

이 Introduction 팀 및 앱 소개

U4 Result 앱 동영상 시연

02 DIAGNOSIS 문제상황 05 Expectation 기대효과

03 App 앱 설명 06 Business Model 사업화 방안

# O1 INTRODUCTION

팀원 및 앱 소개

### 이 팀원 및 앱 소개

팀 소개

박신형

숙명여자대학교 소프트웨어융합

API, JAVA

## Al Care



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조민주

숙명여자대학교 컴퓨터과학

Al. 설문조사

박효은

이화여자대학교 경영/컴퓨터공학

JAVA

최승주

뉴욕주립대학교 Computer Science

Al. Database

# Ol 팀원 및 앱 소개

앱 소개

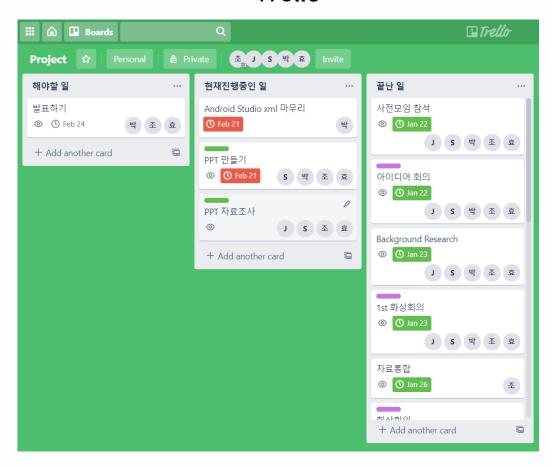


" 인공지능 카메라를 통한 개인맞춤형 약 관리 플랫폼 "

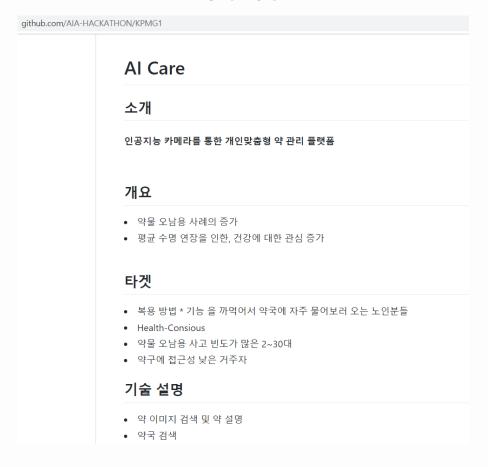
### 이 팀원 및 앱 소개

#### 사용한 플랫폼

#### Trello



#### Github



팀 스케줄 관리

프로젝트 파일 관리

# 02 DIAGNOSIS

문제 상황

### 02 문제 상황

#### 약물 오남용 사례 증가

【세종=뉴시스】임재희 기자 = 수면제 등 약물 중독으로 치료를 받은 환자가 최근 5년간 7만7000명이 넘는 것으로 나타났다. 특히 10대와 20대, 80세 이상 등 청년과 고령층의 약물 오남용이 심각해 대책이 필요하다는 지적이 나온다. - 출처 : 건강보험심사평가원

