



MediTrack

Generative Phase Presentation

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Agenda

1. POG
2. Process
3. Value and Cash Flow Diagrams
4. VOA
5. Decision/Findings
6. Personas/Scenarios

POG

A secure and automated service that delivers patients' medical and contact information in an emergency.

Process

- Body Storming:

Session 1:

- ✓ Patient maneuvering can be difficult in an emergency situation – service cannot be hard to identify

Session 2:

- ✓ Validated some plausible technology + brainstormed some more ideas/implementation

Process

- Service Criteria:

Usability: paramedic should easily identify and read the tag(?) on the patient.

Performance: paramedic should be able to retrieve patient info within the least time possible

Security & Privacy: patient info should be secured, only offering access to authorized personnel and for purposes specified by the patient

Configurability: patient should be able to update his/her medical info

Availability: 24/7

- Implementations:

Passive NFC Tag

Bluetooth Card/Tag

Wristband

Stickers (on phones)

Embedded in shoes

Chip Implant

Mobile Application

Mobile Carrier Code

Process

- Defining the Scope:

Utilized another brainstorming session to help refocus and redefine our service.

Conclusion:
Not changing our direction.

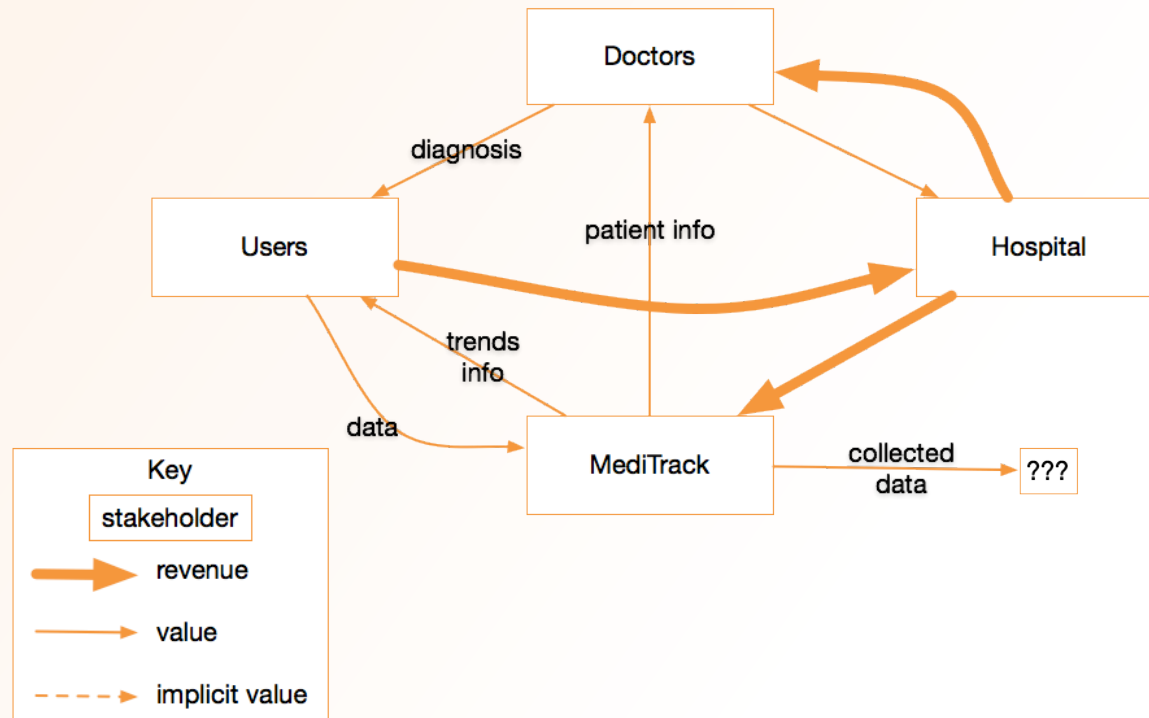
Three Directions:

