



CDTM Hacks X avi



Keke
Product



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transforming the primary care industry by
integrating personal care with modern technology

- Enhancing digital and on-site patient experience through digital platforms
- Optimizing workflows to streamline back-office operations
- Enabling data-driven medical decisions



17 clinics



>150k patients



>50 doctors



The Problem

Patient admission is chaotic and time consuming for everyone involved.



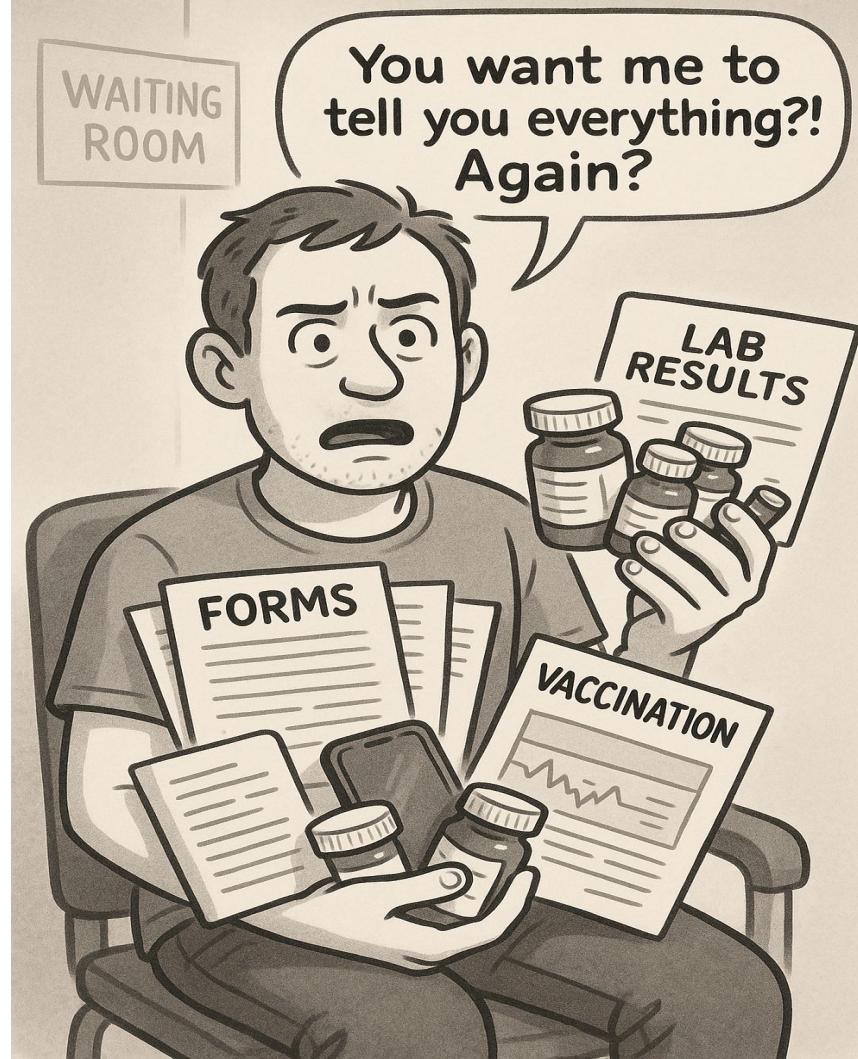
Results in

- Lost time for medical staff
- Rocky first experience for the patients
- Incomplete information & lack of personalized care

Patient

Lack of feeling that your clinic knows you
& messy first experiences

- Asked to provide information at multiple points in their journey and in different formats
- Carrying papers around
- Wasting time with a doctor on filling in the blanks instead of discussing the treatment...



