

Narrowing Down

Quick Recap

In the previous round, we shortlisted three main directions to explore the healthcare experience of Roma in Finland. The first direction was to make the system stronger by connecting the stakeholders and make the process of referral smoother. The second direction was to explore ways to not make Roma people miss appointments by offering healthy food incentives and lastly, the third direction was to focus on improved communication between doctors and Roma people.

Converging into the root cause

After listing down 5 potential How might We's in the previous round and carefully evaluating them by SWOT analysis, the two HMW's that we want to target through the scope of our project are:

- How might we build a sense of trust in Roma towards the health care system?
- How might we make the journey of Roma people in the Finnish Healthcare system smooth?

Hence, the focus of our proposal is the first What if that we defined in the previous round that is to 'find a way for Hirundo and Kalasatama Health and Wellbeing Centre to connect them together to make referral of Roma more smooth'

This is the direction that solves the problem at a systems level more concretely and aims for long term benefits rather than short term quick fixes. The aim is to build transparency between stakeholders for their roles and also to build trust among them so that Roma can feel dignified in the healthcare system.

Design drivers

While ideating for the improved system, we defined '**no sub-cultures, socially sustainable, feasible with existing resources, and minimal viable**' as the design drivers for our proposal.

Painpoints that we are addressing

For Kalasatama Health and Wellbeing Centre

- There is a lack of common pool of information on referrals, appointments, translators' requirements and the status of temporary ID of Roma people. By building transparency and a verified system, Kalasatama would be able to channel their resources in building capacities to help out provide better healthcare to the undocumented people.
- Roma people miss their appointments which causes huge time and money loss.

For Global Clinic and Hirundo

- The social service workers in Global Clinic are often mistrusted due to lack of a common system to verify their identity.
- Although they assist Roma to Kalasatama, they are often sent back because the health center does not acknowledge them.

For Roma people

- Since Roma people live a transient life and do not have a permanent shelter, they often lose their referrals that they receive from Global Clinic and have to wait a long time for the process to repeat.
- Roma people are given an 'outlaw' status as they cannot be part of the welfare system because of their 'temporary ID' status.

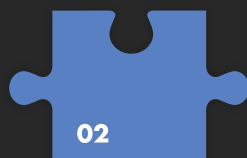
Impact of missed appointments on stakeholders

While, Roma's health keeps on deteriorating with lack of timely healthcare, impactive their overall quality of life and puts them in danger of bigger threats, the healthcare providers including Kalasatama Health and Wellbeing center and Global Clinic facetime, effort and monetary losses with every missed appointment. At the same time, the social service workers at Hirundo get distracted from working on their other projects (such as language classes, skill development, etc.) that are aimed towards making the undocumented people more interdependent.



No Sub Culture

Prevent any sort of identity theft and corruption



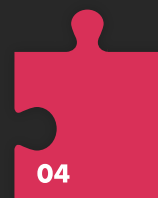
Socially Sustainable

Not to overload the Finnish system in the long run



Feasible

Not to bite more than one can chew to ensure impactful results



Minimal Viable

Staying within the realistic capabilities of the key partners



Our Proposal

Concept description (50 words)

Our concept creates a hassle-free journey for Roma people. We created a platform RO+, where Roma people, healthcare providers and social service workers can access information in one place and coordinate with each other on referrals, appointments and the status of temporary ID to ease Roma people's sickness journey.



