Form Approved

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Expiration Date 04/30/2018

**The Healthy Behavior Data Challenge**

GOQii – Insights for Impact - Phase 1 Submission

**Introduction**

The Healthy Behavior Data Challenge responds to the call for new ways to address the challenges and limitations of self-reported health surveillance information and tap into the potential of innovative data sources and alternative methodologies for public health surveillance.

The Healthy Behavior Data Challenge will support the development and implementation of prototypes to use these novel methodologies and data sources (e.g., wearable devices, mobile applications, and/or social media) to enhance traditional healthy behaviors surveillance systems in the areas of nutrition, physical activity, sedentary behaviors, and/or sleep among the US adult population aged 18 years and older.

The collection of health data through traditional surveillance modes including telephone and in-person interviewing is becoming increasingly challenging and costly with declines in participation and changes in personal communications. In addition, the self-reported nature of responses particularly in the areas of nutrition, physical activity, sedentary behaviors, and sleep has been a major limitation in these surveillance systems, since self-reported data are subject to under/over reporting and recall bias. Meanwhile, the advent of new technologies and data sources including wearable devices (Fitbit, Garmin, Adidas, Jawbone, smart watches, activity trackers, etc.), mobile health applications on smartphones or tablets, and data from social media represents an opportunity to enhance the ability to monitor health-related information and potentially adjust for methodological limitations in traditional self-reported data.

The Healthy Behavior Data Challenge will harness this potential and identify feasible alternative options for collecting health-related behaviors in new ways. Conducted in two phases, Phase I (Prototype Development) entails Challenge participants developing a concept proposal for obtaining data collected from wearable devices, mobile applications and/or social media for public health surveillance purposes.

The Healthy Behavior Data Challenge participants will propose data sources and approaches for aggregating data from wearable devices, mobile applications and/or social media in the areas of nutrition, physical activity, sedentary behaviors, and/or sleep. In Phase II (Prototype Implementation), a subset of submissions (up to 3) with promising concepts will be invited to test their proposed approaches for ongoing public health surveillance.

**Website**:

Additional Information:

Information on the Behavioral Risk Factor Surveillance System can be found at [www.cdc.gov/brfss](http://www.cdc.gov/brfss). Details on the HBD Challenge may be found at challenge.gov.

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For Further Information Contact: Dr. Machell Town at BRFSSinnovations@cdc.gov.

**Submission Deadline**:

1. Challenge Team Information

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| --- | --- | --- |
| Team Name |  |  |
| GOQii | | |
| Team Lead |  | City/Province |
| Vishal Gondal |  | Menlo Park, CA |
| E-mail |  | Phone Number |
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| Subject-matter/domain expertise |  |  |
| CEO – GOQii Inc. |  |  |

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| --- | --- | --- | --- | --- |
| **Team Member #1** |  | **E-mail** |  | **Subject-matter/domain expertise** |
| **Sachin Karte** |  | **sk@goqii.com** |  | **Product Expert** |
| **Team Member #2** |  | **E-mail** |  | **Subject-matter/domain expertise** |
| **Connie D’souza** |  | **connie@goqii.com** |  | **Research & Insights** |
| **Team Member #3** |  | **E-mail** |  | **Subject-matter/domain expertise** |
| **Digant Gupta** |  | **digant@goqii.com** |  | **Data Analyst** |
| **Team Member #4** |  | **E-mail** |  | **Subject-matter/domain expertise** |
| **Luke Coutinho** |  | **luke@goqii.com** |  | **Nutritionist & Master Coach** |
| **Team Member #5** |  | **E-mail** |  | **Subject-matter/domain expertise** |
| **Sachin Janghel** |  | **sachin@goqii.com** |  | **CTO – Technology Expert** |
| **Team Member #6** |  | **E-mail** |  | **Subject-matter/domain expertise** |
| **Dr. Akshat Chadha** |  | **akshat@goqii.com** |  | **Medical Expert / Physician - Expert in Preventive Lifestyle** |
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| **Are all team members residents of the United States?** |
| **No** |