Reception

Buried in repetitive admin tasks =
less time for real patient interaction

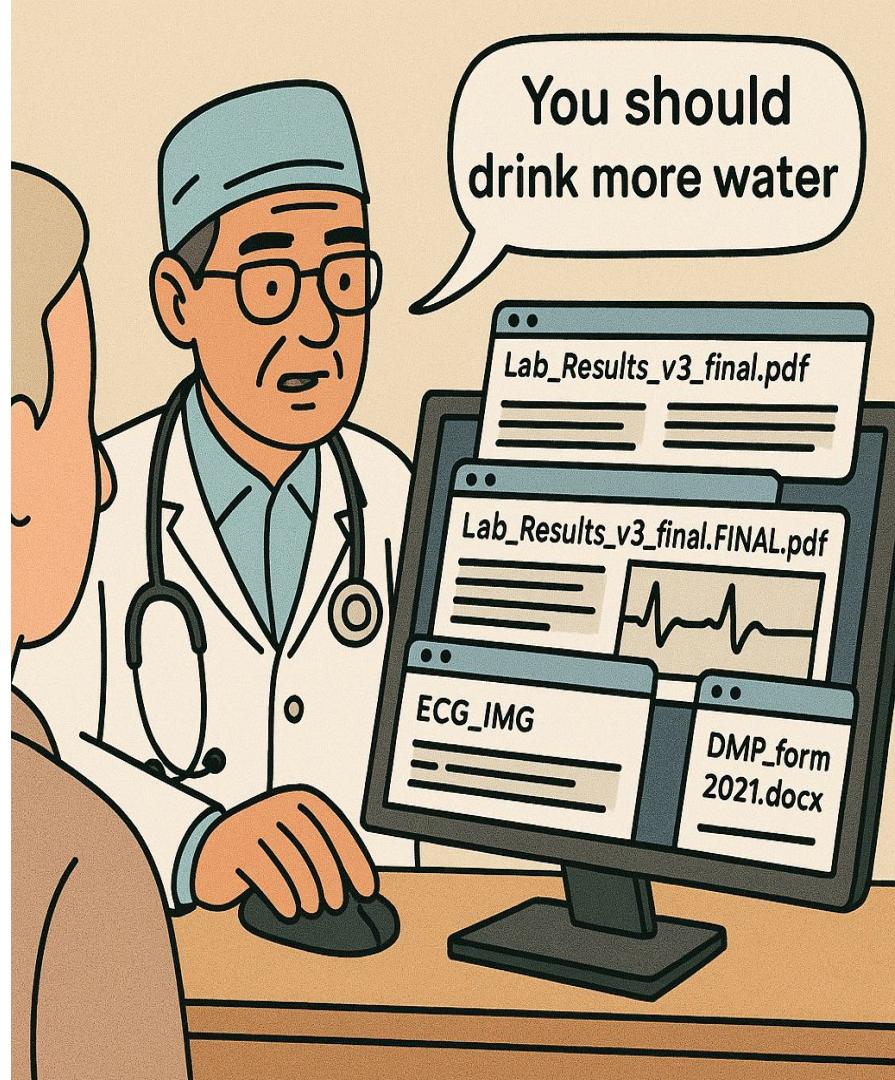
- Read the insurance card
- Sign up eligible patients for relevant programs
- Scan any lab results or doctor letters of the patient...



Doctor

Swimming in PDFs, no holistic overview
of the patient = lost time &
lack of personalized treatment

- Take down the anamnesis
 - ◆ Family history
 - ◆ Chronic diagnosis
 - ◆ Vaccination history
 - ◆ Medication plan
- Search through lab results
- Understand the reason for the appointment...



Expected outcome



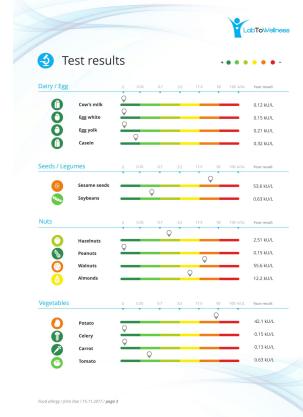
Past



Future

- All relevant patient data is collected conveniently before the appointment
- Patient is informed about available programs & signs up
- Doctor cockpit is holistic, reliable, and guides medical decisions
- Data is stored and documented in a structured manner

Data sources, devices, and tools



- Insurance data & address
- Special program eligibility criteria
- Vaccination history
- Wearables with some existing data
- Blood pressure and ECG data
- Continuous glucose levels
- Lab reports on paper
- Doctor letters on paper
- Reason for the visit
- Anamnesis: medical history, lifestyle, etc.