1. General Health Monitoring
2. Specific Disease Monitoring
3. Emergency Alert



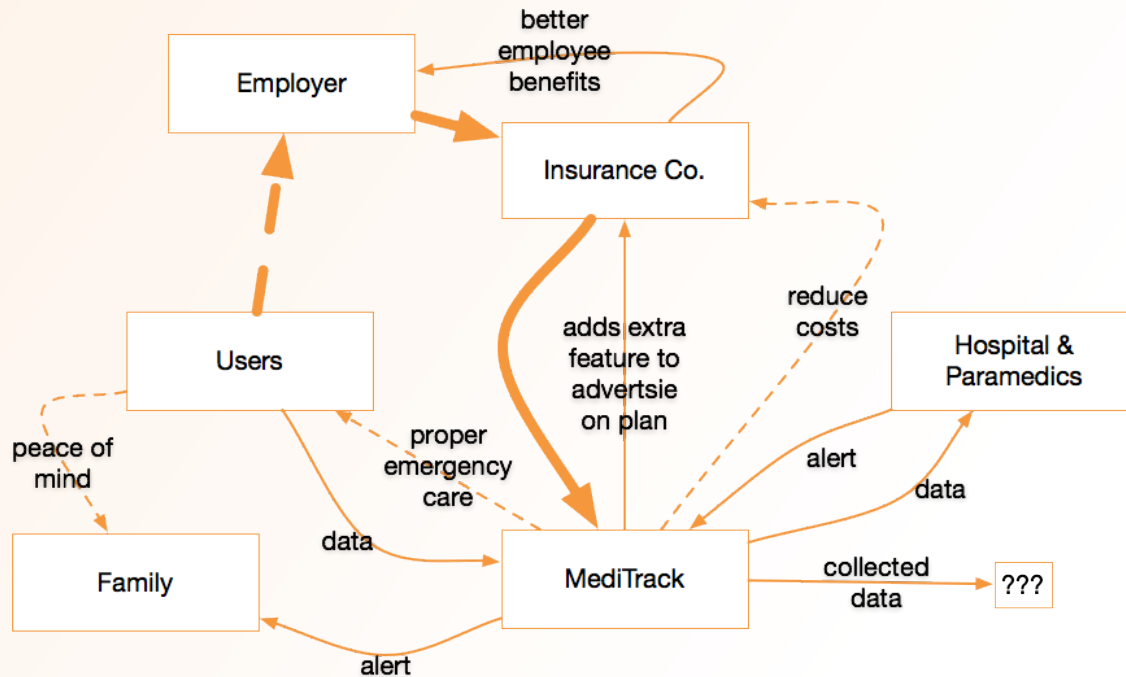
Value And Cash Flow

MediTrack as a Health Monitoring system.



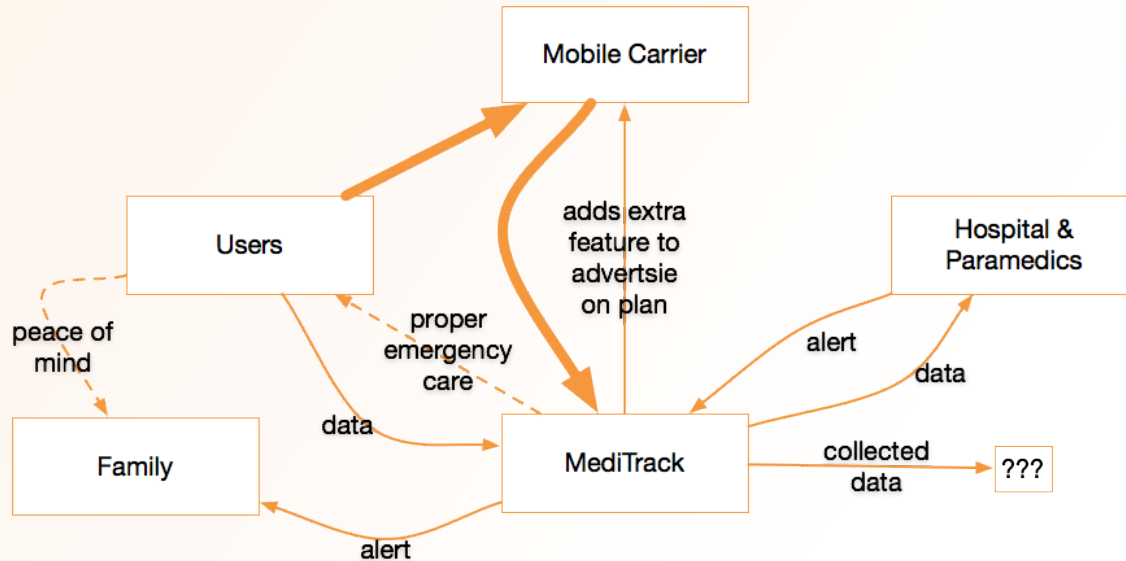
Value And Cash Flow

MediTrack as an alert system, paid for by an insurance company.



