

MedConnect

Discover, Compare & Heal



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Techninjas Teams members

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Problem Statement

Problem Statement : The cost of medication is a significant burden for patients, and while some areas generally have better healthcare infrastructure, many underserved regions face proximity challenges.

GCGO : Healthcare

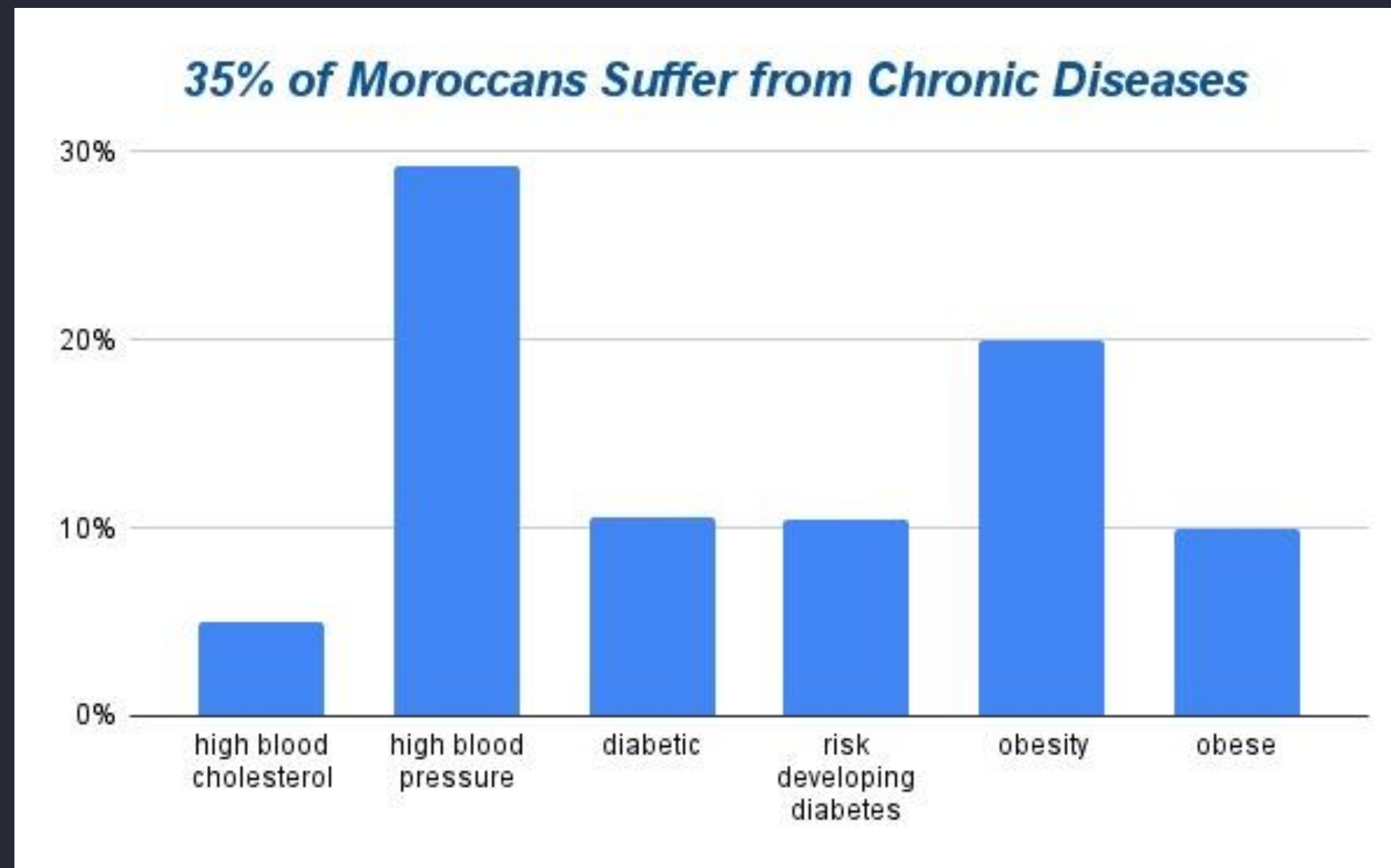
Why does it matter : Accessible and high-quality healthcare is important as it promotes well-being, saves lives, and improves the overall quality of life for individuals.



