



Non-Profit Health Clinics as a Remedy to Medi-Cal Injustices

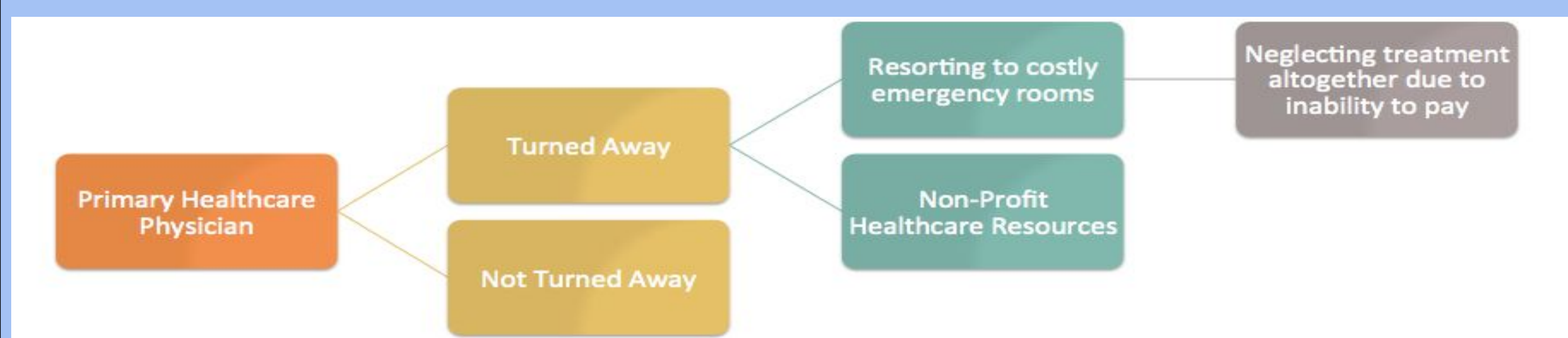
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INTRODUCTION

There is a problem with access to healthcare, because many doctors do not accept Medi-Cal or other forms of health insurance that are available to low-income individuals (Connelly, 2009). This negatively impacts low-income people, because they cannot establish a reliable source of care, and they are therefore forced to resort to emergency rooms as their primary source of care... or to neglect treatment altogether (Browning, 2017). This project focuses on the non-profit resources available, and how to spread awareness for them most effectively.

Figure 6. This figure shows the possible different paths taken by Medi-Cal recipients.



RESEARCH METHODOLOGIES

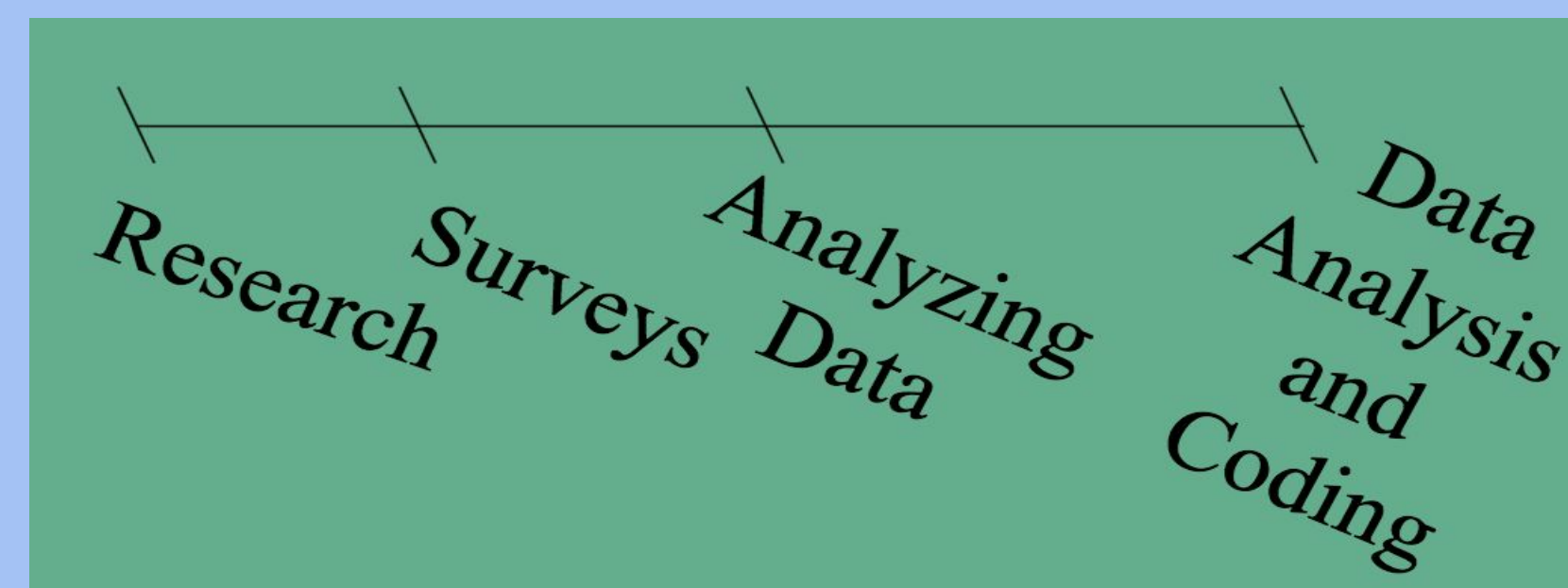
Inquiry Approach: Action Research & Assessment Research