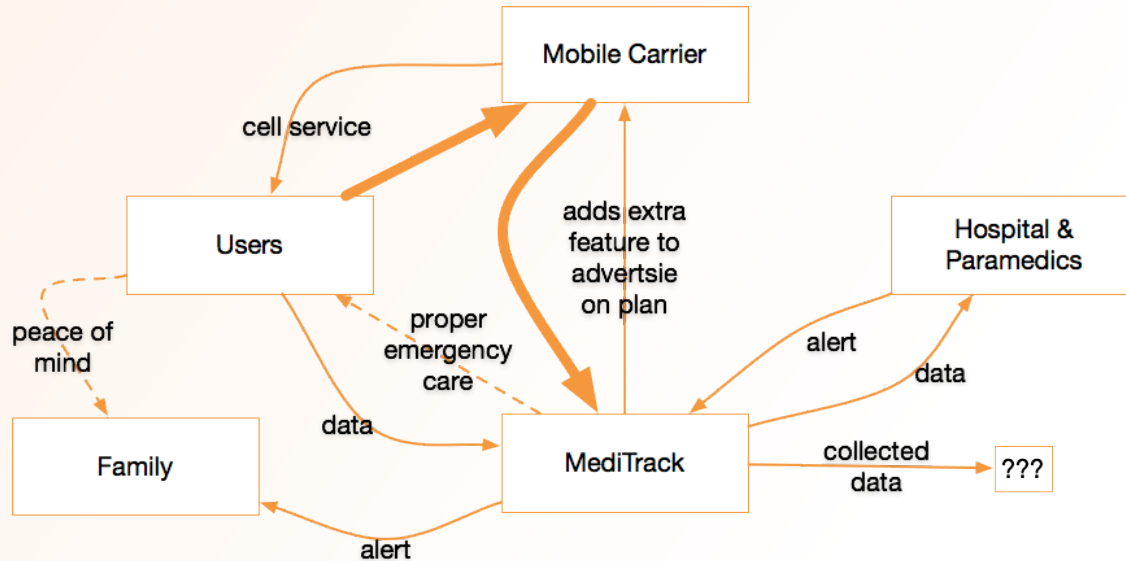
Value And Cash Flow

MediTrack as an alert system, paid for as an add-on to a mobile phone plan.



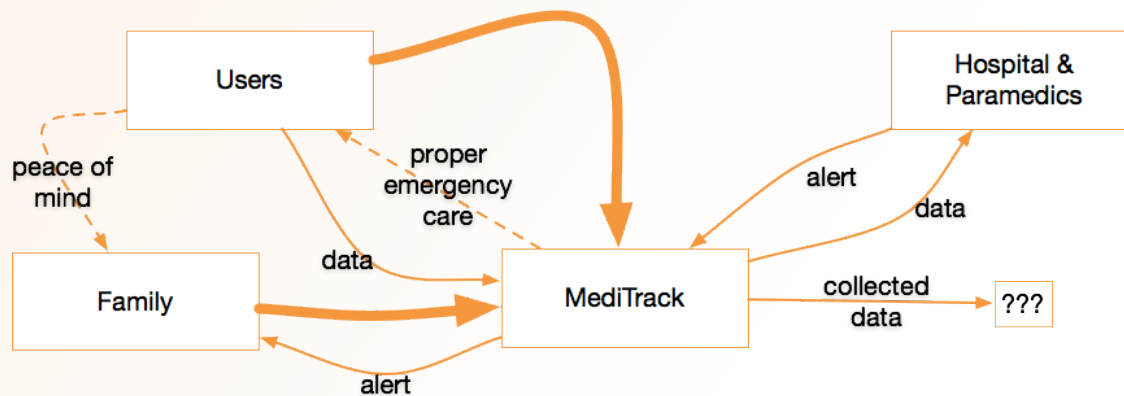
Value And Cash Flow

MediTrack as an alert system, paid for as part of a mobile phone plan.