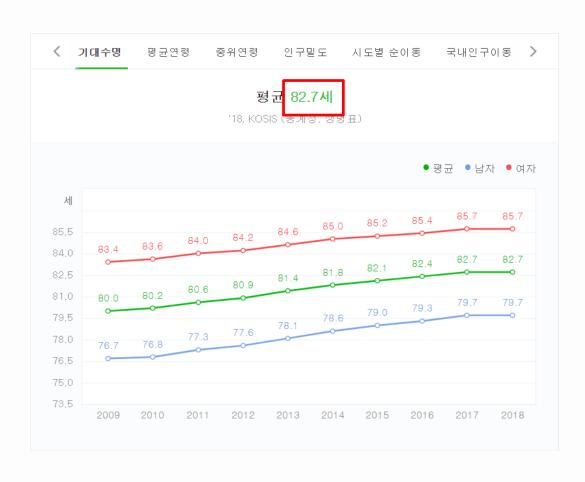


- ✓ 10대, 20대와 80대 사고 비중 가장 큼
- ✓ 약물 사고는 생명과 직결되는 심각한 문제

**DIAGNOSIS** 

## 02 문제 상황

### 평균 수명 연장



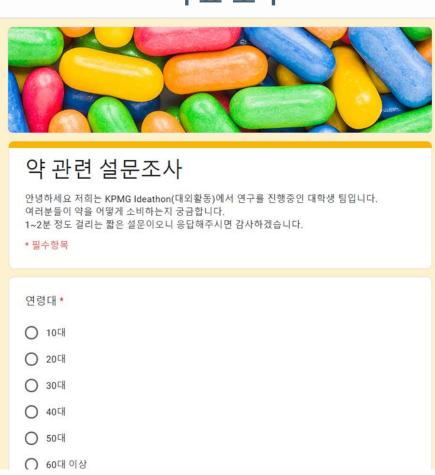
✓ 평균 수명 증가 → 고령화 사회✓ 건강에 대한 관심 증가

#### DIAGNOSIS

### 02 문제 상황

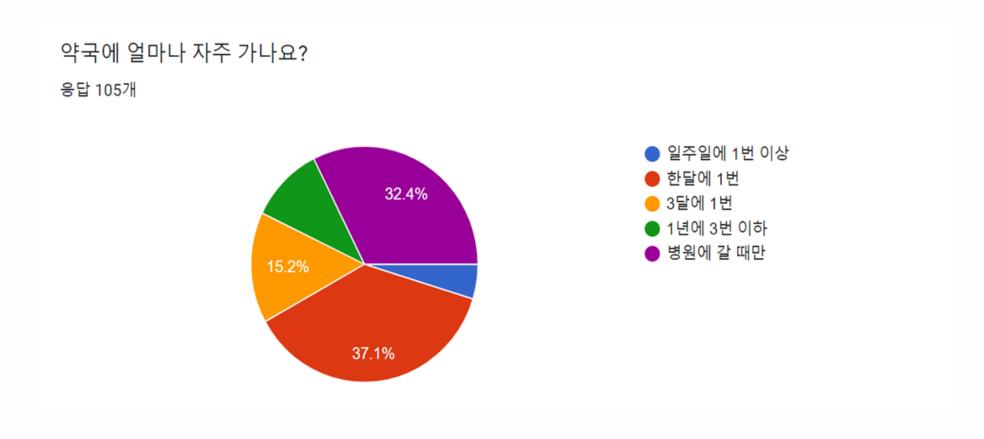
### 설문 조사 실시

### 수요 조사



O2 문제 상황

#### 설문 조사 실시

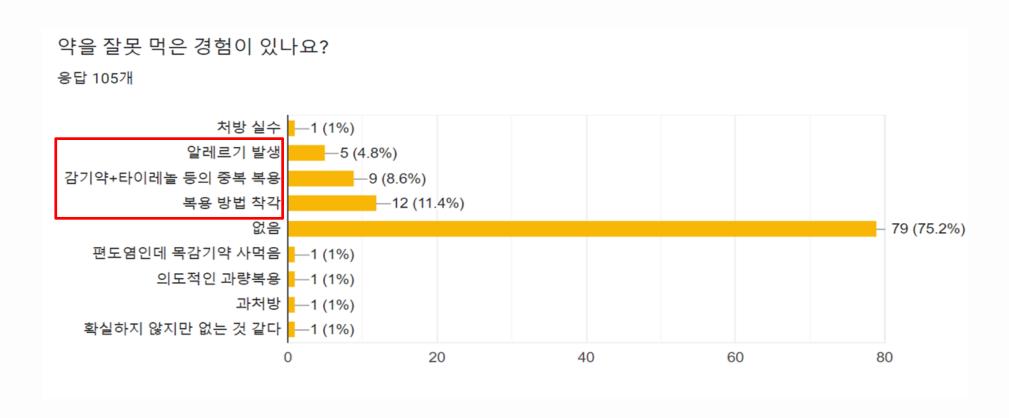


처방 받은 약을 제조 받기 위한 목적 외에도, 약국을 방문하는 사람의 비율은 67.6%

DIAGNOSIS

### 02 문제 상황

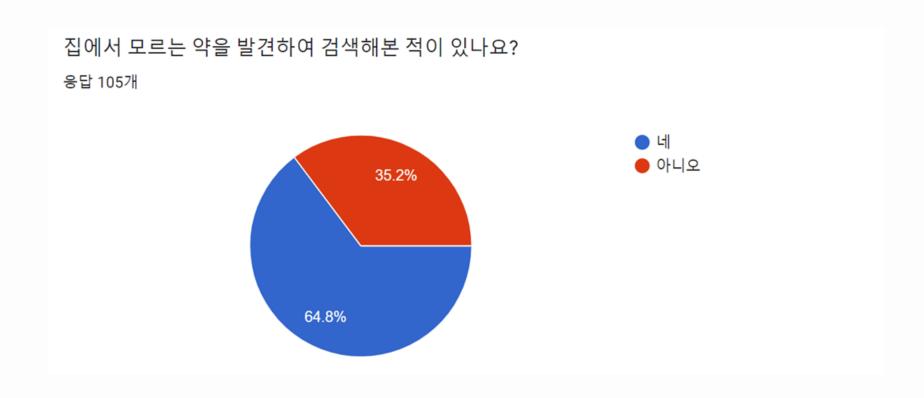
#### 설문 조사 실시



중복 복용, 알레르기 발생, 복용 방법 착각 등 정보 부족으로 인한 약물 사고 24.8%