1. Organization (if submitting on behalf or as part of an organization)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Organization Name** |  | **Website** |  | **Type of Organization** |
| GOQii Inc. |  | [**goqii.com**](https://www.goqii.com/) |  | **Health Tech** |

1. How did you find out about this challenge?

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| --- |
| Online |

1. Submission Overview

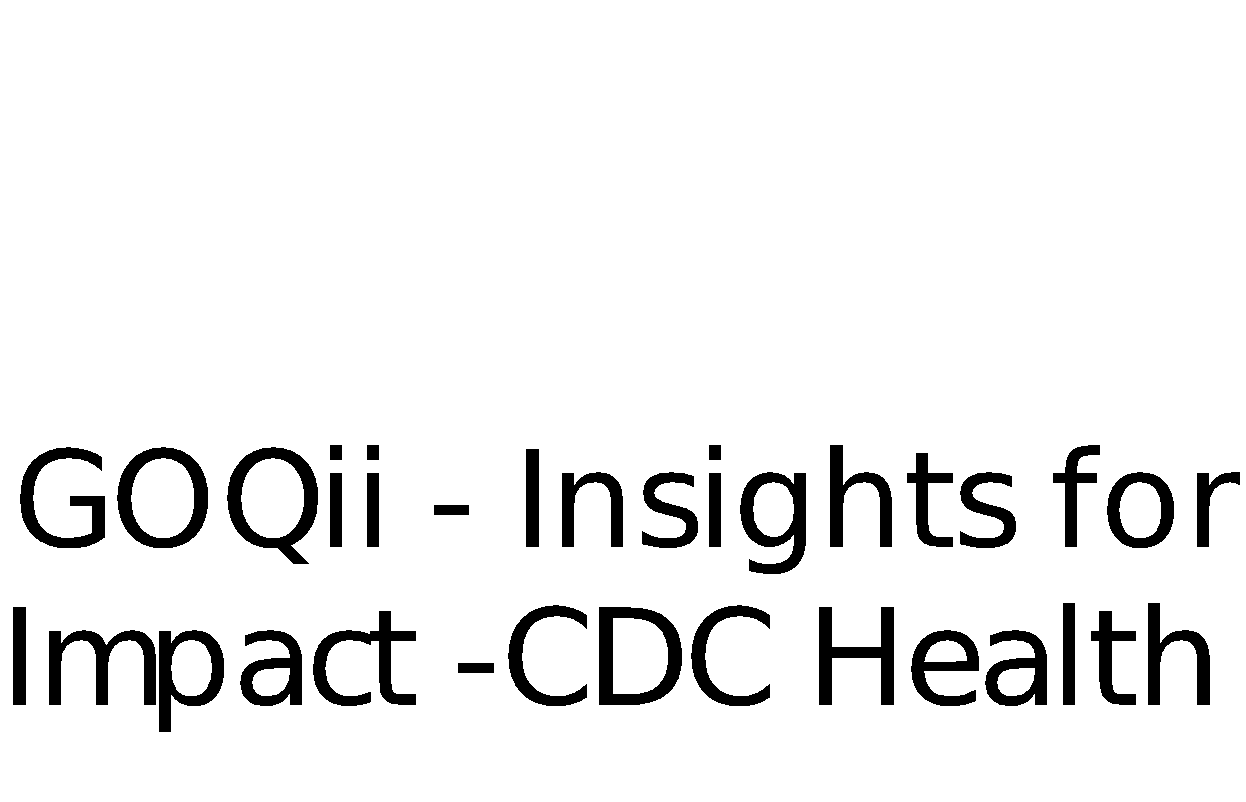
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| --- |
| **Project Title** |
| **GOQii - Complete Health Ecosystem - Insights for Impact** |
| **Project Overview** |
| Describe in 500 words or less:   * What aspects of sleep, physical activity, nutrition, and sedentary behavior do you propose to report on and why are they important for public health surveillance? * With the high % of deaths through non-communicable diseases (88% of Total Deaths), it is important to track the causes better. A large % of these non-communicable diseases can be prevented with a healthy lifestyle. * GOQii currently tracks the 4 pillars of a user’s health - Nutrition (including hydration), Physical Activity (Incl. Active sedentary behavior), Adequate Sleep, and Emotional Stability. These are the key metrics that impact an individual health and help a user maintain a healthy lifestyle in a sustainable manner. * Important for Public health surveillance   + Sleep - Sleep is a key factor that impacts the health of an individual.     - Health goals – Improve Sleep %     - Average no. of hours of sleep     - Quality of Sleep     - Sleep Routine (Sleep Time and Wake up time)      * + Physical Activity & Sedentary Behaviors - AHA prescribes being active (10000 steps) to avoid Lifestyle Diseases     - Average Step count, Type of activity, MVPA (Intensity), Location and enjoyment level   + Nutrition - 70% of living healthy is through getting the right nutrition for the activity energy that you need through the day     - Macronutrients, Healthy vs unhealthy instances, habits that impact a healthier lifestyle, pictures of the food (e.g. biggest library of food in India)   + Water – Apt Amount of hydration had through the