FASTCARE: MORE THAN A RETAIL CLINIC

Because accessing quality healthcare should be as easy as going to the grocery store.

What is FastCare?

FastCare clinics are acute care centers, located in Giant Eagle grocery stores in the Cleveland area.

Managed by University Hospitals and staffed with Nurse Practitioners, these clinics aim to provide quick, affordable primary healthcare to shoppers and existing patients without the waiting and hassle of a doctor’s office.

What is the Problem?

Although four separate locations have been open since 2010, these FastCare Clinics are not adding the anticipated value to University Hospitals system via an increase in patients and brand awareness.

We attempted to explore and solve this problem over a span of 8 months using the Design Process.
PROBLEM: BARRIERS GALORE!

DECISION POINTS
The experience of FastCare begins long before stepping foot into the clinic because the decision to use FastCare is influenced by more than just the service alone.

BARRIERS
Users face mental, physical, and emotional barriers while attempting to access FastCare.

 USER EXPERIENCE
Users' emotional state becomes progressively worse during the process of accessing FastCare, resulting in a negative association with what is actually a positive service.

INTEGRATION BARRIERS
Integration barriers exist in multiple locations:

Marketing between UH and GE
FastCare into the GE system
FastCare into the UH system

Existing GE Customers

Giant Eagle

Marketing & Promotion

Both UH and GE are not coordinating marketing efforts on FastCare, so UH brand enhancement is diminished.

Without FastCare and UH brand awareness, the chain reaction that leads to patients being integrated into the UH system is cut short.

AT HOME OR WORK
Lack of advertising to enhance the UH-FC brand and service
Disconnect in current information provided
Lack of information availability on current technology applications
Lack of influencers

AT GIANT EAGLE
Parking unavailability and inconvenience
Lack of directional signage
Promotion of Giant Eagle services compete with and UH-FC presence

AT FASTCARE
Unwelcoming atmosphere, unlike other UH facilities
Negative signs leading with cost instead of care
Lack of physician presence
Lack of awareness about Nurse Practitioner role and abilities

AFTER FASTCARE SERVICE
Users who have had healthcare service from FastCare are very satisfied with their experience, and are more open to being integrated into the UH system.

Unfortunately, the barriers faced in reaching that satisfaction impede the process, so most users abandon FastCare as an option for their health care.
By using the UH mission statement, To Heal. To Teach. To Discover., as a foundation, FastCare can be more than just another quick-stop retail clinic.

This service model would involve 6 areas of focus that work together to drive patient and brand value back into the UH system. Each of the 6 areas addresses the UH mission statement:

To Heal - by providing quality healthcare
To Teach - via patient education and student Internship opportunities
To Discover - new ways of further outreach

**University Hospital Core Values**

**Wellness**
- Going beyond acute care by providing:
  - Chronic care management
  - Nutrition counseling
  - Sports Physicals for children

**Face of FastCare**
- Strong physician presence
- Elevating the Nurse Practitioner role

**UH Brand Experience**
- Welcoming and cohesive environment that reflects the UH atmosphere
- Easier access
- Positive signage focused on care, not cost
- Promotional marketing in all forms

**Education**
- Educating patients about their own specific health and wellness
- Community outreach programs
- Rotational internship programs for both healthcare and business students

**Relationships**
- Managing of relationships:
  - UH and GE - Decrease competition and cobrand for FastCare
  - 3rd party payers
  - UH physicians - Integrate FastCare into current care settings
  - Building new relationships:
    - Corporations - To provide onsite healthcare
    - Travel Services - Airports and hotels

**Integration**
- GE and UH Marketing for FastCare
- FastCare into GE System
- FastCare into UH System
- Patients into UH System