User Persona

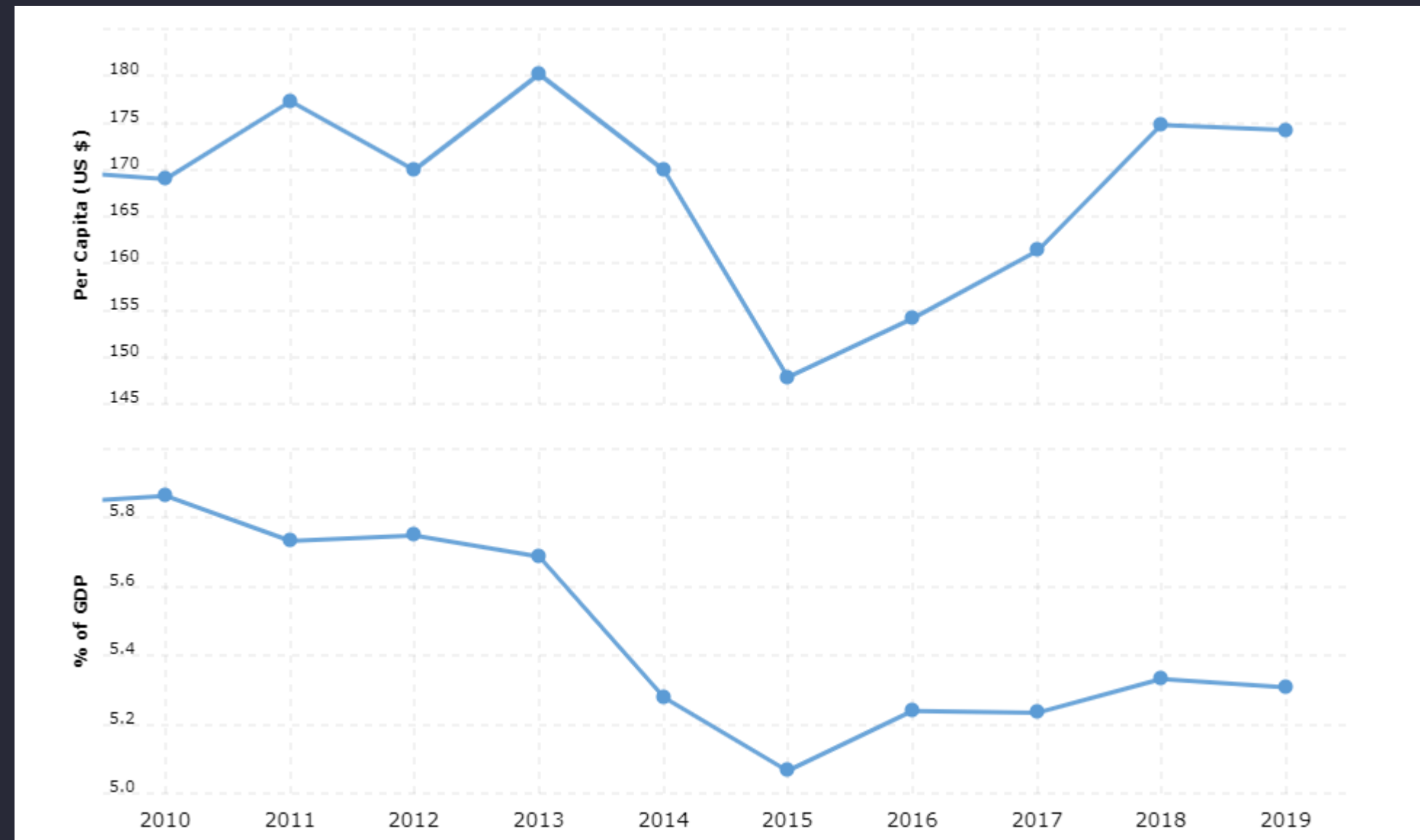
- **Name:** Fatima Ahmed
- **Occupation:** Factory Worker
- **Demographics:** 40 years old, female, residing in a rural area of Morocco
- **Personal Story:** Fatima is a hardworking factory worker and a single mother of two children. She was recently diagnosed with diabetes .
- **Pain Points and Challenges:**
 - Financial Constraints: Fatima's low income makes it difficult for her to afford the cost of medications, doctor visits, and necessary tests.
 - Limited Access: Living in a rural area, Fatima faces challenges in accessing healthcare facilities, pharmacies, and specialized healthcare providers..
 - Medication Unavailability: Fatima often faces situations where the medications she needs are unavailable or out of stock, causing interruptions in her treatment.





