**Ideation**

Ideation Solution Session.

June 18, 2015.

10:00 AM-12:00 PM

Data sets:

* Drugs - Adverse events, labeling, enforcement reports (severity)
* Devices - Adverse events, labeling, enforcement reports (severity)
* Food - enforcement reports (recalls, mass outbreaks, severity)

EPIC: Recall Alerts

1. Application that identifies food recall by category (state, food type, severity and fatality). The application should have a map overlay with states affected by the recall and a grading of color by severity. Options to filter for additional overlays would be good. Any big data type analysis on what states may be affected next would add more value to the app.
2. Using the drug adverse events dataset - allow an end-user to search for drugs that they are taking currently to see events related to that drug.
3. Using the drug recall dataset - allow me to verify that my drug has NOT been recalled.
4. Using the device adverse events dataset to allow me to see events related to devices that I have been recommended to have (artificial knee, heart stent, etc)
5. Create a FDA alert that pushes to your mobile device that notifies you if you have consumed a hazardous item (bad meat, faulty prescription, chipotle recall…)
   1. As a user of a drug, i would like to register on the app so that I get real time notifications of any hazard related to my drug
   2. As a user of a medical device, i would like to register on the app so that I get real time notifications of any hazard related to my drug
   3. As a consumer of specific foods (meat), i would like to register on the app so that I get real time notifications of any hazard related to my drug in my geographic location

EPIC: Hazards - patient safety

1. Using the drug adverse events dataset - allow someone to see if there is any interaction/warning/events related to combinations of drugs that they might be taking currently.

EPIC - Public awareness

1. Using this data, can we aggregate data from Social media (FB and twitter) to figure out impacts in areas and have ability to increase trending on that topic?

EPIC - Complaint management

1. Simple workflow to capture a consumer complaint/query and track through its completion. The workflow will have 3 roles Consumer, Case review agent and Inspector. Step 1. Consumer puts in a complaint about Drugs, Devices or Food. Step2. Review agent checks existing data set for relevant information and either assigns to an inspector or closes the ticket with relevant feedback. Step 3. Inspector reviews ticket and conducts field study(maybe iPad).

If pricing data is in the set how about this:

The “drug pricing index” would be very helpful, It's basically a list of retail and insurance prices for drugs.



**Insight Statements**

**Design Challenge**

Our design challenge is to create an alerting mechanism for 3 types of data provided by the FDA

* Adverse events
* Recalls and
* Labeling.

**Theme: Safety**

**Insights:**

1. The number 1 public health problem is attributed foodborne infections
2. Global food supply chains are non-regulated by a single body, hence a need for oversight in safety is needed
3. Pre-emptive forecasting to attain more regulation of a widening network supply against diminishing regulatory resources

**Theme: Timeliness**

**Insights:**

1. Many infections, health issues and drug information reach the public too late
2. A large percentage of health safety issues can be prevented by providing impactful and correct data rapidly to the U.S. population
3. The traveling U.S. public is demanding timely geo-specific data**.**

**Theme: Reliability and Relevancy**

**Insights:**

1. The U.S. public and regulators are demanding more transparent and reliable information in less time
2. Data accuracy and data currency are important to the success of the application
3. Pushing only the data that is relevant to the end user is an important attribute