The Prize

Surftown Munich



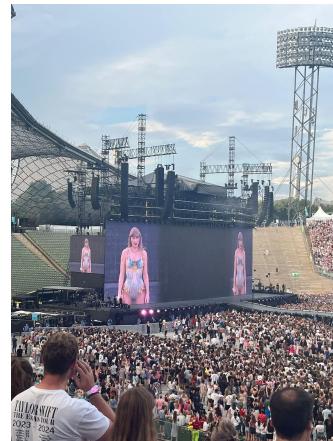
Opera house Munich



FC Bayern game



Concert in Munich



360 Check-up

avi

Let's hack this thing together!



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Deep dive backup slides

What we currently have (1)

- Self selected reason for the visit
 - ◆ Confusing, time consuming, conversion killer

How can we help you?

This allows us to prepare for your visit and take enough time in the appointment.

 **Health complaints**
For any complaints or symptoms that you are experiencing

 **Infection consultation**
Very short appointment for acute infections (for max. 1-2 days)

 **Sick certificate**
Sick notes for physical or mental illnesses

 **Prescriptions**
Prescriptions for your treatments or medication (health app prescription also possible)

 **Referral**
Referral to a specialist or a special examination

 **Preventative care**
Preventative screenings and exams

 **Routine exams and lab tests**
For conditions or symptoms that need to be checked regularly

 **Vaccinations**
Travel medicine or standard vaccinations (no Covid-19 vaccine)

 **Sexual Health**
For consultations and examinations of your sexual health

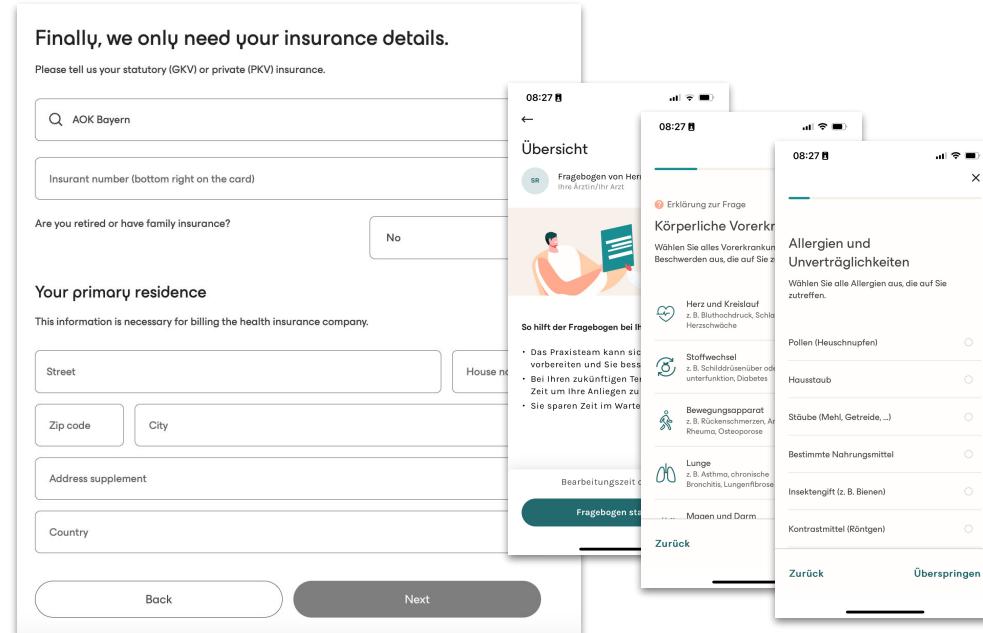
 **DMP**
Check up as participant of a Disease Management Program

 **Mental Health**
For consultations on your mental health

 **Other reasons for visiting**
For further reasons for visits and special consultation hours (e.g. cannabis consultation)

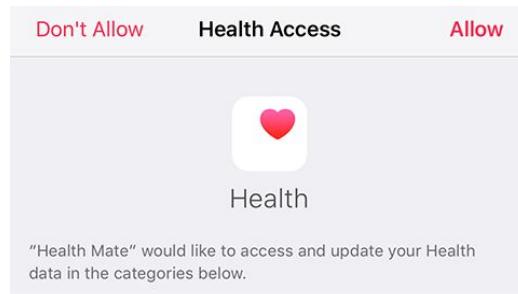
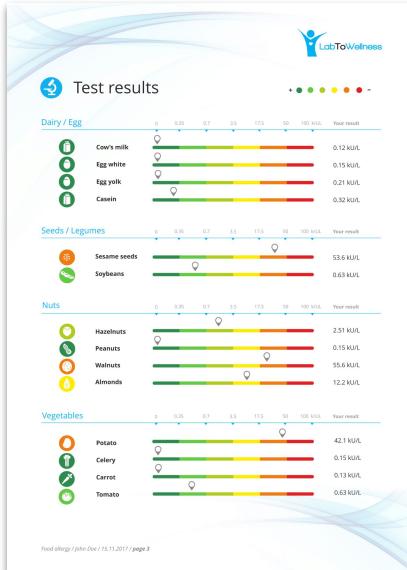
What we currently have (2)

