

## **Ethnography Summary-** Geoff Zimpelman: Manager, Population Health & Multi-Cultural Access

Team members Joe Krause and Alex Charron interviewed Geoff Zimpelman to gain his knowledge regarding the transportation problems that currently exist in the South Bend Community.

Date: 2/24/17

Type: Interview

Location: Starbucks at Eddy Street Commons

Team participants: Joe Krause accompanied by Alex Charron

User Characteristics: “Experienced Population Health Worker”

- Graduated Xavier University in 2015 with a Masters in Health Services Administration (MHSA)
- Male, late 20’s
- Conducted community health assessment as a requirement of the affordable care act
- Driven to solve transportation problems to provide medical access to all those who need it
- Engages with “older” professionals to solve old problems with new solutions

Memorable Quote- “It is difficult to work with a for-profit entity on this problem because a lot of the time they are so big and profitable that they have no reason to be concerned with the transportation problems of low-income people.”

Top 3 Learnings:

1. Frail and elderly people have more access to transportation services than low-income individuals.
2. Current Transpo Buses do not allow oxygen tanks and make it difficult for someone in a wheelchair to use the bus.
3. Current services rely on grants or other external funding and when that money runs out the service can no longer continue. There is no sustainable transportation solution in place.

Key insight- (1) Every appointment brings in between \$90-\$100 in revenue and an average trip to an appointment costs between \$5-\$10 for an uber. If a patient miss an appointment then the hospital or office loses revenue. However, if the office paid for an uber for the patient, then it would still gain between \$80-\$95 revenue on average. (2) A solution must come from existing infrastructure, anything else will cost be too expensive to start and operate.

**Activities:**

- Met Alex at Eddy Street before meeting to discuss potential topics and questions
- Got coffee at Starbucks and sat down to wait for Geoff
- Geoff arrived and meeting began
- Meeting lasted a little over an hour
- After meeting discussed new information with Alex to determine most important aspects
- Departed starbucks

**Environment:**

- Eddy Street Commons Starbucks
- Indoor, mostly empty lounge