

INTRODUCTION

With upcoming opportunities in the multi-faceted field of medicine, physicians face new expectations for a developed business, leadership, and entrepreneurship acumen¹. Certain studies show a strong positive association between the performance of a hospital and whether they have a CEO who is a physician or not². Due to limited opportunities in medical school to work on real-world, mid-career problems, students are often left unprepared to undertake these leadership responsibilities. As members of the student organization DetroitX Innovations & Consulting (DxIC), we have the opportunity to work closely with At Home Urgent Care (AHUC), a direct telehealth primary care business. AHUC requested assistance in identifying new patient populations to grow their membership enrollment.

METHODS

Over a four-month period, we are utilizing DxIC's modified version of the Define, Measure, Analyze, Improve, and Control (DMAIC) process to develop, execute, and present our key objectives to AHUC.

Our market research focuses on pinpointing patient populations (immigrant workers, non-unionized workers, uninsured students, etc.) with an increased likelihood of using an online urgent care model. Additional research involves compiling potential population contact leads and interviewing a sample of community members, students, and professionals to present to AHUC to help further market and establish consistent patient enrollment.

RESULTS

As we develop and execute our project, our team of medical students hopes to increase our awareness of contemporary barriers to providing efficient patient care and plan to reflect on how key action items augmented our existing skillset to solve real-world healthcare problems. This includes drawing comparisons between our consulting project process and the traditional scientific methodology. Currently, our project timeline includes an 8-week market research phase, followed by a presentation of our findings to AHUC's key stakeholders in early January.



Figure 1: Summary of results depicting our actionable key items (left) that lead to the enhancement of newly respective skill sets (right).

CONCLUSION

Our goal with this initiative is to show how student-led community-based consulting projects can not only serve as a way for local clinics to improve their services at no additional cost but also enhance students' respective skill sets by exposing them to real-world challenges outside traditional medical education.

- 1 Practice encountering diverse patient populations with empathy
- 2 Supplement health practices with a business-focused mindset
- 3 Emphasize team dynamics including both medical professionals and students

Figure 2: Highlighting key takeaways from overall project regarding student's medical education.

References

1. Beldick SR, Ooi G, Shah SA, Morano M, Li C, Zimmerman M, Levine L. Physician Executive Leadership Plus: An Approach to Business and Management Education for Medical Students. J Med Educ Curric Dev. 2021 Nov 3;8:23821205211051803. doi: 10.1177/23821205211051803. PMID: 34859153; PMCID: PMC8629855.
2. Goodall AH. Physician-leaders and hospital performance: is there an association? Soc Sci Med. 2011 Aug;73(4):535-539. doi: 10.1016/j.socscimed.2011.06.025. Epub 2011 Jul 6. PMID: 21802184.