Data Collection: Survey Method

Data Analysis: Descriptive Statistics, Correlational Analysis, Coding

Data and Equipment: Qualitative Data and Quantitative Data

Figure 7. This is a table of the methods used throughout the timeline of the project.



DISCUSSION, ANALYSIS, AND FINDINGS

- Figures 4 and 5 show the most popular form of media to be video, and the coded responses indicate why.
- The correlation between chosen media type and likelihood of referring a friend revealed that the majority of participants would be “somewhat likely” to refer a friend (Figure 1), and those who chose “video” had the highest incidence of “very likely” responses, indicating the effectiveness that a video would likely have for reaching the targeted population.
- The correlation between media choice and a personal connection to the specific insurance plan revealed that those who chose “video” as their preferred source of media had a greater personal connection to the research (Figures 2 and 3).
- The correlation presents the assumption that a video would prove to be most successful in attracting an appropriate audience that is both more likely to watch the video and to refer recipients whom they know.

RESULTS AND FINDINGS

Figure 1. This figure shows how likely participants would be to refer a friend to a non-profit healthcare resource after seeing their chosen form of media.

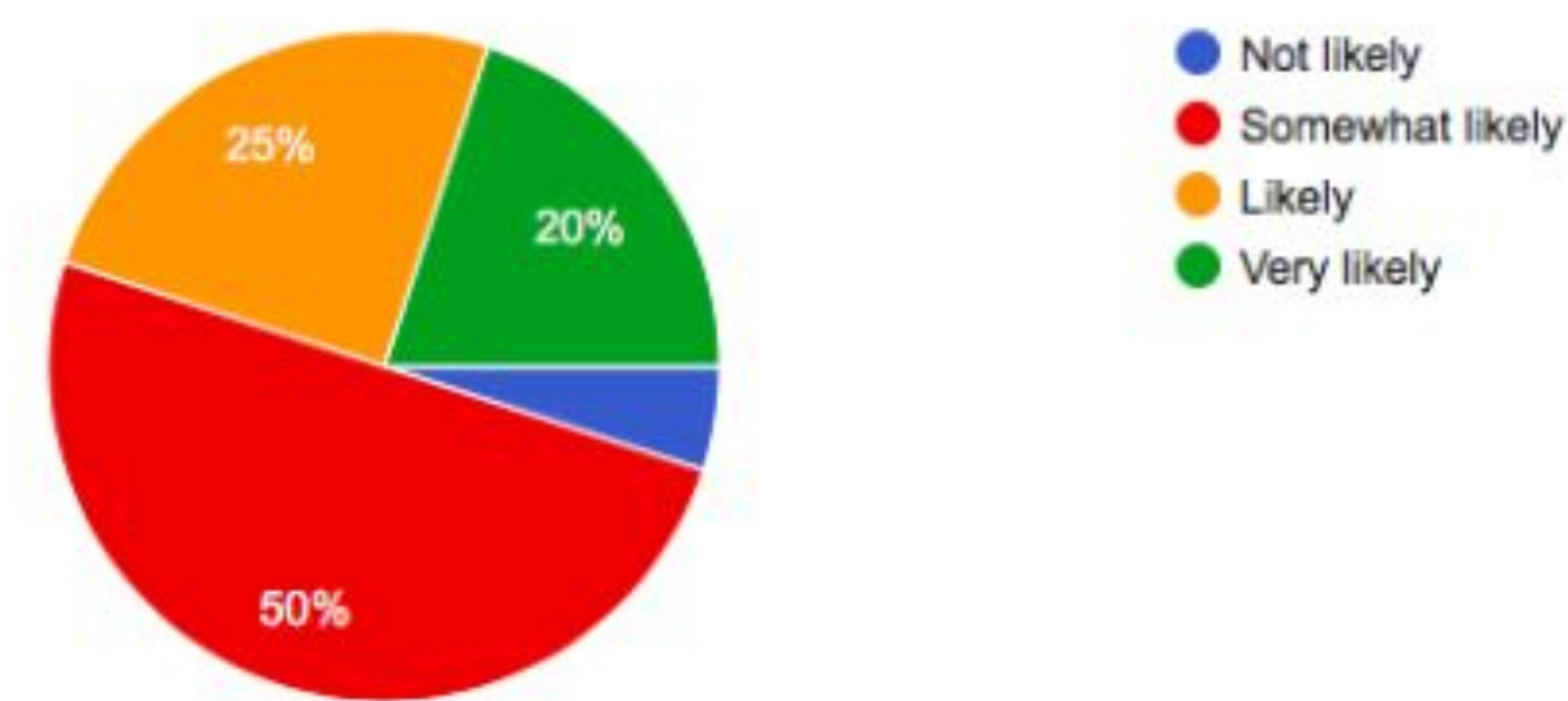


Figure 2. This figure shows the respondents who know a recipient based on media choice.

