Prototype Précis

Name of the Prototype: Tulsa Service Vine

Team Members: Stacey Collier, Dr. Rebecca Crow, Jenna Dickinson-Duethman (champion), Amy Duncan, Dr. Mira Georgy, Adita Jalla, Katie Mailey, Amanda Rogers, Anita Sundaramoorthy, Krishna Suthar

Value Proposition: Tulsa Service Vine will provide a comprehensive and interactive website of community resources for both providers and patients/clients.

Customer Segment(s): Tulsans, across all socioeconomic groups, who have a need for community services, but are unaware of available resources. The website is a local database that provides easy access to information for meeting medical, social, and economic needs from both non-profit and for-profit organizations. During the prototyping process, community outreach programs, social service providers, physicians, Tulsa County Health Department, and local college social work programs all expressed interest and excitement for this product.

What pain is being endured by the Customer Segment(s) due to the current situation? According to PathwaysToHealthTulsa.org, a focus group of Tulsans across all socioeconomic groups there is an increase of stress and anxiety from simply not knowing all available resources. Areas of concern were elder care, food and housing insecurities, and mental health. Frustratingly, some services are currently over or under-utilized. Additionally, healthcare providers, social service agencies, and the public experience a large amount of *pain* from a lack of knowledge of available resources.

What gain could be appreciated by the Customer Segment(s) if the Value Proposition under consideration were implemented? Tulsa residents will have consistently updated access to local resources to improve mental and physical wellbeing. Additionally, healthcare providers, clinics, and private practices will have access to referrals that will enhance the patient-provider relationship.
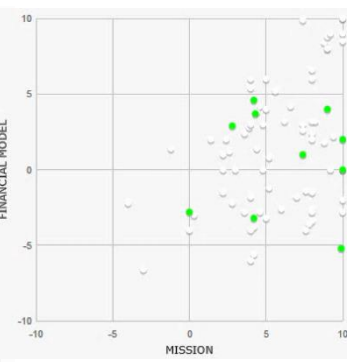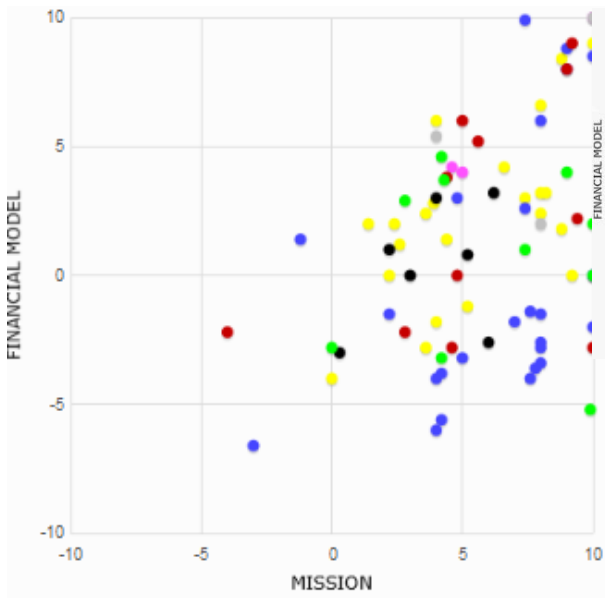
Describe the Prototype that will be created to demonstrate the salient features of the Value Proposition to the target Customer Segment(s): A community web-site that can be continuously updated by agencies and providers and easily accessed by individuals and families.
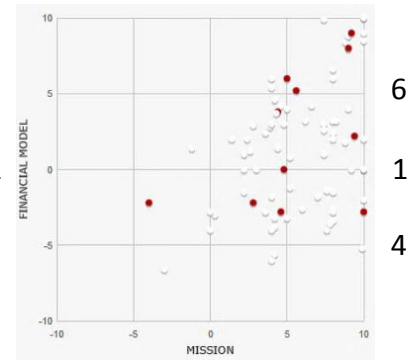
Champion: Jenna Dickinson-Duethman, MSW/MPA

