

Volunteers In Medicine
Clinic

Public Relations /
Communications Research

Volunteers In Medicine A Mission

Providing health care exclusively to
the people who have had the
hardest time receiving it
whom also need it most.

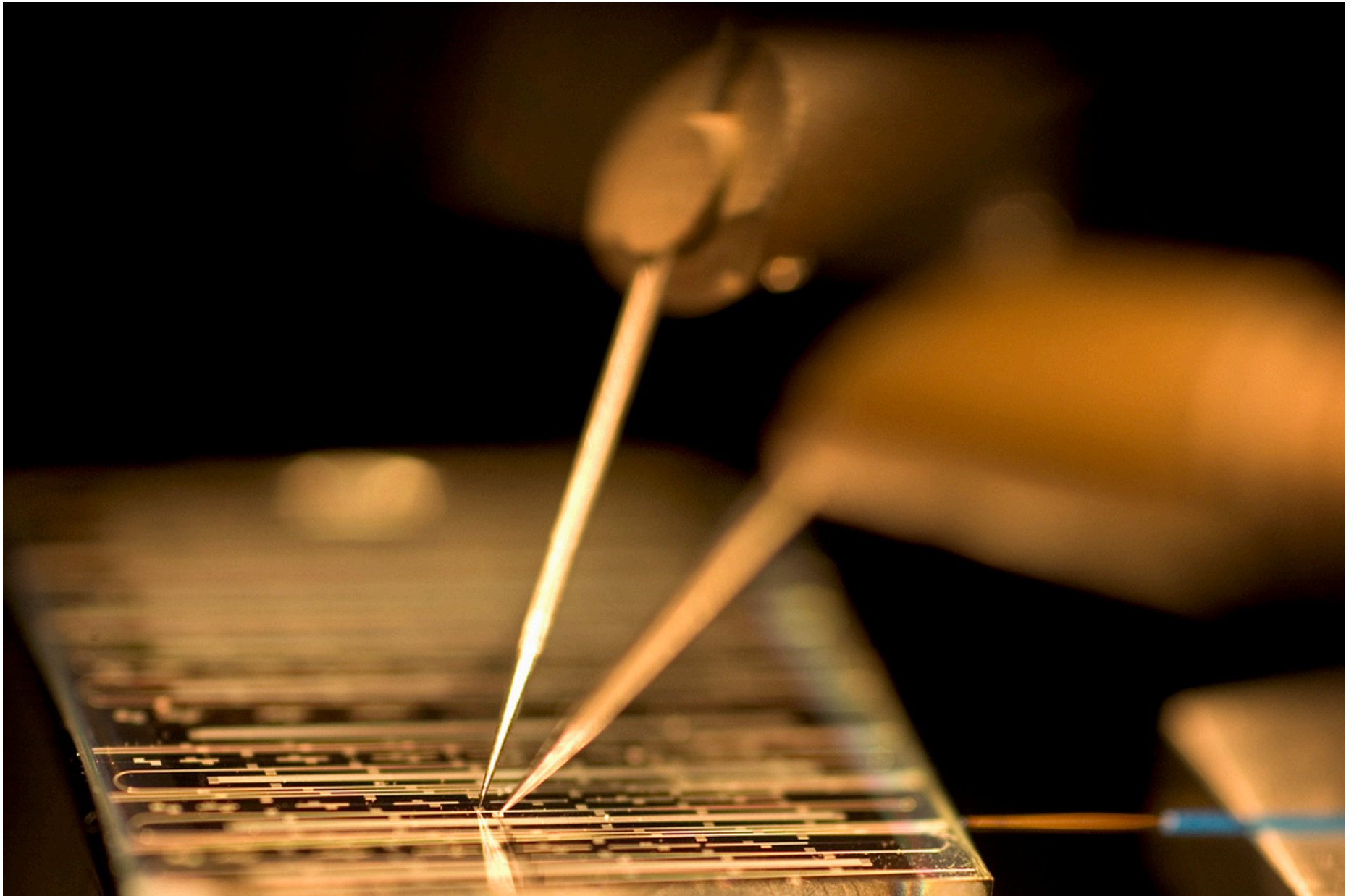


The UO PR Students

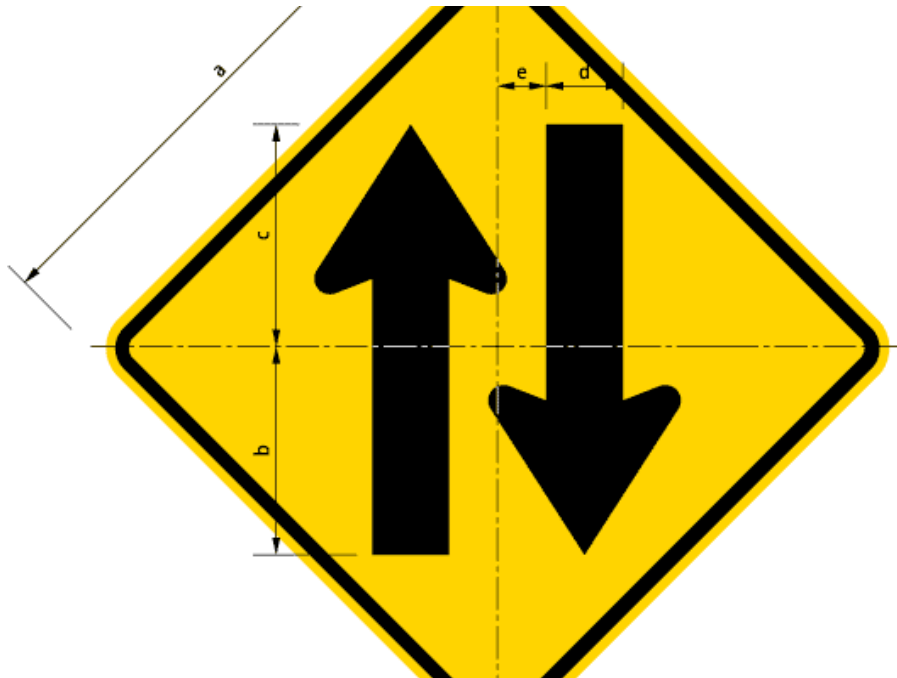
Our Mission

To increase the number of patients that Volunteers In Medicine can provide care to through insight gained from comprehensive research and analysis.