Profile of our target audience

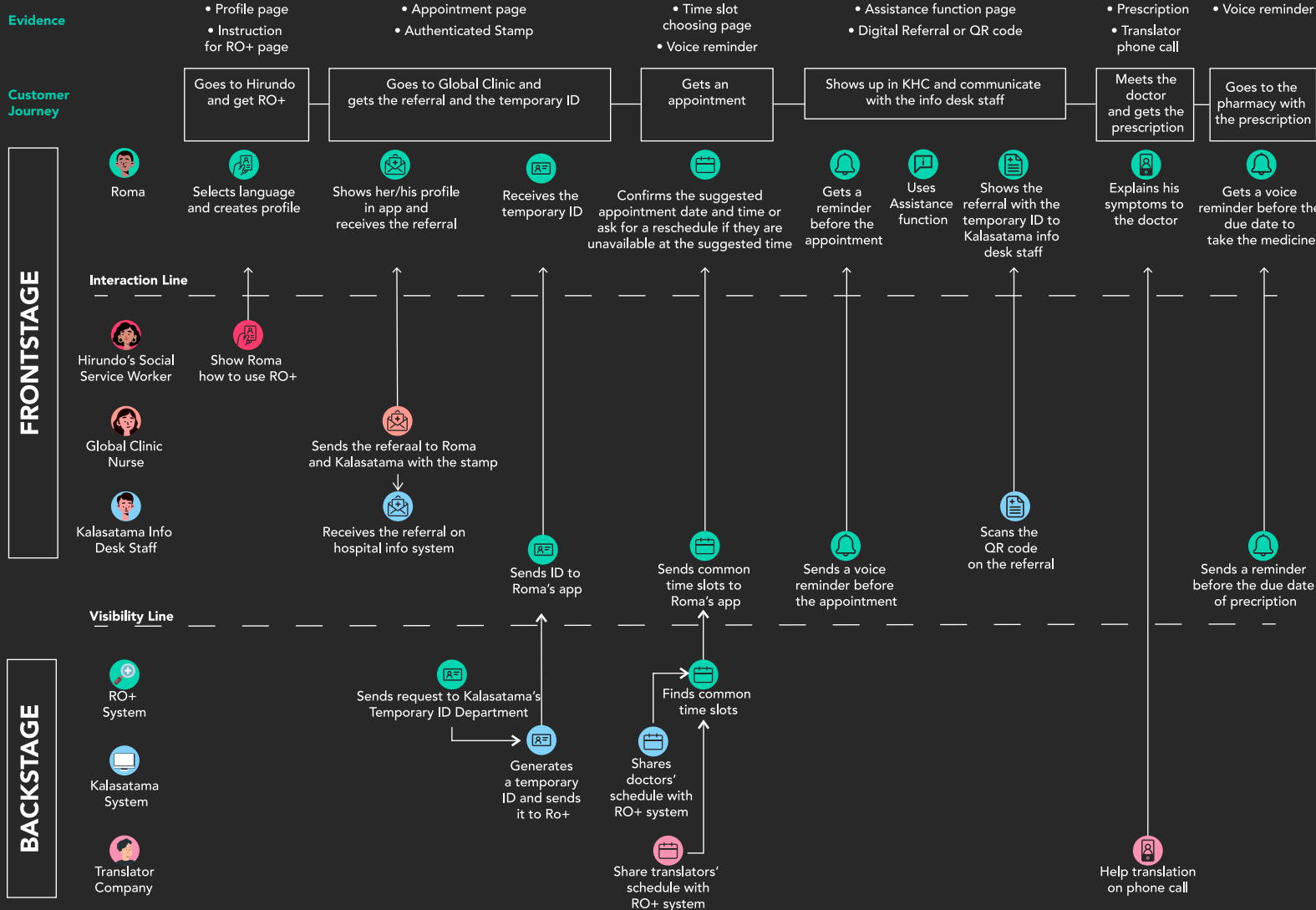
We chose Roma people who have low levels of literacy but medium levels of basic digital literacy and may or may not have a temporary ID. Due to a lack of proper education, they find it hard to adapt to new things. However, in their free time, they spend time interacting through intuitive applications such as facebook on their smartphones. Due to their transient lifestyle, they sometimes forget or lose the paper referral and miss the appointment because of the uncertain nature of work. Therefore, this user typology will be our primary target. Our digital solution can solve their problem including language barrier, and by simplifying the process to issue a temporary ID, referral and appointment.

Although our solution is not primarily targeted for non-phone users, we are accommodating their needs by letting social service workers create an account on RO+ to assist non-phone users in their journey of receiving healthcare.

Service Blueprint

In the solution, main front stage channels are Hirundo social service workers, Global Clinic nurses and Kalasatama info desk. Coordination between these stakeholders is crucial for the system to be efficient as a whole. We defined our service scope from 'learning how to use RO+ application at Hirundo' to 'taking the prescribed medicine from the pharmacy'.

We have three user journeys with similar digital touchpoints in the front stage. First of all, our target users will choose the available time for the appointment and get a voice reminder one day before the appointment. Secondly, they will show the referral with the QR code at Kalasatama info desk and the info desk staff will scan it. Last but not least, we help our target users not to miss the due date to take the prescribed medicines within the valid period by prompting a reminder message.



Backstage of the service

Behind the scene, the following stakeholders will be involved:

- Our app system which is owned by the City of Helsinki and Deaconess Institute collectively
- Kalasatama system's IT department which is responsible for generating and keeping a record of temporary ID. Since Kalasatama Health and Wellbeing center is a government initiative by the 'city of Helsinki', they are authorised to create this official proof of identity.

We are proposing Global Clinic, to send a referral to Kalasatama to help Roma people get treatment at Kalasatama by making the temporary ID in advance.

The criteria for making an appointment is by verifying the name, birthdate. Since they are already in the referral, Kalasatama could use it for confirming the appointment.

Many of target users don't have a temporary ID as it expires within a certain period and needs to be regenerated from time to time. Hence, after they get the referral, our system will send the request to the Kalasatama's responsible department for it. Then the temporary ID will be generated and sent to their app which will help them in a smooth journey while they are at the health center. Also, according to the doctors' and translators' schedule, the appointment system of Kalasatama will send the time slot for the appointment to our target users.

