



TRANSforming Healthcare

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SOCW 321 Social Entrepreneurship & Social Change

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Problem Statement

- Recent studies have shown that more than 500,000 transgender people in the United States alone are without transition-related healthcare.
- One key reason? Healthcare providers are not adequately trained on the basics of trans health.

Customer Segment and Stakeholders

- Our work is focused on medical and mental health providers in Champaign-Urbana and throughout central Illinois
- We hope to reach providers from a variety of fields through their colleagues and patients or clients
- Organizational trainings have failed in the past, so our goal is to offer training to the providers directly

Solution

- We aim to provide clinicians in any healthcare field with baseline knowledge of transgender health issues for free, and to offer an opportunity for specific training and Continuing Education Hours at low cost

What do we do differently?

- For healthcare providers who want to work with transgender patients and clients but do not know how to start, we provide training opportunities that are affordable, locally available, and provide ongoing education. Unlike other organizations such as WPATH, who are remote, more expensive, and only provide trainings once or twice a year, our venture is local, cost effective, and provides multiple trainings per year that give providers more opportunities to learn and share their knowledge.

How do we do it?

- Initial free seminar which covers:
 - Lack of healthcare access for transgender people in the U. S.
 - Impacts on the population
 - Consequences of the lack of provider education in non-transition-related care
- We appeal to providers' goal of offering quality care to their patients and clients
- Continuing Education Hours covering:
 - Administration and monitoring of Hormone Replacement Therapy
 - What can and cannot be side effects of HRT
 - Basics of surgical interventions
 - Basics of psychotherapy

How will we do it?

- We'll draw on the expertise of existing practitioners in the community
- We will offer training to the providers directly, rather than approaching large healthcare organizations to offer the training
- Our materials will draw from evidence-based curricula
- Offering multiple classes per year for 2-3 hours at a time, rather than an all-day seminar that providers may not have time to attend
- Offer attractive pricing that makes our model sustainable

Measuring Impact

- Community surveys to measure access to local, knowledgeable care for transgender individuals in Champaign-Urbana and the surrounding area
- Pre-test and post-test surveys of providers to assess what they knew before training, and what they know afterward

Cost

- Initial curriculum development will be done through the founder volunteering time
- Trainers will review the curriculum and suggest edits at a rate of \$15/hour
- Trainers will be paid at \$150/hour for training sessions
- Sessions held using videoconferencing to reduce facility cost

Income

- Price per attendee will be \$50 for a three-hour session
- Initial sessions will be for 20 attendees (\$1000 revenue)
- Later sessions can be expanded to more attendees if demand calls for it
- Training sessions can be recorded and offered after the fact at reduced cost

Our Founder



Daniel K. Sheff has lived in the Champaign-Urbana area for over twenty years. He is affiliated with the School of Social Work at the University of Illinois, and Evergreen Coaching & Counseling, a central Illinois group practice with locations in Champaign, Bloomington, Peoria, and Springfield. He is a passionate advocate of the trans community, and believes in the crucial importance of quality healthcare for everyone.