



Creating Virtual Health Courses for Public Use and Public Awareness

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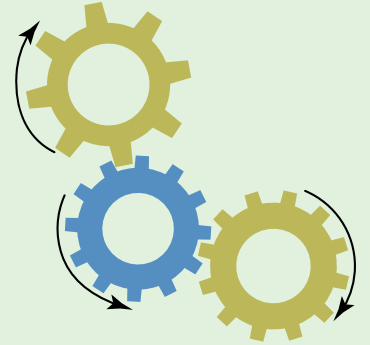
BUSINESS PROJECT + GOALS



My main duty as an intern at the Family First Physicians office was to help create virtual health courses that were based on Dr. Federici's previous healthcare initiatives. One of the courses is "Starting Babies with Solid Foods," which teaches new parents how to safely start solids with their babies. The other course is "A Healthier You," which is a health bootcamp for adults looking to improve their health and wellness by way of healthy eating and physical activity. The goal of creating Dr. Federici's virtual healthcare courses is to provide people with physician-recommended tips and direct support from a physician.

DEVELOPMENT

In order to create the virtual courses, I utilized the Kajabi platform as a template. My time was mainly spent in transcribing and extracting information from other iterations of Dr. Federici's work (videos, documents, etc.), editing this work into the form of a class/course, and then inputting all of this information into Kajabi. Supplemental materials were created upon completion of the courses. Dr. Federici actively reviewed my work and provided in-depth feedback.



BUSINESS RESEARCH



For the business research part of my internship, I formulated the following research question: What impact does community outreach have on public receptiveness towards healthcare initiatives? I chose to research community outreach in marketing healthcare because I wanted to find a marketing method that would be an effective means of marketing the health courses I created in my internship. As I viewed Dr. Federici's interaction with her patients, I noticed a strong community feel between residents of the Dekalb-Sycamore, IL area. Viewing these interactions made me feel that community outreach could be a viable option, so I decided to conduct further research.

RESEARCH FINDINGS

My research on the impact of community outreach on public receptiveness towards healthcare initiatives was completed using primary sources (interview with Dr. Federici) and secondary sources (research papers from academic journals). Overall, my secondary source research findings were positive, as community outreach proved to be beneficial in increasing people's receptiveness towards healthcare initiatives.

2x

One community outreach study showed that "women in the intervention group were twice as likely to have a follow-up visit within 6 months of the abnormal result compared with the control group" (Engelstad et al., 2005).

During my interview with Dr. Federici, she said that community outreach "brings medicine directly to the people" and she mentioned that community outreach via social media has proved helpful to her during the COVID-19 pandemic (K. Federici, personal communication, August 2, 2021).

SKILLS I LEARNED & MAIN TAKEAWAYS FROM MY INTERNSHIP

- **Communication is key.** Being able to effectively communicate ideas and information can drastically improve the success of a product or service.
- **Introduction to healthcare terminology.** As I shadowed in the clinic and worked on the projects, Dr. Federici always informed me of key health terms.
- **I gained experience in content creation.** I was able to familiarize myself with content-creating platforms and I got the opportunity to create content that has real-world applications.



Reference List

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