O2 문제 상황

### 설문 조사 실시



집에 있는 약이 어떤 약인지 모르는 경우 64.8%

# **03** APP

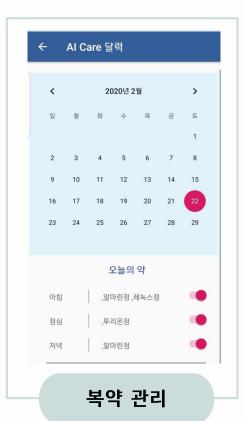
앱 설명

### 기능별 대략적인 UX/UI











#### 이 약 이미지 검색

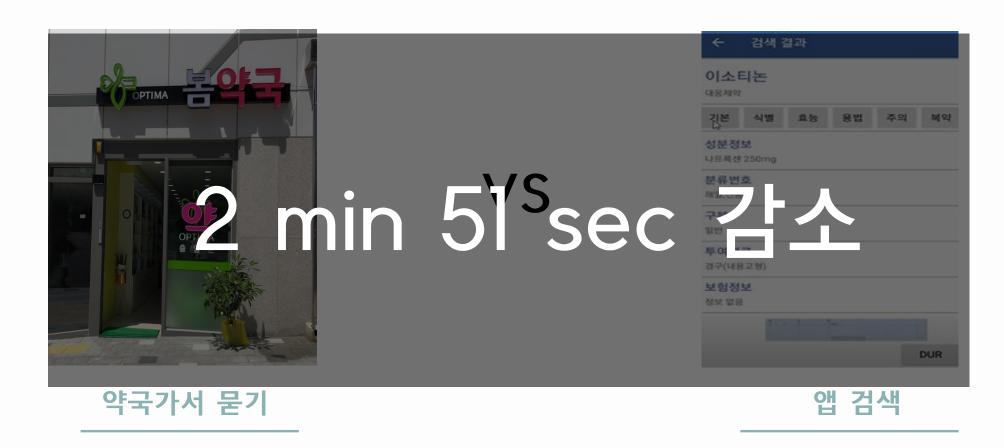


01

### 약 이미지 검색

약 사진을 찍어 약에 대한 정보 (기본 정보, 식별, 효능, 용법, 주의 사항, 복약 방법, DUR)를 조회

#### 이 약 이미지 검색 시간 비교



3 min 23 SEC 소요

32 sec 소요

#### 이 약 이미지 검색 기술

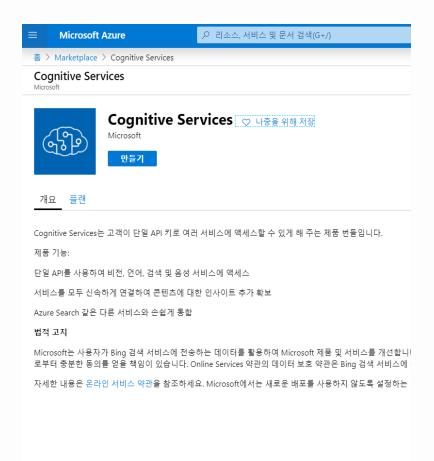


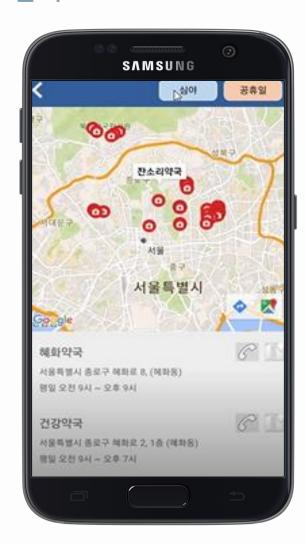
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OCR(Optical Recognition Software)