- Insurance data collection in the booking flow
 - ◆ Error prone, unreliable, conversion killer
- Optional digital anamnesis
 - ◆ Time consuming, low completion



What we currently have (3)

- Ability to sync data from wearables
- PDF of lab results & doctor letters



Turn All Categories On

Allow or disallow "Health Mate" to access all health data types listed here.

ALLOW "HEALTH MATE" TO WRITE DATA:

	Active Energy	<input type="checkbox"/>
	Body Fat Percentage	<input type="checkbox"/>
	Body Mass Index	<input type="checkbox"/>
	Diastolic Blood Pressure	<input checked="" type="checkbox"/>
	Heart Rate	<input checked="" type="checkbox"/>
	Height	<input type="checkbox"/>
	Oxygen Saturation	<input type="checkbox"/>
	Resting Energy	<input type="checkbox"/>

What we currently have (4)

- Insurance card is read at the practice
 - ◆ For video appointments we are in the limbo
- Nurses inform patients about eligible programs and sign them up



Hausarzt Plus

in cooperation with
AOK BÄK BARMER KKH

Choose avi as your preferred family doctor for health concerns and benefit from a personal team of doctors.

	Hausarzt	Hausarzt+
Daily short-notice appointments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Simple online appointment booking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Prevention above 35	every 3 years	every 2 years
Annual blood test	<input checked="" type="checkbox"/>	<input type="checkbox"/> neu
Faster response to your questions	<input checked="" type="checkbox"/>	<input type="checkbox"/> neu
Medical callback service for sick notes, prescriptions & referrals	<input checked="" type="checkbox"/>	<input type="checkbox"/> neu

Jetzt QR Code scannen und anmelden
Vorlage mit noch freiliegender Eintragung für den Anmeldungsvorgang
www.hausarztplus.de



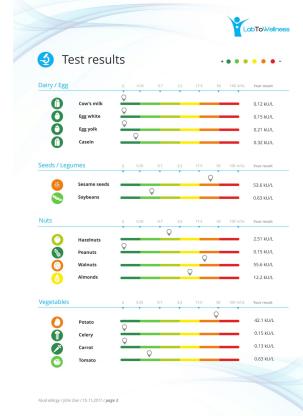
Judging criteria

Innovation	How creative and novel is the team's approach?
User experience (patient & medical staff)	How effectively does it solve the problem for the users?
Quality of the patient summary for the doctor	How diverse is the patient information collected and how well is it presented to the doctor
Data quality	How well is the collected data structured?
Technical implementation	How well does the technology work? (speed, performance, reliability)
Presentation & storytelling	How clear and engaging is the demo/presentation?

A good solution will

- Collect all relevant patient data conveniently before the appointment and provide a patient with a pleasant first experience, feeling heard by their care team
 - ◆ Voice, Chat interface, Digital nurse..
- Will provide a **complete** and **insightful** patient overview for the medical staff
 - ◆ E.g. average Hemoglobin, chronic conditions, etc.
 - ◆ E.g. they've missed their vaccination for hepatitis B
 - ◆ E.g. they are eligible for a free general check-up again
 - ◆ E.g. Their weight seems to fluctuate a lot, ask them if they are aware of the reasons, if not, check their thyroid
- Will free up the nurse completely from their current admin duties

Data sources, devices, and tools



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Special program eligibility

→ Hausarztprogramm / Primary care program

- ◆ Insurance: TK, AOK, Barmer
- ◆ Region: Munich, Berlin, Hamburg

→ Disease Management program

- ◆ Official diagnosis (ICD codes):
 - Diabetes,
 - Asthma,
 - COPD (chronic obstructive pulmonary disease)
 - KHK (coronary heart disease)
 - Obesity (BMI above 30)