day is essential (Avg. Daily Intake)   + Stress - Important to track. Impacts physical and mental health sometimes causing adverse effects     - Mood levels through the day, Stress as a health goal   + Medical Parameters - Tracking progress on body measurements, lab test also important. * Provide a brief description of the source(s) of data that will be used to report on these aspects, how your team proposes to access them, and why they are appropriate for use in public health surveillance? * GOQii proposes to capture all the data on its own platform. The GOQii Ecosystem encapsulates most of the aspects of the users’ health and consolidates it into a health score all on one platform. * **Data Sources - GOQii (360-degree holistic solution)**    + **Fitness Tracker** - GOQii Fitness Tracker- Steps, Distance, Active Time, and Calories Burned, Sleep. This is synced to the GOQii App   + **App** - On a regular basis user tracks their daily routine through the GOQii App. They track nutrition, hydration, physical activity, sedentary behavior, sleep, stress levels, energy levels, health goals and healthy habits adoption.   + **HRA** - Health Risk Assessment (HRA) provides data on - Body measurements, Lab parameters, Medical history, Emotional health, health behaviors.   + **Overall Aggregate (Health Score)**- The App also allow for a health score to be able to track the overall health score of the person * This data captured is not only for the purpose of data collection but also with the intent of the user to get healthier. Thus, the user would be genuine with the coach in sharing the data. * How do you see your concept improving on current public health surveillance in the areas of sleep, physical activity, nutrition, and sedentary behaviors? * **Real-time** and **continuous data** collection from diverse sources which are **validated by sophisticated systems** * Comprehensive in capturing all areas of a user’s health, including sleep, Physical Activities, nutrition, sedentary behaviors, stress, water, medical parameters. The overall health score ensures an accurate measure of health status * Tracking progress and methods that helped improve health |