### 02 약국 검색



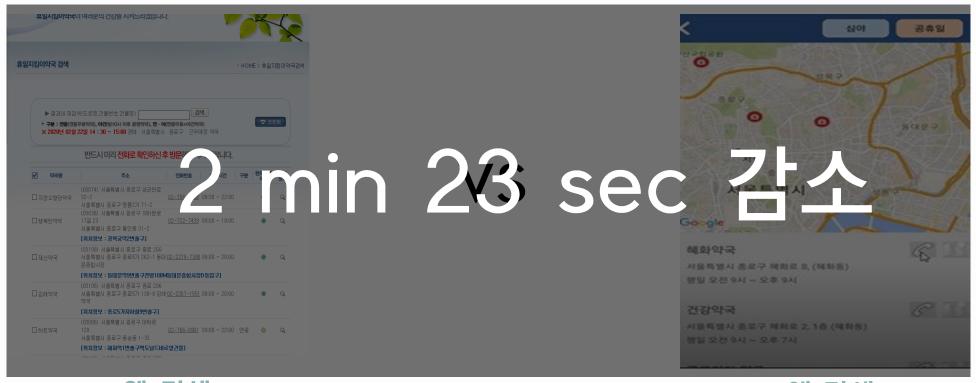
02

### 약국 검색

내 주변 약국 / 심야 약국, 공휴일 약국 조회

약국 길 찾기 / 해당 약국 전화 연결

### 02 약국 검색 시간 비교



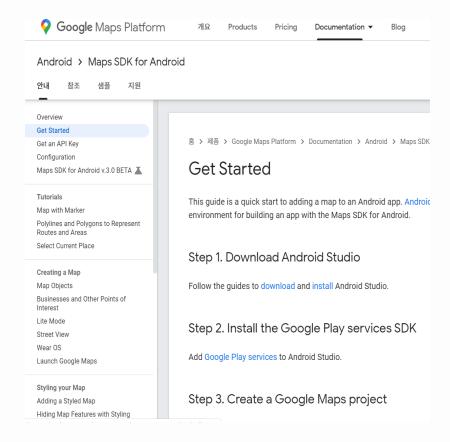
웹 검색

앱 검색

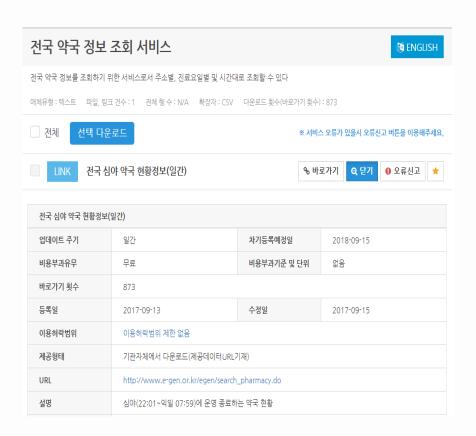
3 min 소요

37 sec 소요

#### 02 약국 검색 기술



Google Maps Android API



약국 정보 API

#### 03 처방전 관리



03

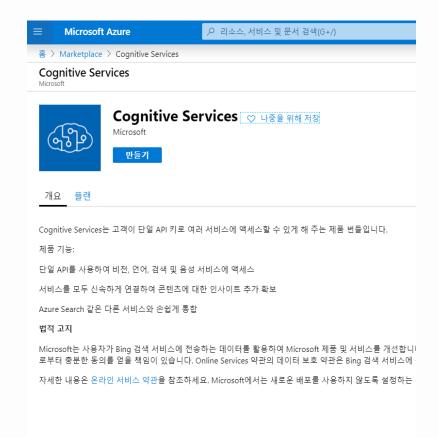
### 처방전 관리

카메라로 찍은 처방전을 이용하여

진단 기록과 복약이력을 저장 / 조회

# O3 앱 설명

#### 03 처방전 관리 기술



#### **Image Detection**

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**OCR(Optical Recognition Software)** 

### 04 복약 관리



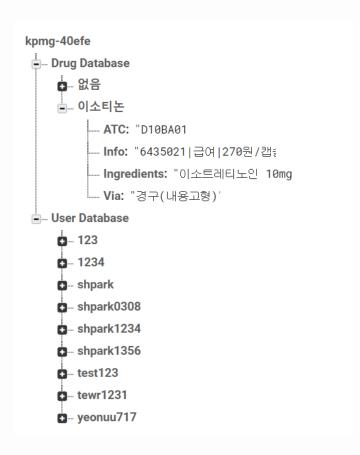
04

### 복약 관리

처방전 내역과 Al Care 달력을 연동하여

각 날짜와 시간에 맞게 약과 진료를 알려주고 기록 할 수 있다.

