<http://www.postpartum.net/>

Meeting Minutes

Rod Greco

* Bring awareness and accessibility to low-income women
  + Thinking of an app to depict data of the Edintest
* Research Kit- Apple. Framework for questionnaires. Creates graphs and data from answers.

Has anyone done this, if not, WHy haven’t people solved this problem yet?

Identify the market

What is the value to target group

VOC future step

Do they have Internet access? Website vs. app

Build native apps that don’t require Internet access

PPD Act- provide cell phones for people

Research companies that have alternative ways of reaching out to people without Internet

How many people have access to cellphones/internet

Gamification with incentives

Include disclaimers

If you have enough users, what stakeholders will be involved

value proposition & business model

Talk to low-income women (target audience) and market participants

Hypercardiomyopathy- videos to educate diet, exercise

Presentation: Identify stakeholders to show that you know market. And audience.

Amy Holcomb

* Business model dictates app/website
* Who will pay for it? Should we link with health care providers to get patients to use app/website.
* Use women’s health during pregnancy as selling point instead of PPD? Could sell to maternity centers.
* Businesses need user base in order to invest.
* Look at Medicaid investment in PPD per state.
  + Number of women at risk for PPD on Medicaid
  + Look at extra costs of PPD.
  + Kaiser family foundation, CMS
  + North carolina medicaid
    - Prevent higher costs from extreme depression (and therefore improve general health outcomes- get to work sooner)
  + Incentive for customer to use app: gamification

**Notes from Mentors**

**Holistic Approach**

-Try to pin point things outside of mental health directly that affect mental health

-Try to identify an at-risk patient and making that known to them

-Figure out how we want the test presented to the patient

-ADL or deep questions that can feel a bit invasive at home

-Find the fine line between intimidating (labeling as person with depression) and letting them know we need the information for their benefit.

-Provide resources that are in network

~Consider stakeholder impact

~Discontinuity of care from prenatal doctor to going back to the regular doctor

~How is technology going to help us pay for it

Sandeep:

* Are we limited to PPD?
* Are we limited to low-income populations?
* Data of percentage of people who are working/need to go back to work?
* Proof of concept- pick a targeted region. Over 6 months, have clinical providers participate. Maybe test with OB-GYN care network.
* Are there depression-monitoring apps? Providers will say that we are not going to get your app just for PPD. Maybe target center that is focused on OB-GYN in rural and indigent areas.
  + Pick 3 rural OB-GYN NC centers.
  + Obstacles over testing incentive.
* Angel investments (foundations that serve this population) vs. Non-profit (have to constantly search for grants)
  + Low cost, focused, altruistic enough for angel investments
  + Look for small, focused foundations that exist in this area. Motivated by altruistic motives.
* Presentation: prioritize pathways.
  + 1) Medicaid 2) Grants 3) Angel investments
  + 4) AHEC- state government. Recognize that rural populations have limited access to healthcare. We set aside money to actively support provider access for rural communities.
    - Look for AHEC certified providers
  + 5) Crowdfunding
* Product Challenges:
  + Barrier to using a separate product for PPD. Provider is likely to say we already have that