

Project Proposal for Caregiver Engagement Interns

Fall 2017 – Spring 2018

Background: At Folia Health, we believe that family caregivers have a unique perspective that will change the way that healthcare is delivered. Our first platform, Folia, is an AI-enabled web and mobile app that allows caregivers to easily capture observations of their loved ones' health by answering multiple-choice questions. In mid-October, we kicked off a Limited Launch of Folia in collaboration with Maine Medical, with a focus on engaging the parents of cystic fibrosis patients.

Project summary: As CF parents register on the platform, we are beginning to receive a substantial volume of messages via our caregiver communication system, Intercom. We are seeking 2-3 graduate-level interns to help us respond to these messages and organize insights gained from them, with the goal of improving caregiver engagement while forming a deeper understanding of our users' needs and ideal user types. This internship opportunity is well-suited to a current graduate student or recent grad who is interested in learning more about tech-enabled innovation in healthcare and who wishes to gain experience in a fast-paced startup environment.

Main objectives:

1. Provide real-time, empathetic responses to Limited Launch participants who reach out to Folia via our Intercom communication system, to help them feel heard and important (VIP treatment)
2. Gather and organize feedback statements from users, to substantiate product-market fit and to inform updates to the design and functionality of the user-facing app
3. Establish user profiles based on stated needs and tone of feedback, to improve understanding of target market
4. Flag potential Folia ambassadors/super-users to enlist in recruitment of other users, development of Folia marketing materials, etc.

Expected time commitment:

- Training:
 - New interns will participate in 2-3 training video chats to understand the Folia platform and our process for engaging the caregiver.
 - As our platform and user messaging is constantly evolving, we expect to schedule regular "update" webinars to keep interns on-pace with changes.
- Weekly shifts:
 - Interns will commit to weekly "on-call" shifts (some flexibility possible week-to-week).
 - These shifts will be predominately scheduled during nights and weekends, as we've noticed a higher volume of requests at those times.

- When on-call but not responding to caregivers, interns will be able to work on gathering insights from previous interactions and creating materials for our caregiver resources page.

Ideal candidates have:

- A bachelor's degree from a top-tier university (senior-year undergrads will be considered), with substantial coursework in social sciences
- Academic and/or professional experience in public health, social work, or care management
- Demonstrated ability to perform self-directed qualitative research
- Strong oral and written communications skills
- Self-starter attitude
- Ability to empathize with the family caregiver experience (personal experience as caregiver or patient a plus)
- Previous experience in, or willingness to learn, basics of user experience design research methods

To apply: Please send a cover letter, an example of recent work in a relevant discipline (or description of recent practical work, if no written examples are available), and resume to info@foliahealth.com.

Thanks – we look forward to hearing from you!