Design Scenarios

Scenario 1: The user has a phone

If the user has a smart phone with an internet connection (internet can be assessed at Hirundo and

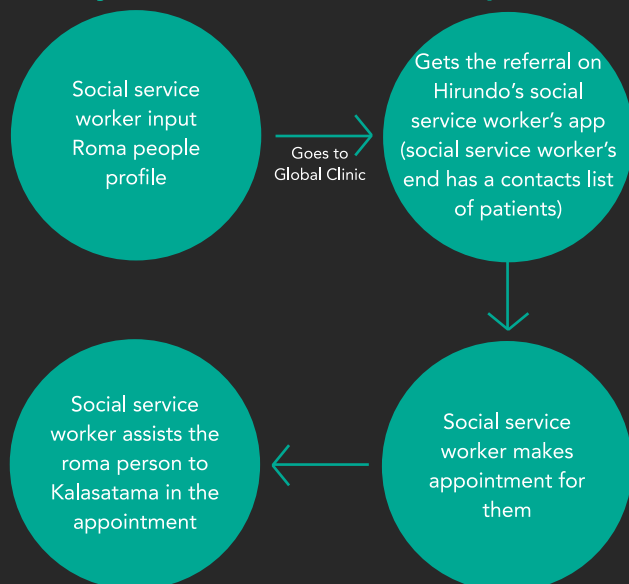
most public places in Finland), they will create a profile in their app. Then they will go to Global Clinic for referral and get the referral on the app. If they don't have a temporary ID and need a translator, the temporary ID would be generated and sent to them on their app account in advance. Then, they will get the suggested date and time for the appointment from Kalasatama. Roma people would either confirm the suggested appointment date and time or ask for a reschedule if they are unavailable at the suggested time.

To ensure that they do not miss the appointment, they would be sent a voice reminder a day in advance to confirm or cancel the appointment. Finally, they would meet the doctor at the scheduled time and have the pre-booked translator over the video call to help them converse with the doctor.

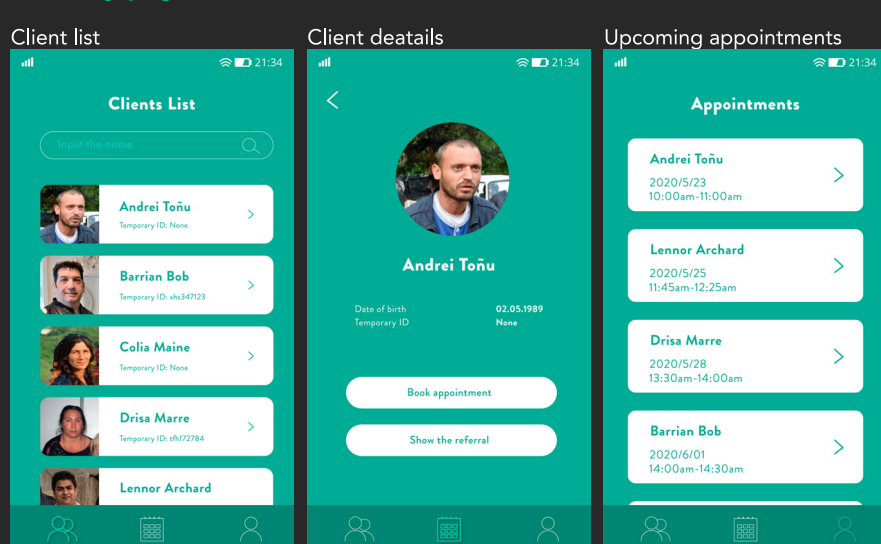
Scenario 2: The user does not have a phone

If the user does not have a phone, social service workers will input Roma people's profile in their app. After Roma people go to Global Clinic, they will get the referral on social service worker's app. Then the social service worker will receive the user's temporary ID, the time slot, and translator info for the appointment at Kalasatama. Social service workers would then confirm the suggested appointment date and time with the user and inform them about the availability of the translator. Similar to the reminder on the application, the non-smartphone-users would be reminded by the social service workers about their appointment a day in advance, so they can confirm their presence. However, in this case the social service workers would assist the user to Kalasatama on the appointment day to help them at the info desk. After that, they will meet the doctor and have a video call with the translator.

Journey of user who does not have a phone



Ro+ Key pages for social service worker



Roadmap towards inclusivity

From 'cupcake' to 'birthday cake'

Our proposal of the system around Ro+ is highly customized to the needs of a relatively small population of Roma in the Helsinki region of Finland. However, it does not have to be limited to that. Deaconess Institute (a public foundation working towards the upliftment of the undocumented people) is not only limited to Roma population from Romania, Bulgaria, and Kosovo. In spring 2019, they have also started working for Roma in Moldova, Ukraine and Belarus. As the institute is expanding its outreach, the scope for our proposal will also increase.