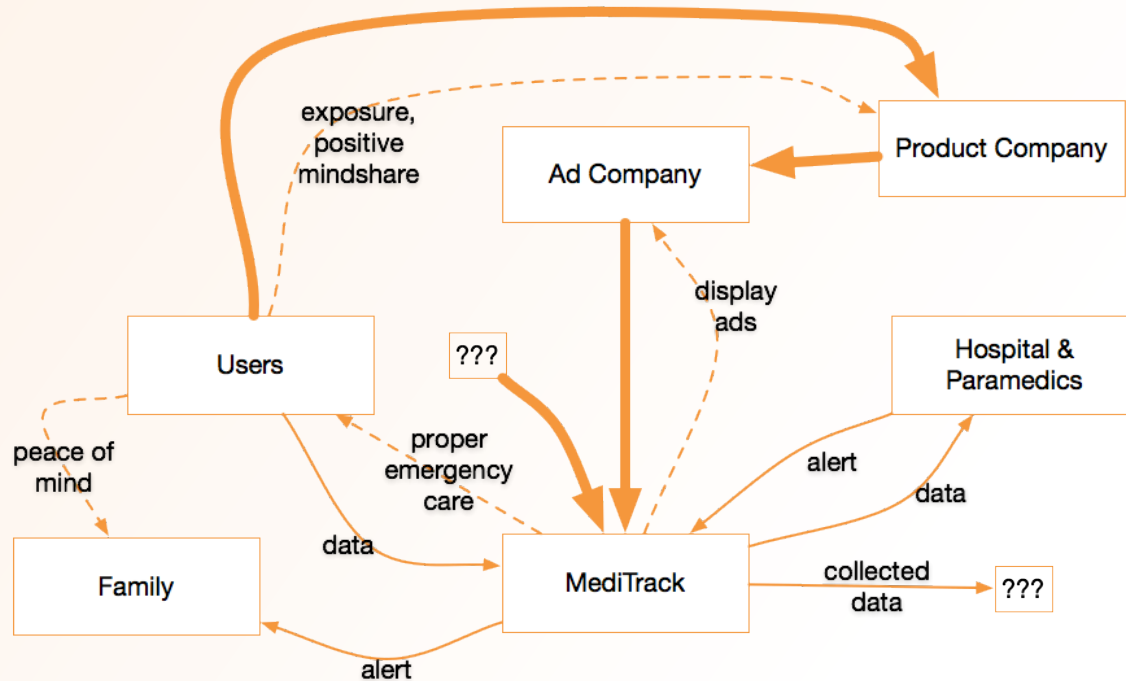
Value And Cash Flow

MediTrack as an alert system, paid for directly by the patient and/or family.



Value And Cash Flow

MediTrack as an alert system, paid for by ads and possibly another source (see other Value Diagrams).



VOA (Emergency Alert Service)

		Emergency Alert System		
		Paramedic	Patient	Family
Emotion	Adventure	N/A	N/A	N/A
	Independence	Yes	Yes	Yes
	Security/Privacy	N/A	Yes/No (1)	Maybe
	Sensuality	N/A	N/A	N/A
	Confidence	Yes	Yes	Yes
Ergonomics	Power	Yes	Yes	Yes
	Comfort	Maybe (2)	Maybe (2)	Maybe (2)
	Safety	Yes	Yes	Yes
Identity	Ease of use	Maybe	Yes	Yes
	Timeliness	Yes	Yes/No (3)	Yes
	Sense of place	Yes	Yes	Yes
Impact	Personality	N/A	No	N/A
	Social	Yes	Yes	Yes
Core Technology	Environmental	Yes (4)	Yes (4)	Yes (4)
	Reliable	Yes (5)	Yes (5)	Yes (5)
Virility	Enabling	Yes	Yes	Yes
	Transmissible	Maybe	Maybe (6)	No
	Evangelical	Yes	Yes	Yes
	Sustained	Yes	Yes	Yes

- ① Patients will feel secured traveling around and being alone more. But the confidentiality and security of patient info may be compromised.
- ② Depending on the form of implementation, stakeholders may have different levels of comfort. But the goal is trying to eliminate cumbersome hardware, using what's already available
- ③ Timeliness might be challenged when considering the appropriate implementations for different age groups. But the right technology is available
- ④ Service can eliminate paper trails and other environmental footprints. Manufacturing of extra hardware can be eliminated.
- ⑤ Technology such as RFID have a long developmental history, used in high risks scenarios, and is now widely available.
- ⑥ Depending on the form of implementation, and the age group, having a piece of transmissible hardware can have both positive and negative effects.