Where to seek input and gain insight?



Two ways.

Primary research.

Secondary research.

Primary Research

Collection of data
that does not exist.



Secondary Research

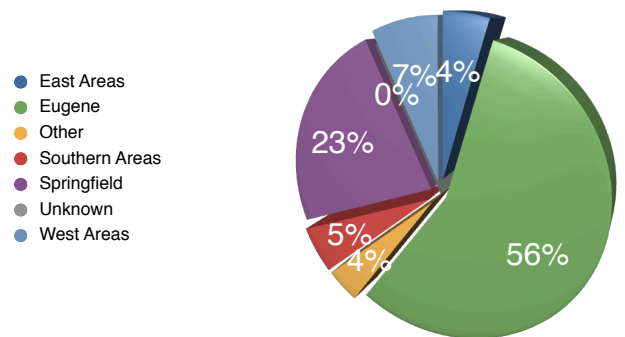
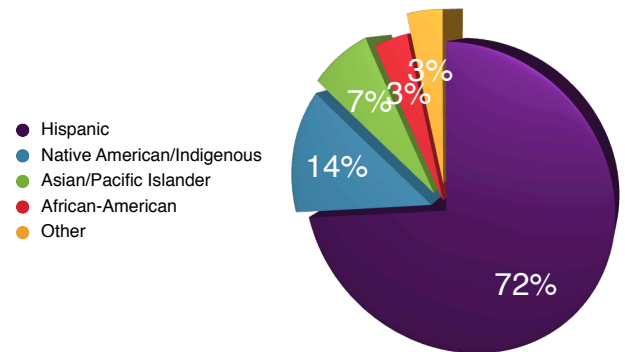
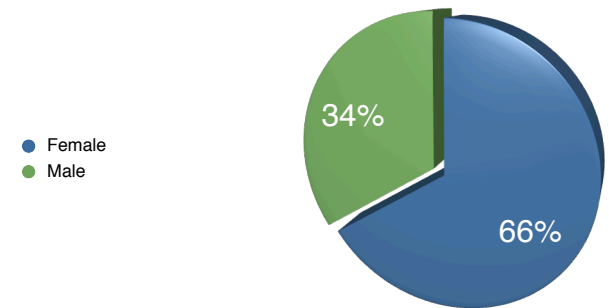
Synthesis and collation of existing information.

Analyzing known data through a different light.

