Prototype Précis

Name of the Prototype:  OU to You

Team Members:  Alyssa Crews, Libby Cooper, Kenny Quang, Becky Robertson, Mitch Dawson, Jeremy Guy, Dianne Briscoe, Madeline Murrell, Dr. Susan Studebaker

Value Proposition:  We help the underserved receive quality health care services that they would otherwise not be able to access by bringing health care to them.  We help the hospitals cut down on uncompensated costs by reducing the number of people going to the ER to receive primary care.  We help OU School of Community Medicine further educate their students by providing another underserved clinic where students can get training.

Customer Segment(s):  This prototype was designed in conjunction with OUSCM and Iron Gate.  It is designed to help fill in the healthcare gap that the population of homeless people associated with Iron Gate experience, while also enhancing the education of the students at OUSCM.  This idea was conceived after speaking with two homeless people and the administrators at Iron Gate and understanding the troubles the homeless population faces when seeking out health care.  OUSCM was also an integral part of the idea because they have a mobile clinic that is rarely being used.  We are trying to take existing resources and change the way they operate to help solve a problem of health care needs.

What pain is being endured by the Customer Segment(s) due to the current situation?  The first pain is the lack of health care that the homeless population receives.  This is due to not having an ID, not having transportation, and lacking trust in medical care provided at the Day Center for the Homeless and Salvation Army.  The second pain is the financial burden placed on local emergency rooms and EMSA due to the high costs of unpaid ER bills and ambulance fees.

What gain could be appreciated by the Customer Segment(s) if the Value Proposition under consideration were implemented?  The best-case scenario for the prototype is:

1.  A population of homeless and underserved people in Tulsa will be able to receive quality health care that they previously could not access.
2.  OUSCM is able to enhance their curriculum by adding additional community medicine training, as well as use existing resources to further their mission.
3.  Be able to connect this underserved population with further resources through the help of the social work students.
4.  Utilize interdisciplinary teamwork to provide comprehensive healthcare.

Describe the Prototype that will be created to demonstrate the salient features of the Value Proposition to the target Customer Segment(s):  By utilizing the mobile clinic that OUSCM already has, we will be able to bring health care to the underserved population.  By partnering with Iron Gate we will have a steady clientele that will provide us an opportunity to enhance student learning while also providing quality health care to the underserved.

Champion:  Alyssa Crews, Dianne Briscoe, Becky Robertson, Madeline Murrell and Libby Cooper

Administrative Facilitator:  Dr. Clancy, Dr. Duffy, Dr. Studebaker

Key Partner(s):  Iron gate- provides a place to park the bus and provides the patients.  OU- provides the bus and the resources to help run it. Private donors- to help fund the bus
Brief interpretation- 2/3 majority of physicians believed this proposal to be unsustainable, while social work students were unanimously and strongly appeared to believe in the financial model. Detractors exhibited a range of concerns with feasibility, however for this group, regardless of the perceived feasibility their perception of financial sustainability did not improve.
Extension of bedlam will provide greater learning opportunities for students as well as furthering our mission of community medicine with assets the university already owns.

Let's do it!

Great job!

What about acute visits to PCP?

I like the idea of doing flu shots etc. to drive revenue. I think revenue is a major problem.

Great idea!

Great idea. Funding seems to be a serious issue. Additionally, drug abuse would seem to be a problem here as well as treatment for chronic illness.

Lack of faculty time to volunteer

great idea but when it has been implemented in the past the cost of the medical care cannot be sustained. so what would this change?

Great idea! Let's roll!

Need to address faculty cost.

Look for volunteer providers because students will be over stretched

i like that this would help the homeless, and also make people aware on how many people are homeless. Also why can the bus come everyday for the homeless?

Awesome!

Expensive proposition but very needed. May want to coordinate with what Good Samaritan is currently doing

Great penmanship, love this idea!

I think this will help build a sense of trust in the community.

although the funding is not steady yet, but great idea.!

Great idea

Sign me up!!!!!!!

All the revenue streams are potential.

Good idea