1. Indicators to be measured –

Identified the indicators to be measured and also there are a few additional indicators. This data can be found in the below spreadsheet.

1. Summary of proposed data source(s) (complete applicable sections)

The detailed data sources are mentioned in the below spreadsheet. Also, shared with submission.



1. Describe how the data that you will use provides information and insight that is complementary to or more novel and innovative than that currently utilized for public health surveillance by CDC? (Novelty/innovation can apply at the level of the individual data source(s) selected, the specific indicators to be measured, tools/solutions that are used to capture the data, or result from newly created linked data sets). (750-word limit)

* **Data sources selected**
  + **GOQii holistic solution** – GOQii has all the user health data to be consolidated to that user where one can get a full 360-degree view of their health and lifestyle. This would allow for analyzing the data and grouping and sub grouping by various categories.
  + **User Improvement Tracking** - We would be able to track the improvement of the users in the sample overtime as well. The impact of the solutions employed by CDC in various geographies can be tracked in the change in behavior of the suggested sample set.
* **Additional Indicators to be measured**
  + Some additional factors to track for holistic health – Stress (mood levels), hydration.
  + Energy levels of the users on a daily basis in the morning
  + Sickness log - when activity count of the user is low an additional question will be asked to the user about the symptoms observed (E.g. Cold, Cough, Sore Throat, Fever, Body Ache, Loose Motion, Rash, Headache). This would help CDC identify real time epidemics that happen across the US.
  + Goals & Habits that are incorporated in the lifestyle that brought about a change in the lifestyle of the user.
  + Medical Parameters captured through HRA
  + Health Score Overall – Aggregate health score basis all the factors
* **Data Collection - Sustained -** Telephonic survey currently employed would invariably be faced with user fatigue. This would cause inaccurate data provided by the user by the end of the survey.
  + **User Engagement -**  GOQii is a digital health and fitness subscription service that combines one-on-one mobile **personal coaching** and fitness tracking technology to help its users reach their health and wellness goals. While fitness trackers and apps are useful tools, they are missing the elements of ongoing engagement, motivation and accountability. The GOQii Ecosystem encourages users to be consistently active. Proven with GOQii India users who engage due to the Coach and the GOQii Social (Interacting with other users on the platform). Currently 100,000+ users.
  + **Accurate Data**
    - **Intrinsically motivated to provide - User Reported Data** - The user reported data is for the purpose of working on their own health with the GOQii Ecosystem. Therefore, the reported data would be more authentic as they would want their coach to know the exact details of their current health status and routine.
    - **Validated Captured data** - The activity trends, sleeping patterns of each individual would be captured via the system. This would make the data more accurate.
  + **Apt time collection of data**
    - **Dependent on users’ memory** - The data is currently captured in the future and would be depend on the memory of the respondent to accurately provide that information vs. Through GOQii we would be able to collect it at the time that the users experience it.
      * E.g. In the survey, the users have to state how many days they have felt low on energy. This would typically be an approximation of the user at that point of time. In the GOQii App we would ask the user to state their energy levels every morning. Thus, the data would be captured at the right moment.
* **Insights - Analytics**
  + **Real time not periodic:** Currently solution captures the data on a periodic basis - yearly. The insights that GOQii provides would be updated on a real-time basis. The fluctuations in trends of activity, sleep on a daily, monthly, seasonal changes can be displayed. The newly created data set would be continuously updated data set unlike maintained by CDC.
* **Improved health of GOQii Users** 
  + The users along with the GOQii Ecosystem will not only help with data collection but GOQii will help cause improve their lifestyle. GOQii through its ecosystem enables users to make this lifestyle shift and we have seen success with our users in various preventable and chronic disorders - like, pre-diabetics, pre-hypertensives, diabetics, hypertensives, gastrointestinal issues like acidity, constipation, thyroid and PCOD
* **Adaptability / Flexibility -** Due to the platform being in our control GOQii has the ability to modify the information captured as per the need. We could make additions as per need and adapt very quickly to changing needs.
* **Scalable & Affordable** - The GOQii model leverages existing technologies and is highly scalable, affordable & sustainable.

1. Describe the process you will use to link the data from the different sources you’ve identified. Include a description of feasibility and any considerations that will be made to ensure the privacy, security and confidentiality of the data and data subjects throughout this process. (750-word limit)

* GOQii is a holistic solution from various sources like fitness trackers, smartphone sensors, medical history and diagnostics into one common platform on cloud while maintaining utmost standards of data privacy.
* **Privacy:** GOQii has been certified with ISO/IEC 27001 Information Security standard. GOQii has implemented all the required Technical, Physical and Administrative Safeguards and Privacy measures to protect ePHI.
* **Technical Safeguards:**
  + Access Control via username and PINs
  + All the ePHI is encrypted when sent and decrypted when received
  + Auditing of the all the ePHI activities
  + Automatic logoffs
* **Physical Safeguards:**
  + GOQii's all work locations, workstations and mobile devices are secured against unauthorized access.
  + Policies and Procedures are devised for workstation use, mobile devices accessing ePHI.

