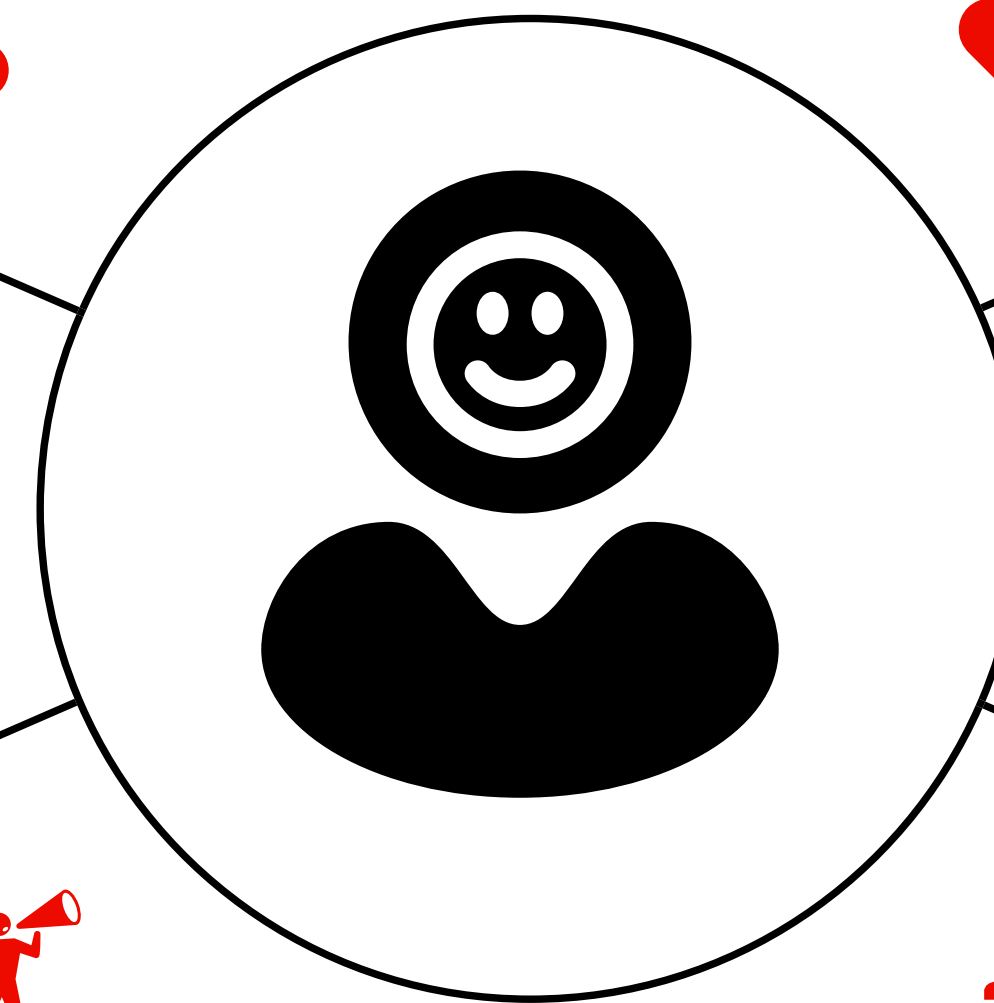


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

# What do they SEE?

environment  
friends  
what the market offers

# What do they HEAR?

what friends say  
what boss say  
what influencers say

precaution

Health complications

Preventing from impact

Aid from heart disease

Acknowledged process

Very accurate

Collective datas

Guarding from high risk

Avert from kidney disease

Clear interpretation

Early monitoring

Makes the solution

More analyse

Asks doctor

Initiative effective treatment

Saving lives

Reducing risk factor

Yo can access it anywhere

Anybody accessed this?

Cost affair

If it works?

## PAIN

fears  
frustrations  
obstacles



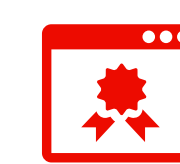
Reliability

loss of faith

Panic

## GAIN

"wants" / needs  
measures of success  
obstacles



To ward peoples life

Satisfaction

Justifications

# PROBLEM STATEMENT

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## TOPIC:EARLY DETECTION OF CHRONIC KIDNEY DISEASE

### CHRONIC KIDNEY DISEASE (CKD)

CKD is a condition in which the kidneys are damaged and cannot filter blood as well as they should. Because of this, excess fluid and waste from blood remain in the body and may cause other health problems, such as heart disease and stroke.

#### PHYSICAL EFFECTS

And as kidney disease progresses, you may notice the following symptoms. Nausea and vomiting, muscle cramps, loss of appetite, swelling via feet and ankles, dry, itchy skin, shortness of breath, trouble sleeping, urinating either too much or too little.

- **Weakened immune system.** This makes you more susceptible to infection and illness.
- **Kidney failure.** This requires dialysis or a kidney transplant for survival.
- **Heart disease.** This is a leading cause of mortality in people with kidney disease, particularly those on dialysis, according to 2017 research

### SOLUTION

We assure that we predict your health by medical parameters (creatinine, albumin ,blood pressure, weight ,height etc.,) Early by accurate process. We provide you reliable solution to you

**THE GREATEST HEALTH IS WEALTH**



