

Evaluating Interest in a Patient Navigation Chatbot

Why is this project important?

- Patient navigation programs have been linked to improved health outcomes and reduced use of hospital services.
- However, these programs are not available to many people who could benefit from this support.
- Chatbots are an inexpensive and scalable tool that may be able to provide some limited navigational support.
- Little is known about people's interest in using a chatbot for patient navigation.
- It is also unclear what types of support people would like to see incorporated into a patient navigation chatbot.
- The purpose of this study was to gain insight into these topics.

What are we doing?

- We recruited a large online sample and administered a survey on the use of chatbots for patient navigation.
- Interest in a navigation chatbot was modest overall, but stronger among people motivated to manage their health.
- Participants were particularly interested in functions related to *services and resources*, *care coordination*, and *education*.
- People with lower income reported higher interest in a *services and resources* function.
- Younger participants and people with lower education levels reported higher interest in a *treatment support* function.

How will this help?

- These results provide insight to developers who are creating or implementing a patient navigation chatbot.
- Developers will be able to draw from these results to improve the design and marketing of these programs.
- The effective implementation of this technology may fill some of the accessibility gaps that characterize conventional patient navigation programs.

Who can I contact?

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