1. Describe how the linked data set(s) or individual data source(s) will be used to develop values for your proposed set of metrics in sleep, sedentary behaviors, nutrition, and/or physical activity. (500-word limit)

* All the data will be linked and access from one platform. GOQii Ecosystem can register each users’ data set to their unique identification number and we can slice and dice the data as we need.
* Each of the values mentioned in the metrics excel sheet will be tracked for a 3 month period.
* **Various set of Metrics**
  + **Sleep -** 
    - Sleep will get updated on a Daily Basis Automatically through the GOQii Fitness Tracker. The fitness tracker tracks time and movement while asleep, classifying bouts of time as deep sleep, light sleep and active sleep. It also captures the start time and end time
  + **Physical Activity**
    - Steps is captured on a daily basis captured automatically through the GOQii Fitness Tracker. The fitness tracker captures movement in bouts of 15 mins. Thus, capturing amount of time active, intensity of activity, overall step count. All of this would be captured on a real-time basis and can be updated to the values accordingly.
    - Can also be captured via third party apps and Fitness Trackers, motion sensors
    - Physical activity and types of activity are captured via logging of activity. This is user reported on a daily basis. Various habits of physical activity also capture this data.
  + **Sedentary Behavior**
    - Daily basis captured automatically on a real-time basis through the GOQii Fitness Tracker. Thus, we are able to track the user’s sedentary behavior.
  + **Nutrition**
    - Captured via user reporting it through the GOQii App. The Food logging feature of the App allows the users to capture their regular food on a daily basis. The food logging feature is made easier to log with the addition of a food referee which identifies the food from the picture captured by the user.
    - Since the User is reporting this on a daily basis with images (encouraged to upload due to the GOQii Arena (Social Feature). More accurate than reporting at the end of the month.
  + **Water**
    - User logs water. Some users log water as and when they have it, while other user log it at the end of the day. Thus, water logging can be captured as a total amount of water had on a daily basis. Hydration tracking is essential.
  + **Stress**
    - Users record their mood on a regular basis (they will be encouraged to track their mood in the morning). Users can also record their mood as and when there is a shift in mood.
  + **Medical Parameters & Body measurements (Monthly)** 
    - At the start of their journey users are encouraged to fill in the HRA, giving us an initial assessment of the individual’s health.
    - Users are encouraged to track their body measurements and medical parameters in the HRA on a monthly basis. This reporting will help us track progress of the user as well
* **Overall Health score** – An aggregate health score will be generated to assess the health status of an individual.

1. Describe the representativeness of your data set for public health surveillance (e.g., to what population groups or sub-groups can you meaningfully extrapolate the results of your data set?). How amenable will this data set be to disaggregation by age, gender, education, geography, or other demographic characteristics? (750-word limit)

* Grouping can be based on
  + Demographics - Gender, Geography (Major Cities, State, Country), Age (could be divided in groups as per requirement), Occupational Status, Education, Marital Status,
  + Data Captured Grouping - We could even be able to slice and dice the data as per the various data captured
    - Activity Levels, Nutritional behaviors, Hydration levels, Emotional health, Sleep, Medical Conditions (Acute and Chronic), Family medical history, BMI, Weight, Waist, Tobacco and Alcohol, Health Seeking behavior (Conversations with their health coach), Health goals and Habits
* **Amenability of data:** Our data will capture all aspects of an individual's lifestyle and stored. Therefore, our database structure allows to slice and dice for all attributes with simple queries.
* **Representation**
  + An aggregate view of the Country & State, Age Groups, Gender, Income.
  + Specific medical conditions like diabetes, hypertension, thyroid, dyslipidemia, etc. can be tracked at a country and state level.
  + Specific captured data relevant to CDC can be tracked at the country and state level - Tobacco & Alcohol, Emotional Health issues, BMI Groups (Overweight, underweight, etc.)
  + Grouping and subgrouping upto two levels will be represented, provided the data is statistically significant as per the population representation.

