



MedMatch

Determining medical and pre-med students'
wants & needs for a social platform

Insight 1

Time and availability are huge obstacles to med students looking for relationships.

Time and standards are big obstacles for dating as a med student

It's difficult to balance having a relationship with the time/effort it takes to be a pre-med student.

Med students have concerns about versions of their future where they and their spouse are both practicing doctors; worried about lack of time for starting a family.

Insight 2

Certain pre-med and med students prefer to date other pre-med and med students because they're like-minded, already spend time together and can relate to each other more.

"There are certain traits that come with being a med student that I admire and would want in a future partner."

Denise Kao (Pre-med junior, she/her/hers)

Dating within the same med school is easier — med students already spend so much time together studying, etc.

Insight 3

Academic community is strong in med school, but med students need academic burnout recovery and long-term support outside of a school environment.

Med students are with each other six hours a day for classes. The community needs burnout recovery.

Med students, especially those not close to home, need more community.

There are less short-term relationships in med school, as people are older and want to settle in.

Insight 4

Med students don't want to keep socializing with (or date) just the people in their med school class.

Med students want to meet students at other med schools or other types of grad schools in their city.

Other grad students are in a similar life stage and might have similarly high-achieving, academic mindsets.

However, this eagerness to expand their social circle comes with geographic limits — they mostly just want to meet students in their geographic area.

Insight 5

Medical students already have close contact to their classes, and thus don't feel a need for facilitated matching (through apps or communities) within those classes.

Med students don't seek out other med students, dating between them happens naturally by proximity.

Medical students in the same class see each other all the time due to the nature of med school – they have all of the same classes, and social circles are namely made up of med students in the same class.

Some pre-med students prefer not to date other pre-meds — they want a life outside of medicine.

Insight 6

If an app encompasses both friendship and dating, it can be awkward to disclose if you want to date or not.

Dating apps can be intimidating and feel very surface level. It would be simpler if everyone had the same intentions.

Med students would be more open to using a dating app if it was geared toward med students.

Insight 7

Pre-med students desire mentorships that lack the resources and connections. Some med students are interested in providing that mentorship.

Undergraduate programs do a good job at setting up their pre-med students for academic success but not outside of that, like getting clinical experience and finding mentors.

“Some med students want to mentor pre-med students to give back to the med students who helped them in the past.”

Sean Wong (Med first-year of
Midwestern University, he/him/his)

Insight 8

Med student content is applicable & engaging for pre-med students, too.

Pre-med students enjoy
day-in-the-life-of
content from med
students

Pre-med students like watching
med student content like studying
tips, motivational videos, med
school application tips, etc.

RECOMMENDATION 1

Cater some content to pre-med students, and use your platform to facilitate more mentorship opportunities between med students and pre-med students

Med students say they would be open to offering guidance & advice to pre-med students or students in earlier stages of their med school journey, and pre-med students say they would look at med student content for motivation & to get a sense of what their future might look like.

HOW TO IMPLEMENT:

Instagram is a great platform for implementing these connections. For example, MedMatch could host an Instagram stories series called “Mentorship Mondays,” in which a med student takes everyone through a day in their life. They can also answer any questions submitted by viewers through Instagram question feature.

If you end up creating an app, there could be matching for mentorship as well as for dating.

RECOMMENDATION 2

Market events to students at different med schools/other types of grad schools within the same geographic area.

Med students want to branch out and meet people from other med schools or graduate programs in their city. Through the in-person mixers and the MedMatch Instagram, people can get to know med/grad students in their geographical location.

HOW TO IMPLEMENT:

In-person Chicago events where students from different med schools in the area are invited.

It might be helpful to expand to more cities — find counterparts in other cities who might want to have a MedMatch account & events in their city. Would really build the MedMatch brand and help generate more content.

Open your DMs up for submissions and volunteers for Day-in-the-Life-of Instagram stories. This could drive people from other med schools to MedMatch and provide more diverse content on the MedMatch page.