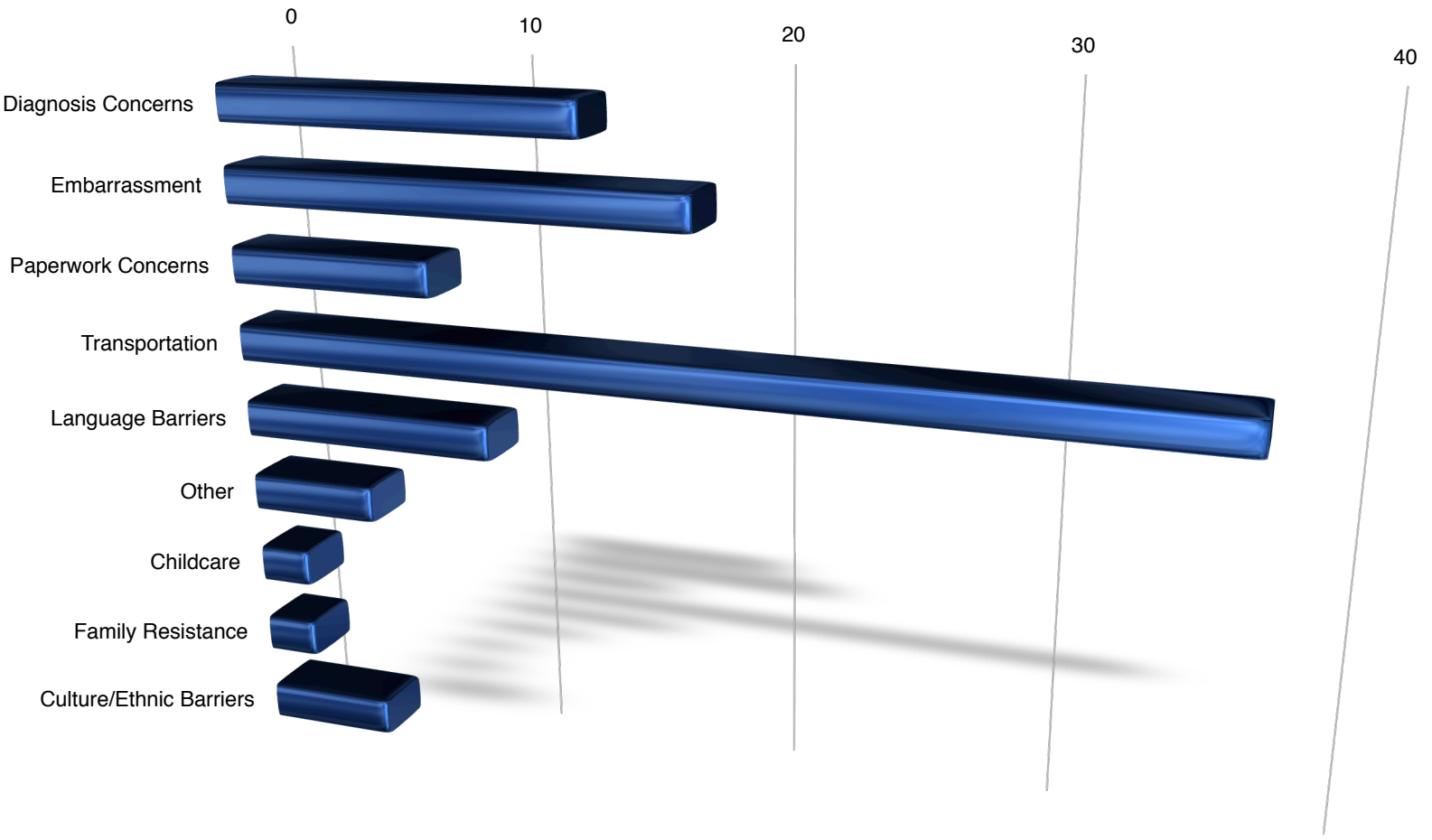


Firstly, our *secondary* research:

- Gender imbalance
- Low penetration of minorities other than Hispanic
- Rural patients comprise one in four
- Rural patients average more visits



Barriers to Accessing Healthcare





We formulated how to conduct our primary research from our secondary research.

Formulation of Primary Research

- We needed to obtain additional information that could not be found through secondary research.
- Methods decided upon: survey questionnaire and focus group.
- The survey was administered prior to the focus group.
- The survey determined what kind of focus group to hold and what information we sought.
- The focus group was conducted with nine female participants.