### 04 복약 관리 기술



### Google Firebase

### 05 음성인식 검색

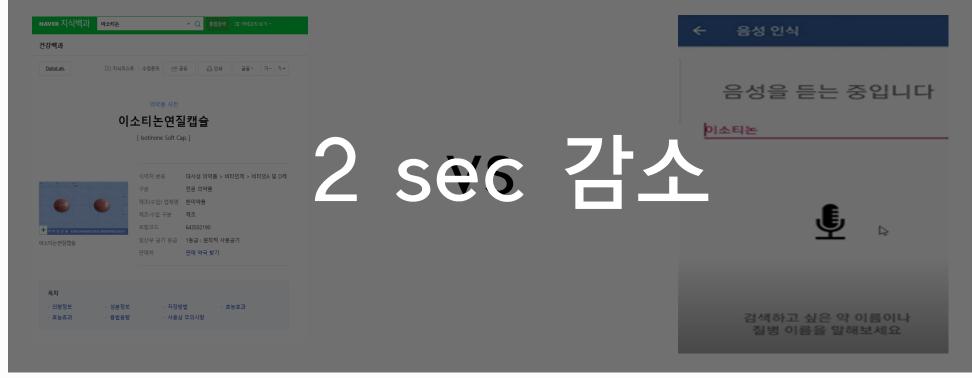


### 05

### 음성인식 검색

스마트폰 사용이 어려운 노년층과 시각 장애인을 위해 음성인식으로 약을 검색 할 수 있다.