RECOMMENDATION 3

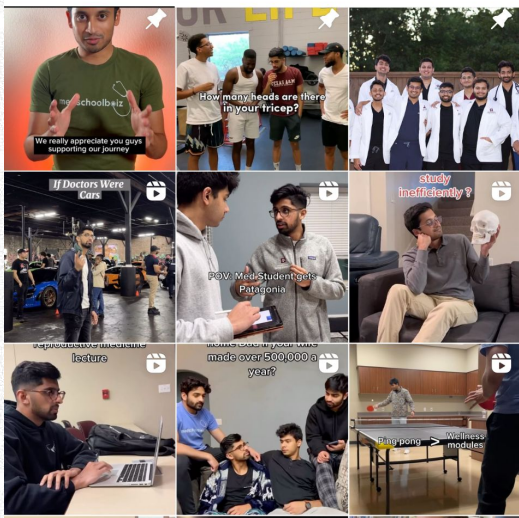
Create content (and a community) that supports many aspects of their med student journey, including academic burnout, moving to a new place, & more

Med students desire long-term support outside of a school environment; many of them are dealing with a lot of academic stress on top of moving to a new city. We can create / repost content with greater variety and host community-building events.

HOW TO IMPLEMENT:

Plan more frequent, low-key events that are compatible with the busy schedules of med students. Potluck dinners and study sessions can be low-cost, community-building events.

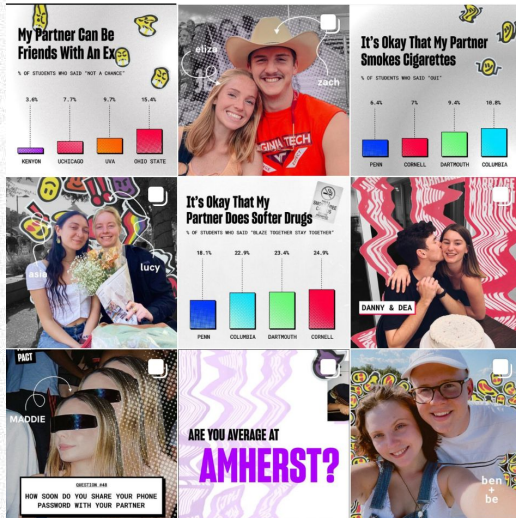
Diversify the content you post on IG. For example, in addition to med student humor, you can make posts about de-stressing during exams. You can also diversify your feed by including more/different faces in your content — do Person-on-the-Street interviews with other med students or have friends act in your reels instead of yourselves.



Medschoolboiz

IG - 110k followers

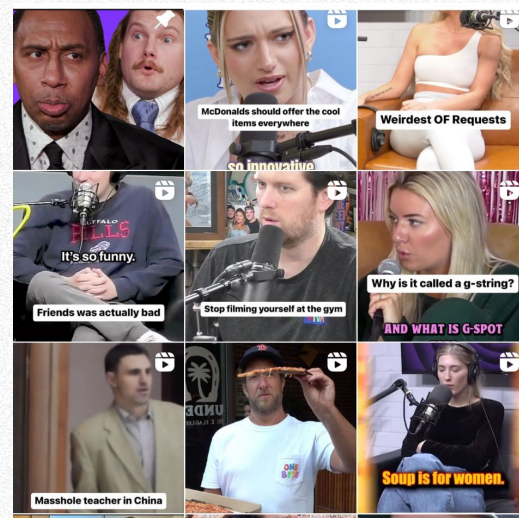
Similar content to MedMatch
Professionally made videos but with
casual content



Marriage Pact

IG - 4,900 followers

Low engagement
Success story posts w real
people & relationships



Barstool

IG - 13.6M followers

Heavy use of IG reels & stories
Heavy promos of their merch

MEDSCHOOLBOIZ

Probably the most similar to what MedMatch is going for right now

- Friend group of 2nd yr med students in Texas, built their platform up over the last year

Professionally made videos but with casual content

What they do well:

- “Stethoscope scholarship” — giving a lot of initiatives for people to keep engaging
- Content very very specific to med students
- Includes aspects of their own lives — helps people follow along with them

How our recommendations can help MedMatch differentiate itself::

- Events which can help med students meet other types of grad students
- Content that can reach and resonate with pre-med students, too

**Thank you
for listening!**