

# Hong Kong's Healthcare Products and Physical Health Protection for Middle-Aged People

Mr TSE Tin Ki Peter, BA (Hons) in Product Design, Faculty of Design and Environment  
Supervisor: Mr LEE Kwok Lang, Assistant Professor

## Background

Due to the limited living space, as well as the quick and busy environment of Hong Kong, many middle-aged people did not live a healthy lifestyle, and some suffer from illnesses or other health conditions. Apart from that, only a small number of people, including those who suffer from chronic illnesses, have easy access to healthcare products.

This study aims to define the current problems that middle-aged people are facing in terms of their personal health. The study also aims to evaluate how efficient existing healthcare products can assist them with maintaining their physical health, as well as the drawbacks.

## Research Objectives

The study objectives are to communicate with the largest age group of Hong Kong's population, who are also the most forgotten ones in society. The aim is to conduct interviews to discuss the current healthcare system, as well as, to understand their demands and needs towards the local healthcare market in Hong Kong.

The research objectives and scope are as follows:

- Interviewing middle-aged people in Hong Kong about the efficiency of the healthcare system in Hong Kong in terms of the cost aspect.
- Interviewing middle-aged people in Hong Kong about the efficiency of the healthcare system in Hong Kong in terms of the accessibility aspect.
- Interviewing middle-aged people in Hong Kong about the efficiency of the healthcare system in Hong Kong in terms of the doctors and physicians support aspect.
- Discussion with middle-aged people in Hong Kong about the ideal functions of a good healthcare product.
- Discussion with middle-aged people in Hong Kong about their expectations and the features of a good healthcare product.

## Methodology

Online interviews were mainly used in the study due to the limitation of face-to-face interviews as a result of the coronavirus pandemic outbreak. Qualitative data collected from the conversation with the interviewees were analysed to discover the actual problems with the current healthcare system, as well as, users expectations for good healthcare products that can benefit their life.

## Results

33 respondents were interviewed in the first part of the study, while 28 (84.8%) of the respondents were considered belonging to the "Middle-Aged people" group (aged between 45-69). These respondents are the main audiences for this study for healthcare products. The 28 respondents were interviewed again for the next part of the study, to ask about their expectations and demands for the local medical healthcare product market.

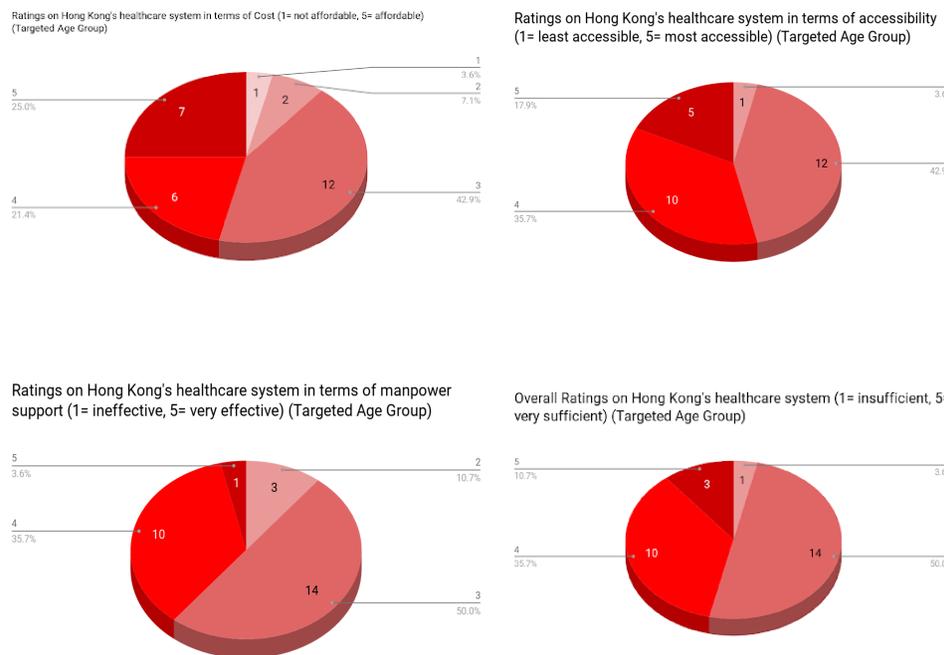


Fig 1. Respondent's remarks on Hong Kong's current government medical services for cost (Upper-left), accessibility (Upper-right), Manpower (Lower-left), and overall rating (Lower-right).

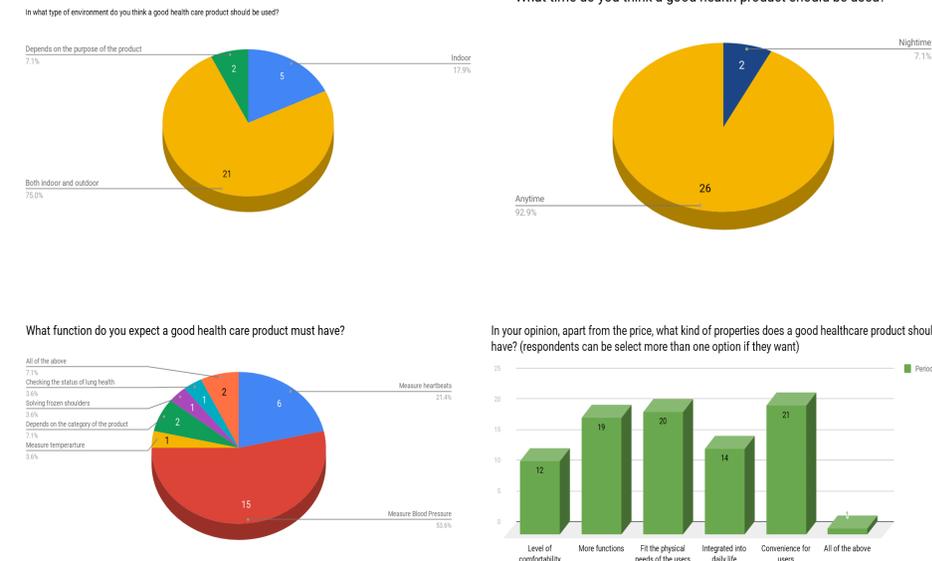


Fig 2. Respondent's expectation of the location for healthcare products (Upper-left), Time of product using (Upper-right), Respondent's preferred function (Lower-left), and the expectations of healthcare products in the local market (Lower-right).

The results show that despite well-developed transportation which brings good accessibility to the service, many of the middle-aged interviewees believed the cost of healthcare services is expensive with limited manpower support. In terms of the local medical healthcare market, the majority of the respondents suggested that convenience and fitting personal needs are the main purposes of a good healthcare product.

## Conclusion

The findings of this research can be taken as a reference, inspiration, and guidance for future studies in order to create an excellent design of medical healthcare products for the local market. Problems found in the investigation discussed above should be further studied in more depth and address the problems through in-depth interviews and questionnaires.