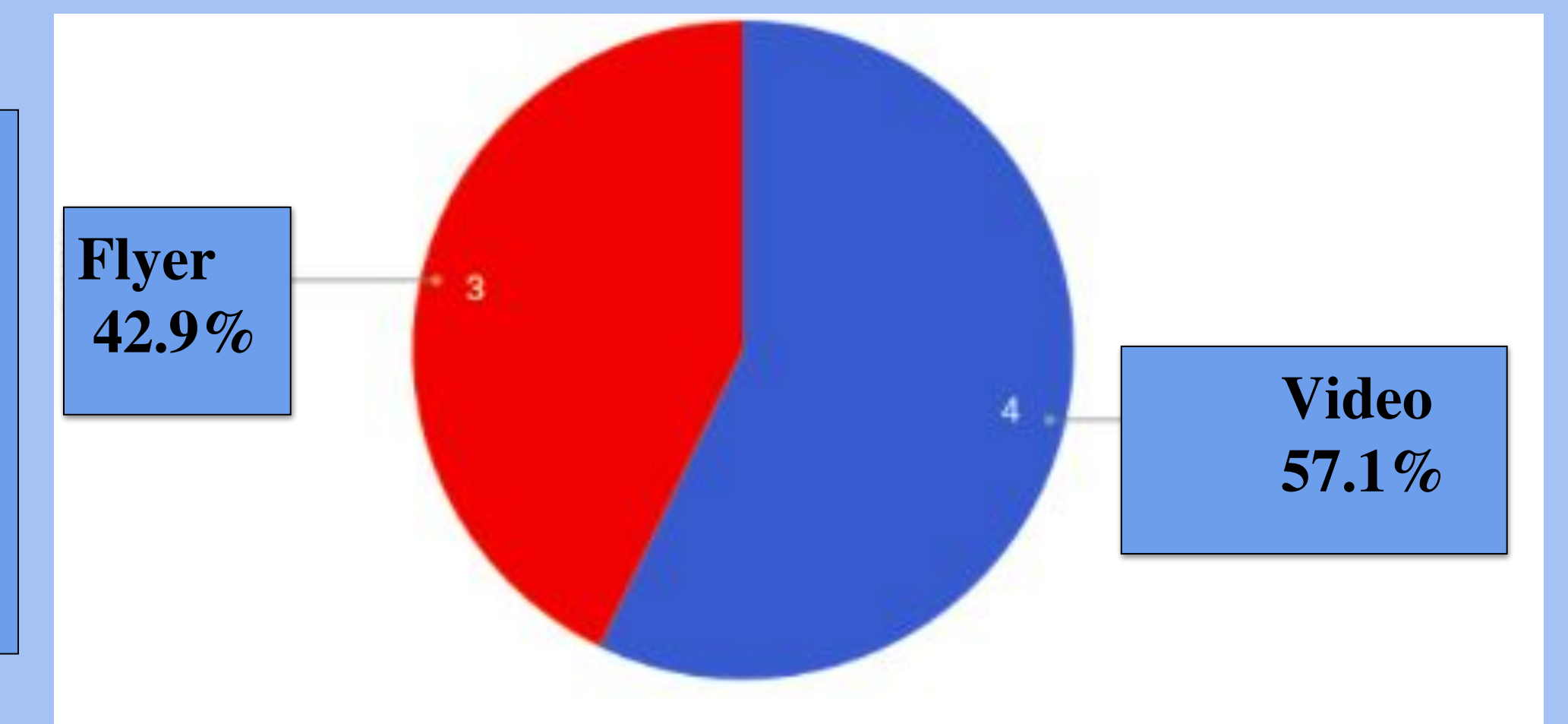


Figure 4. This figure shows the form of media that appeals most