1. How useful will your data set be for public health surveillance, how significant/relevant and generalizable are the results that you expect to obtain? (500-word limit)

* **Real time data & Continuous** - Continuous data collection makes it very significant as the data collected is over the time. Trends of the population over time - Monthly trends, yearly trends would allow for detailed analysis.
* **Statistically apt sample set:** Users would be a cross section of the population as per the population statistics of the various age groups, genders, geographic areas (Major Cities & state). This would provide for a good sample size for the overall population. We would go by statistical norms of a valid sample set.
* **Varied User base:** GOQii in India already has a varied set of user groups - varying regions all across the country of India, various age groups and occupations. Users with various health levels and health goals are captured.
* **Groups (Not trackable)** - Certain groups with no access to smartphones would not be captured - e.g. income strata, etc.

1. Will the proposed project’s data and data sets contain information of relevance to other areas of public health surveillance (e.g., chronic or infectious disease)? If yes, please specify and describe any additional work that would be required in order to expand applicability. (500-word limit)

* GOQii Ecosystem is built to help users track their health status and work on way to improve it along with the various aspects of GOQii like - GOQii Coach, GOQii Doctor, GOQii Health Locker, GOQii Fitness Tracker and GOQii App, GOQii Arena (GOQii Social Platform and GOQii Karma (Giving back to Society)
* Since the entire ecosystem is geared to track health data there are various avenues where this data comes from
* Besides tracking sleep, nutrition, physical activity and sedentary behavior we also track other aspects like - hydration, mood and energy levels, medical parameters, body measurements in the GOQii HRA. GOQii HRA also tracks alcohol and tobacco use. All these aspects combine to form the GOQii health score that consolidates all these aspects into one score.
* Additionally, GOQii doctor appointments, coach chats can significantly contribute to public health surveillance.
* All this data as it is given by the individual to work on their own health the user would be keen on sharing accurate results with the GOQii Coach.
* All this data would be tracked by individual but due to privacy constraints only an aggregate would be shown to the CDC to take decisions.
* Additional work - Since this data is part of the GOQii Ecosystem, there would not be any additional work.
* Flexibility - This also gives us scope to add any questions that are relevant to the CDC related to health.

1. Please describe a 3.5-month plan to develop a working prototype during the second phase of this challenge. This should include:
2. Details on how you will gain access to and link data from the source(s) you’ve identified.

* GOQii is an ecosystem that captures all this data in one place. Therefore, we will have access to this data. The users would be asked for permission to share this data in a consolidated de-identified manner.
* Since all the data is collated against each user already. Even the additional third party apps that one can link to GOQii, users will grant access to that data and store it in that individual id. Therefore, all the data will be linked together.
* We are currently operating in India as our initial project. We have 100000 + users across varying geographies, gender, age groups. We have already run a report for the past 2 years, called the India fit report on an annual basis.
  + It tracks data from the 8 major cities in India - Mumbai, Delhi, Bangalore, Hyderabad, Kolkata, Ahmedabad, Pune, and Chennai.
  + Across Age groups - Teens (Below 19), Young Adults (20 - 30 years), Adults (31-45 years), Older Adults (45-60 years), Seniors (60+ Years)
  + Gender - Male, Female
  + The purpose was to give a snapshot of how India is doing with regards to health.
  + Here is the link to the report shared with the press that was captured by various major publications: <https://goqii.com/india-fit-2017.pdf>

