

Women's Health Research Team

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COLLEGE of
CHARLESTON

“People are Struggling in This Area”

Formative Audience Research to Develop a Rural Telehealth Intervention

Beth L. Sundstrom, PhD, MPH

Andrea L. DeMaria, PhD, MS

Merissa Ferrara, PhD

Ellie Smith

Stephanie McInnis, BA

Background



Public Health Problem

- Rural populations possess healthcare barriers
 - Report poor health status
- South Carolina
 - 41st for patient access to health care
 - All but one county designated health care professional shortage area



Background

Promise of Telehealth

- Addresses barriers to health
 - Travel distance
 - Cost
 - Shortage of health care providers
- Provides high levels of patient-provider satisfaction
- Recommended by ACOG to address health disparities



Purpose



Formative Audience Research

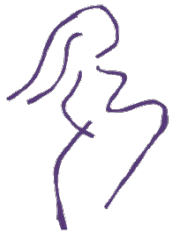
- Little current research
- Understand attitudes toward telemedicine
- Improve understanding of values, needs, and opinions
- Improve health and health care access



Method

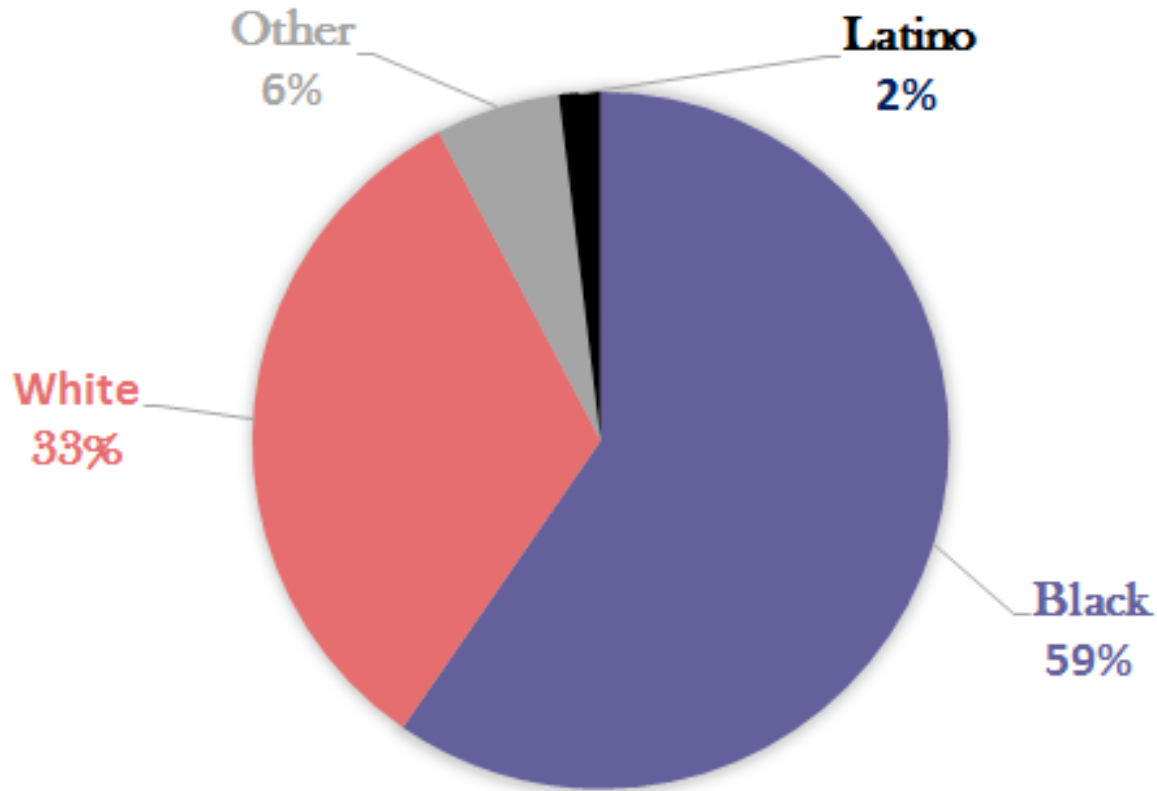
Qualitative Methodology

- 52 In-depth Interviews (1hr)
- Women ages 18-44 (mean age: 32.4) living five rural counties of South Carolina; Allendale, Beaufort, Colleton, Jasper, & Hampton
- Flyers, social media, word-of-mouth (churches, libraries)
- \$25 Incentive
- HyperRESEARCH 3.5.2, a qualitative data analysis software



Method

Demographics



Results



Relationship-Centered Care

Health care provider credibility

“As long as the staff is qualified, medical wise. Qualified staff is really what you look for.”

Patient-provider communication

“Just doctors that are really down-to-earth and can communicate with their patient. I don’t want to feel judged regardless of why I go to a doctor’s office.”



Results

Importance of Confidentiality

Seeing someone you know

“Definitely confidentiality because in a lot of the cases, in a small town like this, everybody knows everybody.”

Privacy

“Privacy. Because of the fact you’re going to a community center, you don’t have office where you can sit and see a doctor or talk.”

“None of my personal information getting out somewhere else, or there is a glitch and someone is recording....”

Results



Benefits of Telemedicine

Cost

“And what it does is you don’t have to pay all that money versus going into a doctor’s office. You save on gas and all that..”

No waiting (for an appointment)

“...with Medicaid and make an appointment they get booked up quick, but you could just go to the center.”

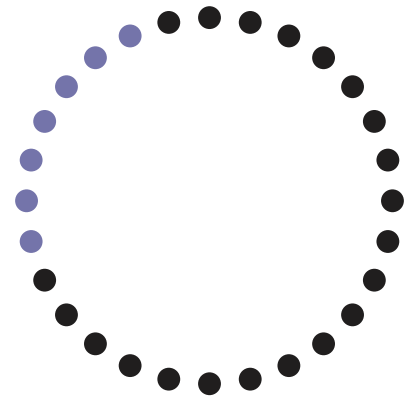
Transportation

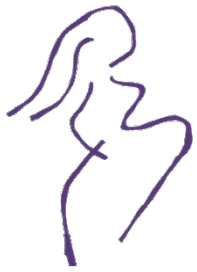
“The closer the better, especially from where we live, gas and transportation is always an issue. So having some place closer would be great.”

Implications

Conclusions

- Telemedicine would benefit the community
- Address barriers to health
 - Cost
 - Transportation
 - Overcrowding of health care facilities
- Convenient, accessible, and affordable





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Thank You



WomensHealthResearchTeam
@WHRT_CofC



cofcwhrt

WHRT@cofc.edu

Author Contact Information

Ellie Smith
smithem@g.cofc.edu