Moreover, Global Clinic not only caters to Roma people, but also to the undocumented Middle Eastern population who seek help for documentation related to healthcare.

'In total, it is estimated that there are a total of 3,000–10,000 undocumented people in Finland.' (Helsinki Deaconess Institute, 2019).

We would like RO+ to be availed by other vulnerable groups in the country so they can also find access to well being and health security.

Additionally, we would like our application to enable 'natural language processing', so that the communication between healthcare providers at different checkpoints could be facilitated more easily even in the absence of a translator. Through our services, we want to make Roma resilient and self dependent in the long run and minimize the pressure on the system.

Involvement of social service workers

Keeping Roma's personality traits in mind, we do not want to neglect social service workers' roles from Hirundo in our system. Due to low trust in authority

among Roma people and moderate literacy, they feel insecure in visiting the big hospitals alone.

They however, find comfort in the social service workers as they can speak the common language as them and are usually very empathetic towards Roma people.

Hence, we foresee that Roma people will be accompanied by the social service workers for at-least their first couple of visits to Kalasatama health center, even if they are comfortable using the Ro+ app. Once they have familiarized themselves completely with the system, the social service workers can let them go independently.

Future research

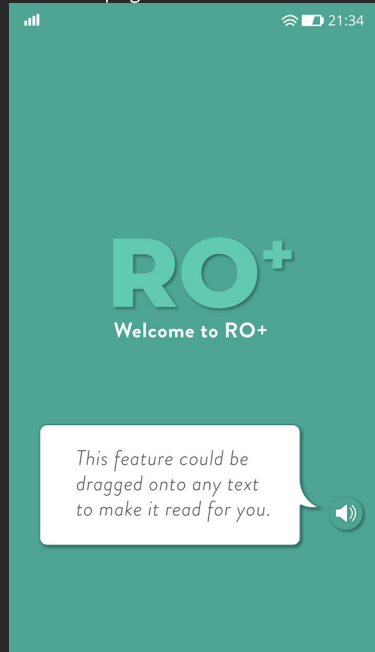
We would also like to take further feedback on the experience, and emotions of Roma patients at the hospital. We also need more information about at which stage the translator video call starts and who is in charge of it.

For future studies and development of the project, we would like to not just be limited to the scope of RO+ in integrating the underserved communities, but we would also like to further collaborate with healthcare providers and public services like *Kela*, the Social Insurance Institution of Finland and *Migri*, the institute offering citizenship and residence permit.

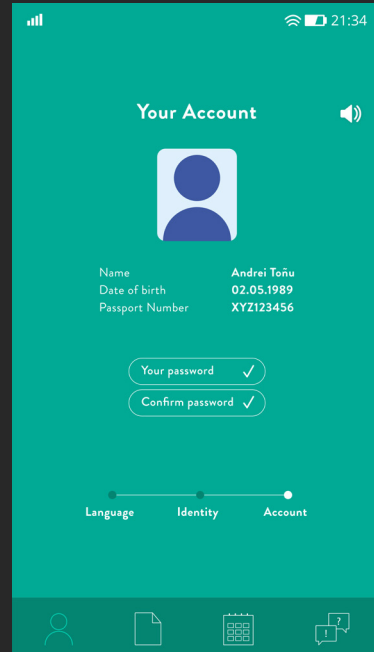
We would especially want to find opportunities with the *Deaconess Institute* and *City of Helsinki* who are working on restoring the '**humanitarian residence permit**' for the disadvantaged groups to reduce human distress, exploitation and helplessness.

Many of these undocumented people come to Finland, a welfare state to earn better living standards, through our services we want to help them realize their dreams and make them feel valuable members of society.

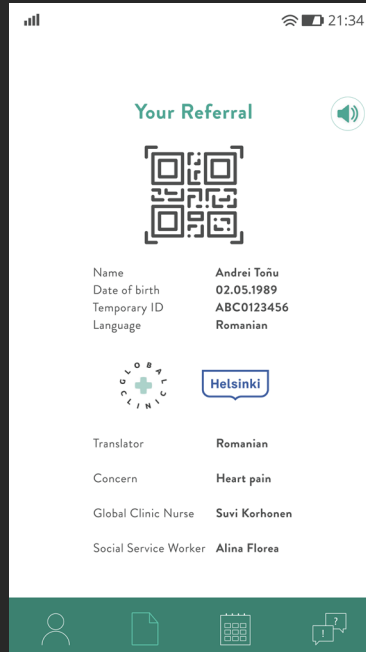
Welcome page



Account creation



Referral received on RO+



Reminder before the appointment