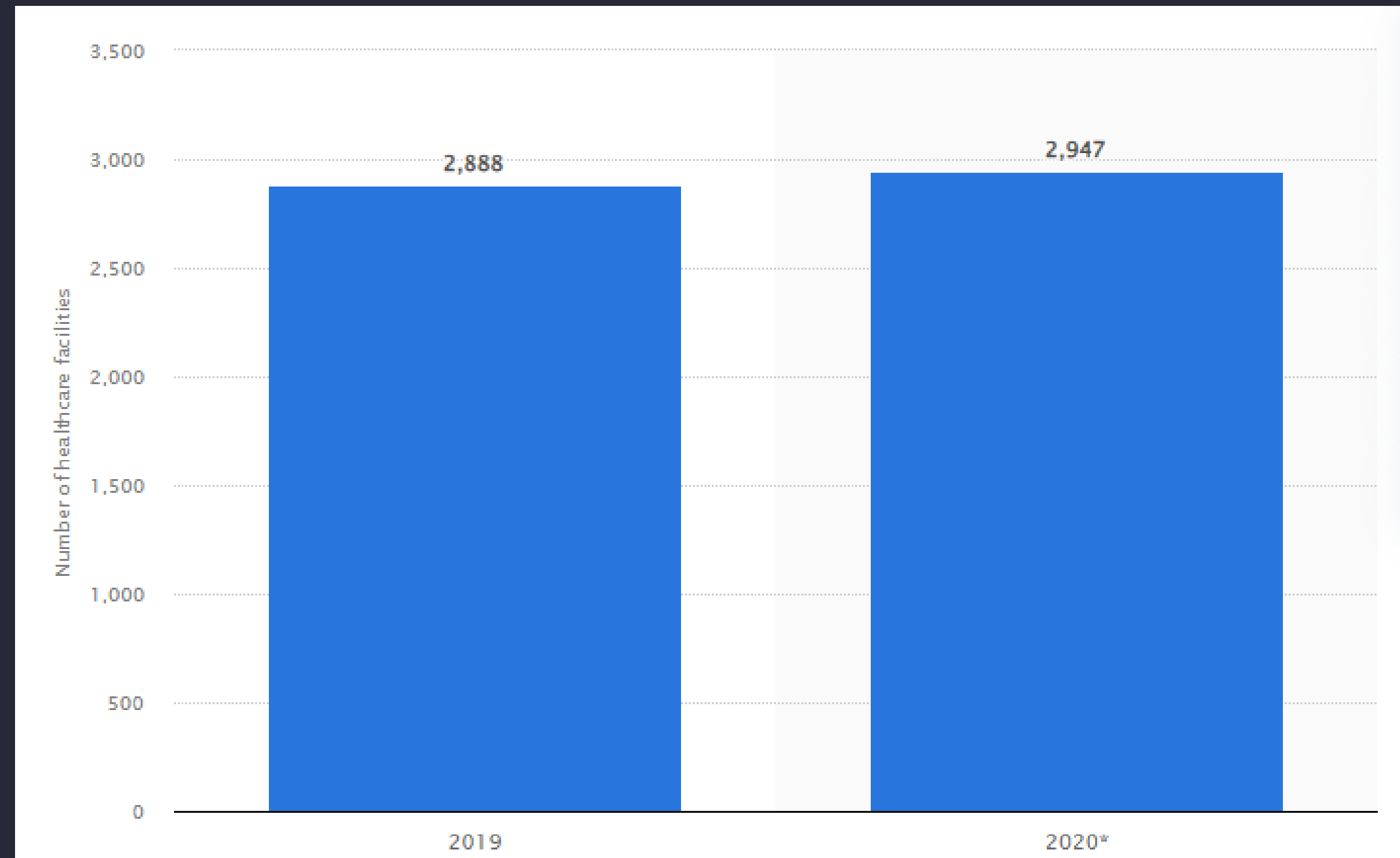
According to the World Health Organization (WHO), approximately 30% of people aged 18-80 in Morocco have a chronic disease. This means that there are an estimated 7,695,975 people with chronic diseases in this age group.