VOA (Health Monitoring Service)

		Health Monitoring/Tracking	
		User	Doctor
Emotion	Adventure	N/A	N/A
	Independence	Yes	Yes
	Security/Privacy	Maybe	N/A
	Sensuality	N/A	N/A
	Confidence	Yes	Yes
	Power	Yes	Yes
Ergonomics	Comfort	N/A - software	N/A - software
	Safety	N/A	N/A
	Ease of use	Yes	Yes
Identity	Timeliness	Yes/No (7)	Yes
	Sense of place	No	Yes
	Personality	N/A	N/A
Impact	Social	Yes	Yes (8)
	Environmental	Yes (4)	Yes (4)
Core Technology	Reliable	Yes	Yes
	Enabling	Yes	Yes
Virility	Transmissible	No	No
	Evangelical	Maybe	Yes
	Sustained	Yes	Yes

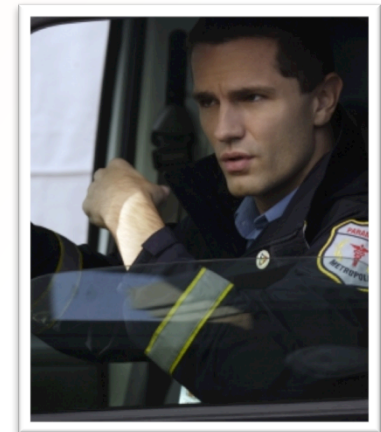
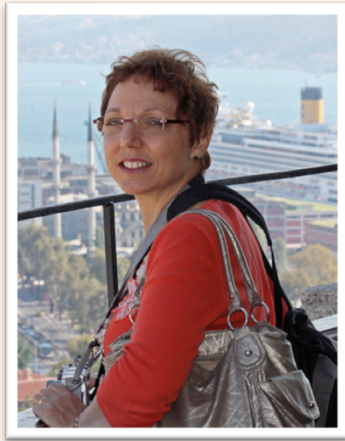
- ⑦ Technology is available, but the failure of competitive services (Google Health, Microsoft HealthVault) show that there may be a lack of interest in such service.
- ⑧ Can have social impact in both positive or negative ways depending on how well the users track their information

Decision/Findings

- Decision: **Emergency Alert Service (+ Health Tracking)**
 - ✓ The necessity of it being a mobile service as opposed to general health tracking
 - ✓ More explicit impacts
 - ✓ Can eliminate social stigmas by eliminating extra hardware (depending on implementation)
 - ✓ Have the capability to be bundled with other common services (mobile, insurance plans..etc.)
 - ✓ Implementation can alter according to different demographics
 - ✓ Value of service can be influenced by the patients' level of involvement (amount of information input, accuracy of info)

Personas

- **Laura Mellon, 47**
Married with two children
Also cares for her elderly father
Works full-time, often in meetings
- **Jessica Mellon, 17**
Laura's daughter
Allergic to peanuts
Drives to school
- **Michael Chalkas, 31**
EMT
Single



Scenario

Knowing that her daughter is allergic to peanuts, and that her father is diagnosed with Type II Diabetes, Laura Mellon hears about MediTrack through a MediTrack partner, and decides to subscribe to MediTrack's service:

1. Laura subscribes to the service (Family Plan) through a MediTrack partner (mobile carrier, insurance company, hospital...etc).
2. Offered to have her initial setup done by MediTrack partner, and before leaving she receives log-in info to an intuitive web-interface
3. After going back home, she creates separate profiles for each of her family member and registers herself as the primary emergency contact for her family
4. She then proceeds to select the appropriate identification hardware for each of her family member.
5. After about 5-7 business days, she receives identification hardware for each of her family member
6. She is now able to go to work without serious worries about her family

Scenario

A girl named Jessica (Laura's daughter), fell unconscious at school. The school calls for a dispatch:

1. Michael receives dispatch and arrives at the school

2. Michael performs primary survey for Jessica

A = Airway with cervical spine control
B = Breathing
C = Circulation with control of bleeding

3. Using MediTrack, Michael checks Jessica for service subscription

Scans her body for identification

4. After subscription confirmed, Michael receives details about Jessica's medical background

In this case, she is identified to be allergic to peanuts

5. Based on the info, Michael concludes the reason for Jessica's condition, and takes appropriate actions

Double checks with the school to find out that they served peanut butter today

6. Through MediTrack, notification is sent to her family, and her family arrives at the hospital

Questions?