

2022 SOS Public Health Key Informant Interview for FedMedi

By Olivia Bowman

Research Question: How does cultural dissonance play a role in the international community's access to healthcare in Korea?

I. INTRODUCTION

Thank you so much for your willingness to be interviewed today. My name is Olivia, and I am working with the South of Seoul Public Health Program on a research project that aims to understand the experiences of the multinational community when accessing healthcare services in Korea. I would like to talk to you about your client's perceptions of and experiences with the Korean healthcare system, and how their knowledge of Korean culture may influence these experiences. The information shared today may help inform future blogs on possible ways to increase healthcare access for the international community living in Korea.

The interview today will last between 1-1.5 hours. I will be asking you a series of questions with the hopes of building a picture of foreigners' experiences with your company and the Korean healthcare system. I will do my best to keep it as focused as possible as we move through the questions.

If you need to take a break or need to finish early, please let me know. Also, if you are uncomfortable with a line of questioning or need clarification in order to feel more comfortable, please let me know. You may choose to skip any question you are uncomfortable with. Do you have any questions for me before we begin?

I would like to record today's interview so that I may go back and review it later. Do I have your permission to record this interview? Saying no to being recorded will not affect the interview.



II. DISCUSSION TOPICS

A. What are some cultural challenges clients experience when accessing the Korean Healthcare system?

1. Who are FedMedi's clients?
 - a. What languages do your clients speak?
 - b. What percentage of your clients need language support?
 - c. What are the most common languages your clients speak?
 - d. What countries are your clients from?
 - e. What percentage of your clients have families seeking care? Have children? Are individuals?
 - f. What percentage of your clients seek your services for emergency care?
 - g. What percentage of your clients seek your services for routine
 - h. What percentage of your clients need transportation support to get to their medical appointments?
 - i. Based on your observations, how do you think access to personal transportation vs public transportation affects the client's willingness to visit FedMedi?

2. What are the three main cultural challenges your clients encounter when accessing healthcare in Korea? (Language barrier, etc.)
 - a. How do these cultural challenges affect their access to healthcare?
 - b. When do clients have these cultural challenges? (When they are new to Korea? The whole time they are here?)
 - i. Do these cultural challenges improve over time?
 - c. Why do you think they have these cultural challenges? (Lack of information?)
 - d. In what ways do these cultural challenges impact the way FedMedi provides services?



B. How does the client's knowledge of the Korean healthcare system affect their access to FedMedi's services and the Korean healthcare system?

1. How familiar are your clients with the structure of the Korean healthcare system?
 - a. Do your clients know which medical facility to go to for the specific healthcare service they need?
 - b. Are your clients familiar with how to make their own medical appointments at a Korean healthcare facility?

2. What kind of perceptions do your clients have about accessing healthcare in Korea when they first come to you?
 - a. Do these perceptions about accessing healthcare change over time?
 - b. Do these perceptions about accessing healthcare change after working with FedMedi?

3. What are the most common questions your clients have about the Korean healthcare system when meeting with FedMedi for the first time?

4. What are the biggest misconceptions your clients have about the Korean healthcare system and accessing care in Korea?
 - a. Does anything surprise them after working with FedMedi and utilizing the Korean healthcare system for the first time?



C. How does international insurance affect access to the Korean healthcare system?

1. What kind of experiences have your clients had using their international health insurance to receive care in Korea? (Smooth experiences? Difficult? Positive/negative?)
 - a. How familiar are your clients with the way their international insurance works in Korea?
 - b. What are some misconceptions your clients have about the health insurances they use to access healthcare?
 - c. What percentage of insurance claims are approved?
 - d. What are the main differences between the international insurances used by your clients?
 - i. What are the differences in % cost of coverage?
 - ii. What are the differences in types of services covered?
 - iii. What are the differences in types of payment options (reimbursed vs automatically processed)?
 - iv. What are the differences in claim processes?
2. Are financial constraints a common issue among your clients?
 - a. Are your clients familiar with the option to pay out of pocket or choose to be billed later?
 - i. Which option do your clients often choose?

D. What are some challenges FedMedi experiences with access to clientele?

1. How do people find you to utilize your services?
 - a. Word of mouth? Google search? Facebook?
2. What are some strategies you use to bring in clients so that they have access to healthcare?



- a. What marketing strategies do you use to reach foreign clients?
 - b. Which marketing strategies have been most effective in reaching clients?
3. How do your services help the international community access healthcare in Korea?

Thank you. This concludes the end of our interview.

III. CLOSING

1. Is there anything else you would like to add before we finish?

Thank you so much for your time. During the next step of the research process, I will review and analyze the information gathered from this interview. After reviewing your interview responses, I plan to organize and disseminate the information provided into blogs to inform and educate the community on possible ways to increase access to healthcare in Korea. This process may take up to a month and a half to complete.

2. If I need to clarify anything, would it be okay for me to contact you if I have any follow up questions?
 - a. How do you prefer to be contacted?

After the information from this interview has been compiled and turned into an informative post, I can share a draft with you for review and approval if you would like. If I do not hear back from you within three days I will assume the information is accurate and can be published on the South of Seoul blog and other social media posts.

Thanks again for your time. The information you shared may be a helpful resource in tailoring our future efforts to best serve the international community living in Korea.