to the participants.

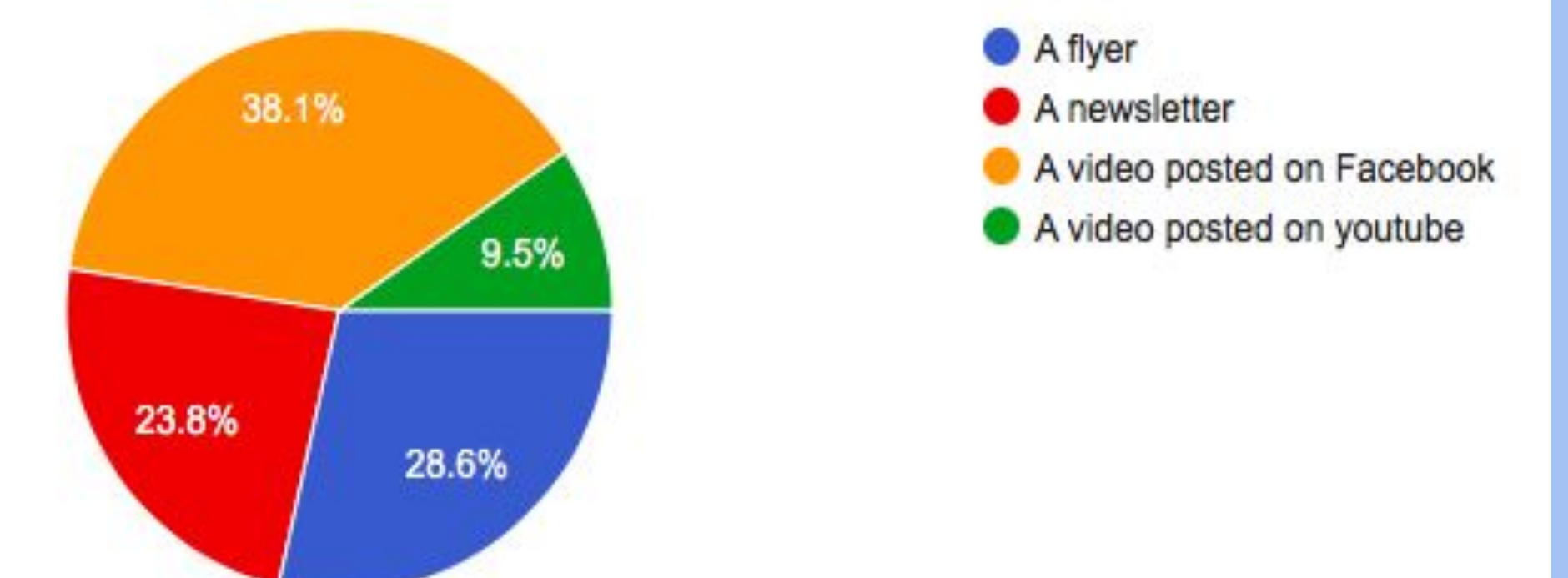
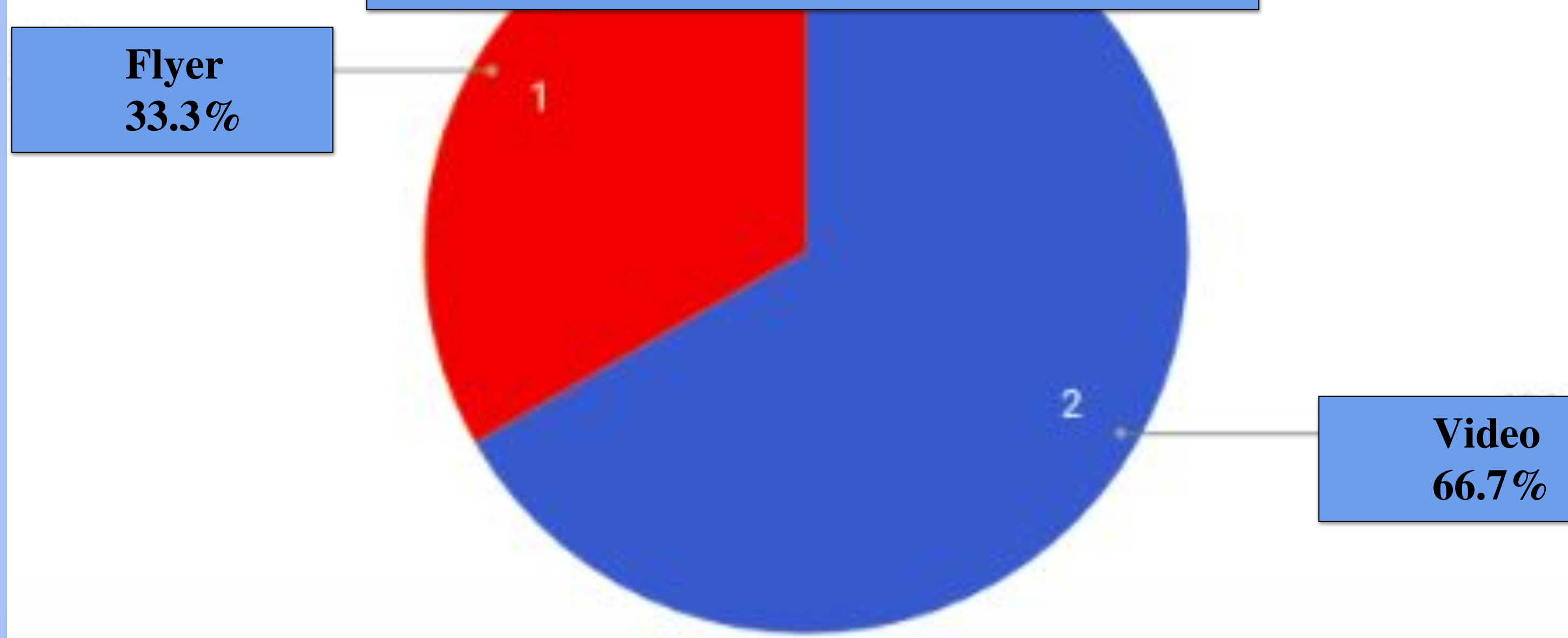


