

Qualitative user research

A **multidisciplinary team** recently completed a **qualitative user research** to get answers to the questions: How do you help healthcare professionals in the mental health sector to use ehealth? What tools and support do they need, what do their clients need or not need, and how can a digital platform help them?

The team consisted of a group of designers, an account manager and intervention developers. A marketer interviewed therapists, clients and managers in the mental health sector.

For the 33 interviews, a structured interview technique was used whereby needs and difficulties were asked. For example, therapists were asked how they are managing their day and how they use Minddistrict and other digital tools in it. The interviews were analysed qualitatively. Based on these results, a questionnaire was created that was administered to 281 therapists and managers. The results were analysed quantitatively.

From all the interesting dialogues and analyses, 9 focus areas came up. These are the topics that Minddistrict can focus on in the coming years.

Would you like to know more about them? They are briefly explained below.

1. **Shared decision making:** therapists and clients want to cooperate in a treatment process on an equal footing. Ehealth can stimulate this.
2. **Keeping overview and managing caseloads:** care providers want to have an overview of their caseload so they can easily see how their clients are doing. If necessary, they can encourage clients to continue with their online treatment.
3. **Finding the relevant content:** care providers want to be able to easily find content that suits the target group they are treating.
4. **Creating treatment routes:** both care providers and clients want clarity and an overview of what they can expect in an online treatment. It is beneficial for implementation if care providers are involved in designing these care pathways, so that they fit in with daily practice.
5. **Implementation strategies:** ehealth is more widely used when organisations provide clear direction and leadership on digital care, at both the management and therapist levels.
6. **Network based healthcare:** managers want care organisations to work together more, for example to reduce the problem of waiting lists. They also see obstacles such as different digital systems that do not yet work together very well.
7. **Social support network:** among therapists and clients, we see a need to involve the social support network more in an online treatment. The current functionality on the Minddistrict platform is not well used or understood enough.
8. **Obstacles in changing habits:** for some therapists who are not used to online treatment, it remains difficult to change their habits. Strengthening the confidence in

Minddistrict and ensuring that ehealth contributes to making work processes more efficient, could help.

9. **Communication:** therapists value feedback moments in the modules. During online treatment, they want to send short messages to their clients more easily in order to motivate them and to feed the therapeutic contact.

Finally: our research doesn't stop here!

Internally, the research has led to the creation of a discovery team within Minddistrict. This team will explore the focus areas in depth in the coming years. This has to happen synchronously with the development of new functionalities, the maintenance of existing functions and the support of implementation teams at organisations. We call this continuous discovery: structural cooperation with parties that use our platform to explore the sub-areas and to tackle challenges and opportunities together. This is how we improve our product step by step, in line with what therapists and clients need.