**THE 'AMAZON'G EXPERIENCE OF A GOOD LIFE FROM WOMB TO TOMB**

**Problem Statement**

**Health care is focused mainly on diseases and their cure, whereas health in the real sense is determined by many factors. It is not merely the absence of disease but is a state of physical, mental, and social wellbeing.**

**The pandemic's recent global experience has exposed the fissures in our preparedness to meet the acute health needs. It also unraveled the chasm in access and equity due to race and income across the world. Further, the load of pre-existing but preventable conditions among the patients indicates we have not done an excellent job on this front.**

**With an enhanced spotlight on health as an essential value for a good life due to COVID19, there is an opportunity to fill the gaps in meeting the felt needs for prevention and promotion. That enables the citizens to take ownership of their wellbeing.**

**They also need to become aware of high-quality and low-cost therapeutic services available in their vicinity. Similar is the need for information on efficient and effective geriatric care and assistance.**

**To keep track of our health over the lifetime, we also need a digital safe space that keeps our health information secure and generates alerts when we need to visit a doctor or take other steps to ensure we remain in the pink of our health.**

**The health care providers, too, would like to have a platform to reach the people and assess their needs and design specific services. This includes health care services at home or delivery at the doorstep.**

**Value Proposition (suggestive)**

**We help the people meet all their health and fitness needs by connecting them to efficient, high-value goods and services closer to home on this free platform.**

**Do you have a question about your health? We will find you an answer if we do not already have one.**

**Services offered (the team will work on this)**

**Information about health and fitness avenues, comparison of costs, and user testimonials**

**(parks, gyms, health equipment suppliers, therapists, and chemists, etc.)**

**Hospitals and nursing homes**

**Doctors and health care providers like physiotherapists**

**Home care personnel**

**Assisted living homes, geriatric care services**

**Health information**

**Government programs for the needy**

**Insurance information and comparison of plans (links to such sites)**

**Rare therapies (search by disease/symptoms)- avenues and costs. How to apply?**

**Experiments/ surveys and trials – information and participation**

**…….Anything else???**