Administrative Facilitator: Dr. Mira Georgy, assistant faculty member

Key Partner(s): *Possible Funders:* Charitable organizations/foundations, City of Tulsa**,** United Way of Tulsa, Tulsa Community Foundation, **Community Service Counsel of Tulsa.** *Partners:* **211 Agency**, **MyHealth Access**, **Maryland Community Services Locator** (co-creation/mentorship), **Northeastern State University School of Social Work.** *Interested Participants:* **Alzheimer's Association, OU-Tulsa Internal Medicine Clinic, St. John's Hospital Social Services,Tulsa County Health Departmen**t, and **Child Health Resource**
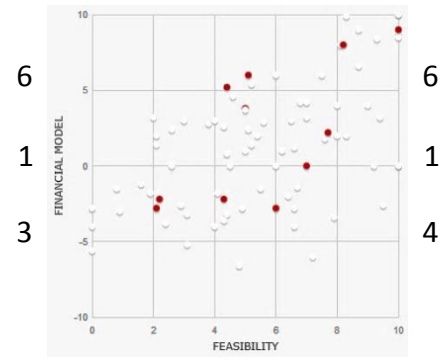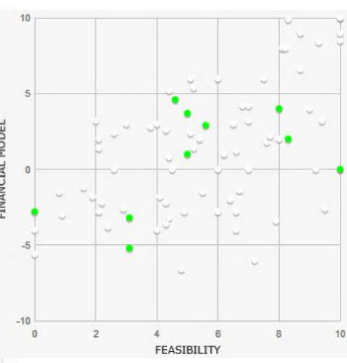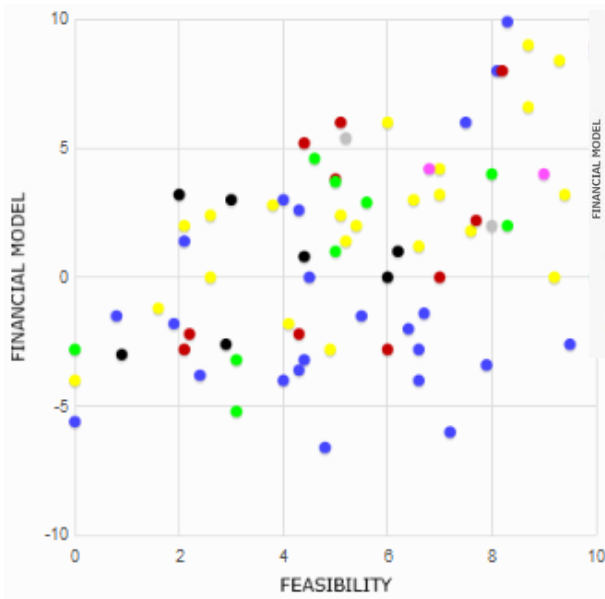
> ****bold indicates agencies we have spoken with that show interest in the project**

Physiciocentric   Sociocentric

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Legend:
- Physician Assistants (yellow)
- Community Members (magenta)
- Medical Students (blue)
- Non-physician Faculty/Staff (black)
- Other Students (gray)
- Social Work Students (red)
- Physician (green)
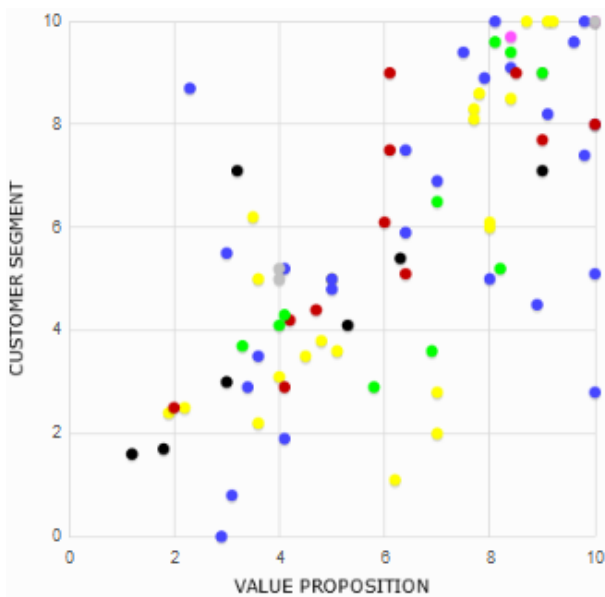
	MISSION	FINANCIAL	VALUE PROP	CUSTOMER	FEASIBILITY	SUM	AVR
OUTY	8.02	2.54	7.97	7.66	6.8	32.99	6.598
3SYI	7.08	4.1	7.1	7.2	6.56	32.04	6.408
FYN	6.73	3.83	6.99	6.59	7.35	31.49	6.298
BIG	6.31	3.67	6.52	6.47	7.16	30.13	6.026
HP	5.81	4.25	6.64	6.32	6.71	29.73	5.946
MEM	7	2.8	6.47	6.59	5.52	28.38	5.676
TWTH	6.4	2.37	6.83	6.34	5.61	27.55	5.51
MM	5.49	4.07	6.16	6.04	5.6	27.36	5.472
SMN	6.82	2.18	6.53	6	5.71	27.24	5.448
BO	5.86	2.5	5.97	6.17	5.98	26.48	5.296
ELFM	6.06	3.6	5.7	5.63	4.59	25.58	5.116
EMSS	5.52	3.36	5.75	5.7	5.15	25.48	5.096
SV	5.83	1.38	6.26	5.84	5.61	24.92	4.984

Brief interpretation- Split perceptions as to the financial sustainability of this project between both physicians and social work students. Less enthusiasm regarding the articulation of the value proposition and identification of the customer segment are observed. No observation of an upshift in financial model perception with increased perceived feasibility is also evident.

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Additional Comments

What enticement for the customers?

There are several organizations and resources similar to this already. Perhaps pairing with them or looking into their information about what works and what doesn't would be very helpful.

who will be responsible for updating the website?

Need to really think through cost and funding

This seems to target individuals with internet access

Need to explore real costs to develop and maintain

This seems like the same idea as the feed your need prototype?

I believe this would relieve pain 3 fold, agencies, providers, & the general public to solve the problem of lack of knowledge & utilization of service as well as the disjointedness of that exist between these groups.