05 음성인식 검색 시간 비교



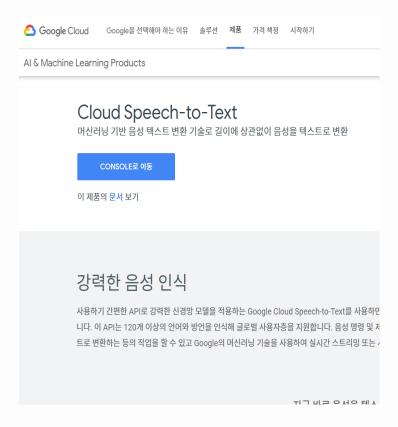
직접 검색

음성인식 검색

4 sec 소요

2 sec 소요

### 05 음성인식 검색 기술



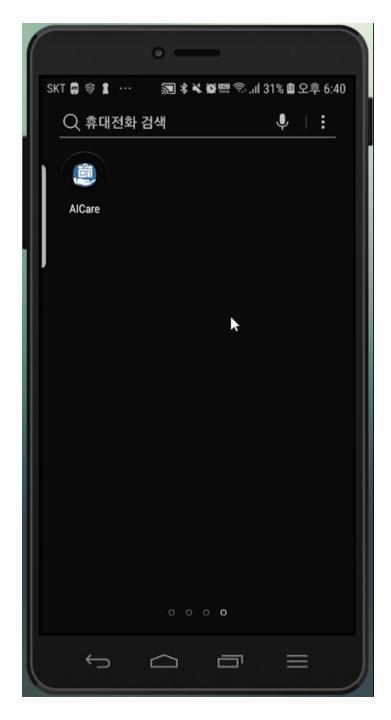
Google Cloud Speech To Text(STT) API

# 04 RESULT

앱 동영상 시연

04 앱 동영상 시연

앱 사용 동영상 시연



# 05 EXPECTATION

기대효과

# O5 <sup>N</sup>기대효과

사회적/경제적 효과

### 사회적 효과

- ✓ 약물 사고 감소
- ✓ 평등한 의료 서비스 제공

### 경제적 효과

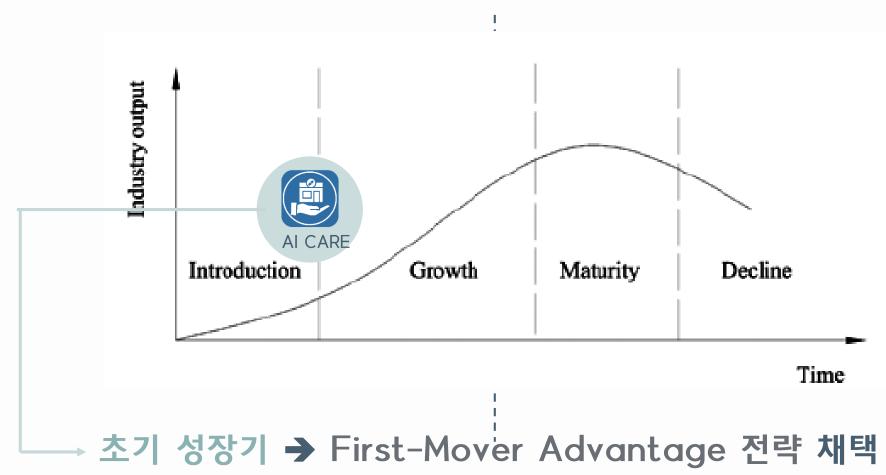
- ✓ 시간 절감(약국 방문/ 직접 검색)
- ✓ 비용 절감(처방전 / 약 봉투 인쇄)

# 06 BUSINESS MODEL

사업화 방안

### 06 사업화 방안

Industry Life Cycle Analysis 산업성장주기 분석



### 06 사업화 방안

경쟁사 분석



Google Play Store에 유사 어플 없음 First-Mover Advantage 전략 채택

### 06 사업화 방안

#### **TARGETING**



10-20대

약물 오남용 사고 빈도가 가장 높은 10-20대



Health-conscious

자신의 건강에 관심이 많은 Health-conscious



약국 및 의료기관 종사자

약에 대한 정보가 많이 필요한 약국 및 의료기관 종사자



노년층

복용 방법과 기능을 까먹어서 약국에 자주 물어보러 오시는 노년층



약국에 접근성 낮은 거주 자

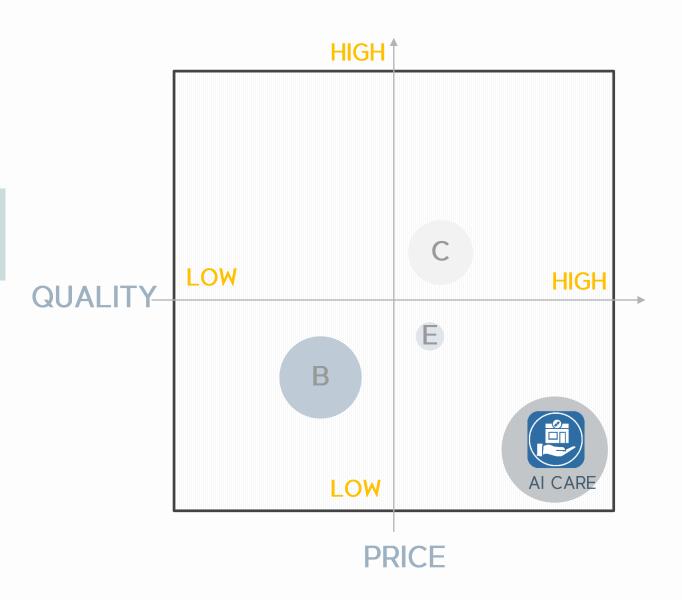
> 약국과 거리가 멀어 약에 대한 궁금증을 해소 하기 어려운 사람들

# BUSINESS MODEL 06 사업화 방안

**POSITIONING** 

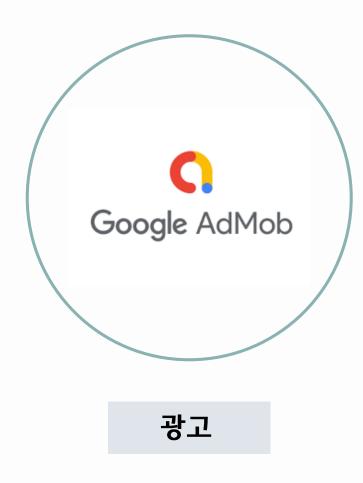
# High Quality & Low Price Strategy

높은 기술력 서비스 제공 & 무료



#### **BUSINESS MODEL**

## 06 사업화 방안



Google Admob 이용한 광고 수익 올리기



제약업체와의 제휴

바이오시밀러 회사들에게 비식별화된 데이터 판매