

PRELIMINARY RESULTS

Usability Study – Life-Centric Focus

The Health Communication Workgroup – as part of the Centene Center for Health Transformation™ – conducted a usability study to identify ways in which Medicaid recipients’ life situations and priorities affected attitudes on health, including their willingness to attempt health behavior change, their receptivity to coaching in health and non-health domains, and whether their views differed significantly from those with employer-based insurance. Each participant took part in one in-person 30- to 60-minute interview. This qualitative study explored participant reactions to 1 of 12 versions of a paper prototype for a future online program that aims to improve health behaviors and outcomes and promote lifestyle changes. This study tests three approaches to the goal-setting program: risk-centric, health-centric and life-centric. This report focuses on interviews conducted with 19 Medicaid participants who were shown a “life-centric” version of the paper prototype. After setting a goal they reported would make their life better, participants were asked to choose an activity to reach their goal, set a plan for starting and completing that activity, provide a reason for choosing their goal, and describe what they would need to accomplish their goal.

PRELIMINARY FINDINGS

All interviews were digitally recorded, professionally transcribed and anonymized. The following preliminary key findings taken from participants who were shown the life-centric approach include:

- ▶ Participants were asked to fill in the blank for the following statement: “What would make your life better? I’d really like to _____.” The most common goal identified by Medicaid participants was “improve my health” (endorsed by 37 percent of participants), followed by “Help my child thrive” (endorsed by 26 percent of participants).
 - ▶ Of the people who selected “Improve my health,” participants equated better health to improved happiness, higher energy and greater ability to accomplish other life goals. Of those who selected “Help my child thrive,” participants wanted to improve their children’s health, ensure they were safe from violence, and help their children do well in school.
- ▶ The majority of Medicaid participants said they needed support from others to help them reach their health behavior change goals.
- ▶ Most participants said achieving non-health goals could ultimately contribute to improving their health.
- ▶ Although only one participant specifically set a goal of managing stress better, the majority of participants mentioned stress at some point in their interview.
- ▶ Most participants said they would welcome their health plan’s offer of a goal-setting program, and some said it would make them more likely to try such a program.
 - ▶ All participants in life-centric interviews stated they would like a health coach now and felt this was a superior option to static online information.
 - ▶ Some participants endorsed skepticism about the motives of their health plan offering goal-setting advice out of concern they are selling something or that their premiums will increase if the participant doesn’t reach their goals.
 - ▶ Participants were very satisfied that a health coach would reach out within 24 hours.