Insights Gained from Focus Group

Negatives about clinic	Positives about clinic	Numbers & Insights	Participant Suggestions
At times, patients feel treated differently because it's a free clinic. Doctors can act too quickly.	Alternative to other free clinics that many find "scary", alternative to visiting/paying for ER.	8 / 9 feel a social stigma associated with going to VIM clinic.	Women's health should be a priority and current services should be better explained.
Doctors will act like patients are hypochondriacs or act too casual at times.	The hours of operation are great, but many would like to see weekend hours.	9 / 9 would recommend VIM Clinic to a friend or family member.	The availability of mental health care should be made better known.
End of day appointments are rushed.	Availability of prescriptions through the dispensary is great.	5 / 9 are mothers 3 / 9 have children at home	Care for diabetics should be made better known.
Volunteers (students and interns) at clinic are very vague.	All participants feel that their health care needs are met at clinic.	9 / 9 require prescriptions 9 / 9 use dispensary	There needs to be more flyers and brochures in lobby to give to others.
Cancellations can make people banned from clinic for six months.	Clinic facilities and location are regarded as excellent and clean.	5 / 9 use dispensary and another pharmacy.	Many would like to see ways to contribute back to the clinic without money.
Eligibility screening is a hassle.	Quality of care is described as "as good or better" than other places.	5 / 9 would rather have no care than White Bird Clinic.	Participants suggested VIM bumper stickers for advertisement.
Lack of availability of alternative medicines.	Patients appreciate the personal care they are afforded and volunteers.	5 / 9 neglect milder ailments because it's a free clinic.	Government websites don't redirect to VIM Clinic's website.

Negatives about the clinic...



- Patients feel as though they are treated differently because it is a free clinic at times.
- Doctors will act like patients are hypochondriacs at times, not taking their presumptions of illness seriously.
- End of day appointments are too rushed.
- Volunteers and interns have very little information and are vague when being dealt with. (training concerns)
- Cancellations can make people banned from the clinic for six months, often erroneously.
- Eligibility screening is a hassle.
- Perceived lack of availability of alternative medicine options.

Positives about the clinic...



- Alternative to other free clinics that many find “scary” / alternative to paying for ER.
- The hours of operation are excellent, but many would like to see weekend hours.
- Availability of prescriptions through the dispensary.
- All participants feel that their health care needs are met at clinic.
- Clinic facilities and location are regarded as excellent and clean.
- Quality of care is described as “as good or better” than other places.

Patient suggestions...



- Women's health should be a priority and current services should be better explained.
- The availability of mental health care should be made better known.
- Care for diabetics should be made better known.
- There needs to be more flyers and brochures in lobby to give to others.
- Many would like to see ways to contribute back to the clinic without money.
- Participants suggested VIM bumper stickers for advertisement.
- Government websites don't redirect to VIM Clinic's website.

Formulation of Key Messages

We devised preliminary key messages from our focus group. Below are versions of what will become more refined key messages that will serve as the pillars of our campaign.

Volunteers in Medicine Clinic facilities and services are excellent and competitive.	Volunteers in Medicine Clinic is empathetic and sensitive to every patient's needs.	Volunteers in Medicine Clinic is always gladly accepting more eligible patients.	Volunteers in Medicine Clinic offers many specialized care services.
Many are afraid of other local clinics for location, facility or service reasons.	It needs to be known that VIM Clinic is a respectful place where people feel welcome.	Many believe that the clinic is over-utilized as it is and don't understand that the clinic seeks more patients.	People need to know that you can receive women's, mental and diabetic care at the clinic.
VIM Clinic is clean, similar to any other doctor's office and offers care equal to regular paid clinics.	Encoding this message distinguishes VIM Clinic from other area clinics' perceptions.	People need to feel comfortable going through the eligibility screening process.	Many do not know that the clinic has its own dispensary to help with costs of pharmaceuticals.

How do we get the message out?

- Patients want to give back and be a part of the process.
- Brochures and pamphlets need to be made more available.
- Patients should be encouraged to recruit friends and family to the clinic if they are satisfied with their care.
- Improved traditional advertisement: LTD ads, PSAs and posters.
- Alternative advertisement: YouTube, bumper stickers, word of mouth campaign.
- Improved website and internet coverage.*

The next steps...

- Refine key messages
- Strategize communication of refined key messages
- Implementation of tactics that fall in line with strategies
- Creation of comprehensive public relations and communications plan



END OF PRESENTATION