1. Approaches/strategies that will be taken to ensure privacy/confidentiality of data before and after linkage.

* GOQii is a holistic solution from various sources like fitness trackers, smartphone sensors, medical history and diagnostics into one common platform on cloud while maintaining utmost standards of data privacy.
* Privacy: GOQii has been certified with ISO/IEC 27001 Information Security standard. GOQii has implemented all the required Technical, Physical and Administrative Safeguards and Privacy measures to protect ePHI.
* Technical Safeguards:
  + Access Control via username and PINs
  + All the ePHI is encrypted when sent and decrypted when received
  + Auditing of the all the ePHI activities
  + Automatic logoffs
* Physical Safeguards:
  + GOQii's all work locations, workstations and mobile devices are secured against unauthorized access.
  + Policies and Procedures are devised for workstation use, mobile devices accessing ePHI.

1. Your approach to comparing results from your prototype to that generated from existing public health surveillance programs

GOQii will identify a specific state where we will capture the data. The sample distribution will be chosen as per the population statistics of the region.

We would compare the common areas being captured like Diabetes, Sleep hours and Activity days and see if the results are comparable.

The results of the GOQii Ecosystem would be more accurate as the users would want to work on their current health status with their coach.

During the 3.5-month phase - We can adopt two approaches to compare the results from the prototype with the existing BFRSS surveillance.

* **Option 1:** We identify a sample set of users that represent the population of a region. We can administer both the approaches to the same audience and compare the difference between the two data sets captured.
* **Option 2:** We can do two control groups that are similar distribution of the sample and administer two approaches to both the groups - the BFRSS telephonic survey and GOQii Tracking. We can evaluate the results from both the groups

1. A description of the format your prototype will take (e.g., visualization, online data tool, etc.)

GOQii will combine share data from its ecosystem that captures various health related aspects. All the data sources are listed below

* **Data Sources - GOQii (360-degree holistic solution)** 
  1. **Fitness Tracker** - GOQii Fitness Tracker can tracks the movements of the users captured in the form of steps with the active time (time taken while being active). The GOQii Fitness Tracker syncs with the GOQii App. This would provide the ability to track intensity of activity. Besides the fitness tracker steps can be captured via the mobile phone sensors as well. GOQii has the ability to track steps via the App. GOQii Tracker would be able to capture physical movement and sleep and is the most accurate tracker in the market that is affordable as well.
  2. **App** - On a regular basis user track their daily routine through the GOQii App (Available on the Play Store). They track nutrition, hydration, physical activity, sedentary behavior, sleep, stress levels, energy levels, health goals and healthy habits adoption. They track this activity to track themselves and to let their coach know their efforts towards getting healthier.
  3. **HRA** - GOQii HRA is Health Risk Assessment questionnaire aimed to evaluate lifestyle and health.
     1. HRA provides data on various sections
        1. Body measurements, Lab parameters, Medical history, Emotional health,
        2. (weight, waist, blood sugar, lipid profile)
        3. HRA provides HRA Score. HRA score as well lab parameters can be compared against each other with every HRA taken
  4. **Overall Aggregate (Health Score)**- The App also allow for a health score to be able to track the overall health score of the person

With the data being captured in a holistic manner it is easy to tag the details per user.