<https://www.who.int/>



Between 2010 and 2019, healthcare spending in Morocco experienced some fluctuations from 5.6% of GDP to 6.7% . The increase in spending from 2016 onwards suggests a growing commitment to allocate more resources towards healthcare in the country.

<https://www.macrotrends.net/countries/MAR/morocco/healthcare-spending>



In 2020, the total number of healthcare facilities in Morocco amounted to 2,947. The number increased compared to the previous year, when it stood at 2,888. Moreover, the country had a total of 162 hospitals in 2020, accounting for a capacity of almost 27,000 hospital beds.

<https://www.statista.com/statistics/1307440/number-of-healthcare-facilities-in-morocco/>

Team's Selected Solution

Team's Final Selected Solution Idea Create an app for clients which will able them to find their desired medication, price from both retailers and direct importers/manufacturers, and availability, and delivery system, there will be also a section for insurance companies and doctors, where the app user will be able to ask about his medical issue.

The proposed app solution is useful because it allows clients to easily find their desired medication, compare prices from different sources, check availability, and utilize a delivery system. This app offers convenience, cost savings, real-time information, and improved communication with healthcare professionals.



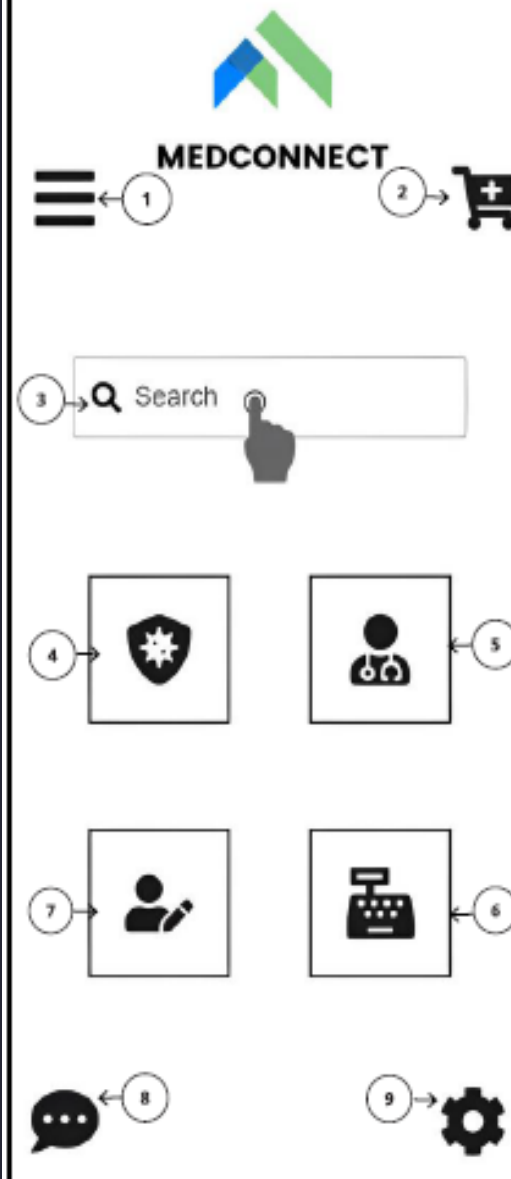
MedConnect : Wireframes



Page Name: Welcome page

Annotations:

1. LOGO: a visual representation of the brand, at the top of the page, establishing branding
2. SLOGAN: a catchy phrase conveying the app's value proposition and setting the tone for the user's experience.