Figure 3. This figure shows the respondents who are recipients based on media choice.



Why did you choose this form of media?

Video: A video is easily accessible and provides an easy and more engaging way to hear about information.

Newsletter: A newsletter looks more professional and is an easy way to obtain all the information quickly without watching a lengthy video.

Flyer: A flyer is easy to read quickly, and visually appealing to

Figure 5. Coding: Why does each form of media appeals to the participants?

CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

Conclusions: Overall, this research concludes that a video is the most effective form of media to generate the highest number of referrals of Medicaid/Medi-Cal recipients.

Next Steps: The next steps would be to take the original video (which my results were based on) and implement both more professional video techniques and editing and the feedback given by the participants of my survey. In addition, a database would be created to give viewers more information and resources, such as more specific non-profit options (planned parenthood, Ravenswood Family Health Center, etc.). One of the barriers I faced in this project was that I could not directly contact patients and gain real data on the effectiveness of my project. I would suggest for a researcher with a professional degree and experience to carry out this project in order to gain access to a more professional data set.

Implications: My research and conclusions imply that for others researching this topic and finding other “holes” which lack adequate research, my project could serve as a base for discovering other important factors to the successful spread of information. This might include studying effective locations in which to post a video in order to receive maximum views from the targeted population, Medicaid/Medi-Cal recipients.

ACKNOWLEDGEMENTS /

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