* Outcomes
  + An aggregate view of the Country & State, Age Groups, Gender, Income.
  + Specific medical conditions like diabetes, hypertension, thyroid, dyslipidemia, etc. can be tracked at a country and state level.
  + Specific captured data relevant to CDC can be tracked at the country and state level - Tobacco & Alcohol, Emotional Health issues, BMI Groups (Overweight, underweight, etc.)
  + Trends can be seen over weeks, months, seasons and years
  + Physical Activity
    - Average Step count and trend – daily / weekly / monthly / yearly.
    - Time steps being most active
    - Type of activity, time, level and enjoyment of the activity
    - Amount of MVPA time per day / week / month / year
    - Location of MVPA – Activity hotspots or the lack of them
  + Sedentary behavior
    - Amount of sedentary behavior time per day / week / month /year
    - Which time of day are users being most inactive
    - Location of MVPA – Activity hotspots or the lack of them
    - Sedentary behavior correlated with lifestyle diseases
  + Sleep
    - Average Daily hours of sleep
    - % of users who have deep sleep in varying levels
    - % Users that sleep late and get up late
    - % of users sleeping too much
    - Energy levels – % of people that get up with varying energy levels
    - The hour that most users sleep and wake us - can be taken as the norm
  + Stress
    - % of users that have health goals around Stress
    - % of people that fall in a particular bucket – Energetic vs Not Energetic
    - % of people that fall in different mood buckets
    - Correlation of stress and sleep
    - Methods / habits being used to alleviate stress
    - Meditation and Yoga – Activities done to alleviate stress and time spent- % of Activities of users who are trying to combat stress
    - Occupations cause the most stress
  + Nutrition
    - Macro-nutrients - Fats, Carbs, Proteins
    - Incidents of unhealthy food vs healthy food– Day / Week / Month wise
    - Which healthy habits are having the most impact on improving lifestyle diseases – Long term
    - Third party app data if connected can give additional inputs
  + Hydration
    - Daily average water intake
  + Medical Parameters / Body measurements
    - Data like medical conditions, diagnostic reports, Social wellness
    - Captured on a monthly basis through the app
  + Health score
    - HRA would give us a holistic health score
    - Aggregate health score that gives prioritization to various facets of preventative health as appropriate.

Adaptability / Flexibility - Due to the platform being in our control GOQii has the ability to modify the information captured and how the outcomes / Values are displayed. We could make additions as per need and adapt very quickly to changing needs.

1. Costs you expect to incur during this prototyping phase

GOQii is addressing the need for providing quality preventive healthcare solutions for the masses at an affordable price point in a scalable and sustainable manner.

1. $44 per users for 3 months subscription – Includes Fitness tracker, smart app, personal coaching with a certified coach and access to GOQii social network.
2. $29 (one Time) – Includes Fitness tracker, smart app and access to GOQii social network.

6) Timeline

* Identifying of users - Important to find the right users that are a good representation of the population - 2 weeks
  + Would need to promote the adoption with appropriate press articles and marketing
  + Would need to restrict the first 300 users to a specific State with two major cities captured if it is an apt representation of the population of the selected region.
* Onboarding of the Users – 1st week
* Onboarding of CDC - One week after the users onboarding, we can onboard CDC and train them to read the data – 2nd week
* Evaluation & Tweaking of the data set – 5th week
  + Evaluation on the data set available to CDC and the need for more inputs can be incorporated. Ideally CDC should be able to action with the data provided. Enabling them to do so would be imperative during this phase.
  + Can also compare the results with the current methods of public surveillance to see if the results are inline.
  + Making sure that all the data captured is being utilized.
* Final Check - at the end of the 3.5 months
  + Evaluation of the final data set available and if the data set allows CDC to take steps towards action.
  + If action possible then evaluating how this data set would be relevant and scalable to the rest of the country for adoption across.

(1500-word limit)

1. Significance and Relevance Summary

|  |
| --- |
| Our approach to solve CDC’s data capturing & utilization problem is through GOQii – A Complete Health Ecosystem.    GOQii’s smart preventive ecosystem consists of integrated health coaching, fitness wearable, doctor consultation, health data tracking, secure storage and effective delivery via mobile app.  GOQii encapsulates a myriad of data like nutrition, hydration, physical activity, sedentary behavior, sleep and emotional health (including stress), health seeking behavior, healthy habits thus providing a holistic approach towards health. GOQii also tracks progress on health goals by capturing body measurements and medical parameters on a regular basis.  This complete health ecosystem drives accountability, motivation and engagement of the user for a sustained period.  The data is authentic and accurate because the user is invested with an aim of a healthier lifestyle. The data is also real time and continuous since we are capturing the data via the mobile app and fitness tracker for a period of time. |

Public reporting burden of this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0990-0390).