Page Name: Home page.

Annotations:

1. Navigation bar: Contains links to all the main sections of the app (Home, medications, user profile, track your order, contact us...)
2. Shopping cart: Helps to get direct access to shopping cart, observe number of products in the cart, add product from lists via drop & drag feature.
3. Search bar: Allows users to search for specific medications or categories.
4. Shield: Opens insurance company information page for app coverage of medications.
5. Doctor: Click doctor button for medication consultation and recommendations.
6. Cash register: Leads to a page where users can compare the prices of medications from different retailers.
7. User profile: User profile allows users to add medical profile, history, age, gender, address, and family history.
8. Speech bubble: Talk with an app advisor when you have any type of problem.
9. Settings: Allows users to customize preferences and personalize their experience.



Page Name: Medication Details.

Annotations:

1. Medication Image: Displays image for user recognition and appeal on details page, enhancing user experience.
2. Add to Cart Button: A prominent "Add to Cart" button: Allows users to easily add the medication to their shopping cart or order.
3. Medications List: Is a structured list that includes a brief description, recommended dosage, manufacturer/retailer, manufacturer price, and insurance coverage. It provides information on the medication's main purpose, benefits, manufacturer/retailer, and specific insurance providers offering reimbursement.

Pain Points

1. My user needs an affordable and accessible way to obtain necessary medications for their chronic conditions without financial strain.
2. My user needs a convenient and user-friendly system to simplify the process of obtaining medications, reducing the time and effort required.
3. My user needs a reliable solution to ensure consistent adherence to prescribed medication regimens, reducing the risk of missed doses and complications.
4. My user needs a reliable source to address the issue of medication unavailability and frequent out-of-stock situations, ensuring uninterrupted access to essential treatments.
5. My user needs a solution that considers their specific health conditions, providing personalized guidance and support for managing their chronic diseases effectively



Changes based on user's feedback

- 1- Creating an intuitive and user-friendly interface that is easy to navigate. Ensure that key features are easily accessible, and utilize clear icons, labels, and instructions to guide users through the app.
- 2-Optimizing the search functionality by allowing users to search for medications based on various parameters such as brand name, generic name, dosage, and specific conditions. Implement advanced filtering options to help users refine their search results efficiently.
- 3- Incorporating a recommendation system based on user preferences, medical history, and previous searches. Provide personalized medication suggestions and dosage reminders to enhance the user experience and promote adherence to prescribed treatments.



What's next ?

Research and Development

Allocate resources to conduct extensive research and development to stay at the forefront of medical technology advancements.

Enhanced Telemedicine Integration

Invest in strengthening the app's telemedicine integration by enabling real-time video consultations, remote monitoring of vital signs, and secure exchange of medical data between patients and healthcare professionals

Patient Empowerment and Support

Develop interactive features such as support communities, forums, and educational resources to empower users in managing their health conditions effectively.

Our solution is effective

The medical application has the potential to address the challenges of financial constraints and accessibility to medical services in Morocco. Firstly, by enabling users to compare medication prices from different sources, including retailers and direct importers/manufacturers, the app empowers individuals to find more affordable options.

This can help alleviate the financial burden associated with purchasing medications, making healthcare more accessible to a wider population. Secondly, the app's delivery system provides convenience and eliminates the need for individuals to physically visit multiple pharmacies, especially in remote areas. This ensures that medications can be delivered directly to their doorstep, overcoming geographical barriers and enhancing accessibility to healthcare services.