited?
 - a. Urgent Care
 - b. Primary Care
 - c. Both
3. If both, which one do you prefer?
 - a. Urgent Care
 - b. Primary Care
 - c. N/A
4. What is your experience with urgent care?

	1	2	3	4	5	
I am usually dissatisfied with my experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I am usually satisfied with my experience

5. What is your experience with primary care?

	1	2	3	4	5	
I am usually dissatisfied with my experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I am usually satisfied with my experience

6. Which of these is the biggest reason why you choose to visit a primary care?
 - a. Price
 - b. Location
 - c. Services
 - d. Hours of Operation
 - e. Other
 - f. N/A
7. Which of these is the biggest reason why you choose to visit an urgent care?
 - a. Price
 - b. Location
 - c. Services
 - d. Hours of Operation
 - e. Other
 - f. N/A

APPENDIX C: THE INTERVIEW SCHEDULE

1. How often do you visit a clinic or doctor's office per year?
2. What time of day do you prefer to visit a clinic or doctor's office? What influences this?
3. Which do you visit more often? Your regular doctor or urgent care facilities?
4. What do you favor most about traditional doctor's offices?
5. What do you favor most about urgent cares?
6. How long do you usually wait in a waiting room in an urgent care versus a traditional doctor's office?
7. How does convenience play a role in your decision when choosing to go to an urgent care or a traditional doctor's office?
8. When you visit a healthcare facility like a clinic or doctor's office, what emotions do you typically feel?
9. When visiting a healthcare facility, what features make for a better visit?
10. If you had to choose between an urgent care or traditional doctor's office, what services would persuade you to choose one over the other?
11. When you go to an urgent care, typically how satisfied are you with your visit?
12. When you visit a Primary care facility, typically how satisfied are you with your visit?
13. When comparing urgent care and primary care, which do you feel values your time?
14. How does the patient/doctor relationship in an urgent care facility differ from a primary care doctor's office?
15. In what ways can urgent care and primary care be improved to better meet your needs?

APPENDIX D: THE FOCUS GROUP SCHEDULE

1. How often do you all visit a clinic or doctor's office per year?
2. When you visit a healthcare facility like a clinic or doctor's office, what emotions does everyone typically feel?
3. When visiting a healthcare facility, what features make for a better visit?
4. If you guys had to choose between an urgent care and a traditional doctor's office, what services would persuade you all to choose one over the other?
5. For those of you that shared, why did you choose these services?
6. How satisfied are you with the care you receive at an urgent care or primary care facilities? Share why you answered this way.
7. Do you think the amount of people going to a primary care physician has changed with the addition of urgent care facilities? Why?
8. In what ways can urgent care and primary care be improved to better meet people's needs?