

MEDGO Team

Sources:

Executive Summary: MedGo

Overview:

MedGo is an AI-powered, multilingual symptom tracking app designed to empower patients—especially those from underserved communities—to communicate health concerns more clearly and seek timely care. By generating structured, print-friendly summaries in over 120 languages, MedGo bridges communication gaps that often lead to misdiagnosis or delayed treatment.

Core Features:

- AI-guided Q&A to gather detailed symptom history
- Multilingual support (120+ languages)
- Visual upload capabilities (e.g., skin conditions)
- Family history and lifestyle tracking
- Pattern recognition to flag early diagnosis opportunities
- Print-friendly medical summaries with clean UX

Impact: MedGo improves diagnostic accuracy, reduces unnecessary tests, and saves time for both patients and providers. It also supports those often left behind by traditional health tools—immigrants, women, non-native speakers, and first-time healthcare users.

Business Model:

- **B2C:** Premium subscription (\$10–\$20/month) includes unlimited symptom logs, AI insights, and custom health reports.
- **B2B:** Tailored packages for companies and universities

Competitive Advantage: Unlike Ada Health or Buoy, MedGo uniquely combines inclusive UX, privacy-first design, multilingual capabilities, and long-term symptom tracking to uncover patterns and reduce diagnostic delays.

Vision:

We envision MedGo as a scalable digital health companion that democratizes access to clear, actionable healthcare insights—anytime, anywhere.

Slogan:

Control Your Care.

Competitors like Ada, Symptoma, and Buoy exist, but none offer multilingual, print-ready summaries with culturally inclusive prompts

Check their social media, websites, and apps if applicable

Competitors:

- [ADA Health](#)
 - Medical Library: Stored with facts and tips on medical conditions based off clinical research and medical conditions
 - Many clinical partnerships including “Pfizer, NHS and Bayer
 - Based on EU
 - It does not have a feature where you can translate

- [Symptoma](#)
 - Chatbot format upon arrival
 - Instantly provides warning discouraging pregnant women, people under 18 or as a substitute for doctor’s
 - Asks users to simply list symptoms with commas discouraging conversational aspect and can lead to mental gaps
 - 32 Languages available for translation powered with Google Translate?
 - Most used symptom checker among both doctors and patients with millions of searches per month
 - Validated with internal and external and peer review publications
 - Creator: Jama Nateqi

- Base: Europe
 - Validated with external, internal and
 - Founded in 2007
 - The most used one
 - Tons of peer-reviewed and science journals to create database
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- [Buoy Health](#)
 - Provides articles for users to read based off symptoms (supplemental)
 - Searching for health information rather than recommending
 - Symptom checker , quizzes and diagnosis quiz (work backwards)

Pitch Deck: MedGo - Control Your Care

Slide 1: Title Slide

- **Logo:** MedGo (Placeholder if no logo yet)
 - **Tagline:** "Control Your Care."
 - **Team Name:** Team FirstGen
 - **Track:** Health | HooHacks 2025
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Slide 2: The Problem

- According to a Mayo Clinic study, nearly 88% of patients who seek a second opinion receive a new or refined diagnosis—highlighting how often initial assessments miss the mark, especially for complex or poorly communicated symptoms.
 - Immigrants, women, and non-native speakers face higher barriers to accurate care.
 - Patients forget or struggle to explain symptoms due to memory, language, or cultural gaps. Some may also feel ashamed to speak about sensitive symptoms—like blood in the stool—leading to underreporting and missed early diagnosis opportunities.
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Slide 3: The Solution - MedGo

- AI-powered, multilingual symptom tracking app.
- Creates pre-visit summaries to reduce misdiagnosis.
- Visual uploads and family history logging.

- Inclusive, accessible, and secure.
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Slide 4: How It Works

1. User logs symptoms and medical info.
 2. AI generates a comprehensive summary.
 3. Export to a clean, print-friendly PDF or share with a provider.
 4. Supports 120+ languages and image uploads.
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Slide 5: Demo Walkthrough

- Symptom entry flow
 - AI Q&A prompt simulation
 - Language switch feature
 - PDF export preview
 - Visual upload feature (optional demo)
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Slide 6: Unique Features

- 120+ language translations
 - AI-generated medical summaries
 - Family history and lifestyle tracker
 - Data encryption + Face ID login
 - Optional visual uploads (e.g., rashes)
 - AI tracks symptom patterns over time to identify potential early warning signs—creating golden opportunities for early diagnoses
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Slide 7: Market & Model

- B2C: \$10-\$20/month premium subscription
 - B2B: Partnerships with companies to support their employee health and wellness
 - Target users: underserved patients, students, immigrants, non-native speakers
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Slide 8: Competitive Edge

- vs. Ada Health, Buoy Health:
 - We include multilingual UI, print-ready reports, cultural sensitivity
 - Designed specifically for overlooked populations
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Slide 9: Feasibility & Ethics

- Uses secure APIs and existing tech
 - Fully encrypted, HIPAA-ready design
 - Two-factor auth with Face ID
 - Ethical data collection and transparency
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Slide 10: Impact

- Reduces misdiagnoses and unnecessary tests
 - Empowers patients to advocate for themselves
 - Frees up healthcare staff
 - Scalable and globally relevant
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Slide 11: What's Next

- Post-hackathon: user testing + MVP release
 - Pilot with clinics or student health centers
 - Apply for seed funding and research validation
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Slide 12: Thank You

- "Everyone deserves clarity in care."
 - Team FirstGen
 - [Optional QR code to GitHub or Devpost page]
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Slide Notes (Presentation Script)

- **Opening:** "Did you know misdiagnosis can delay care for over 2 years? Especially for underserved groups."

- **Problem:** "Many people can't explain what they're feeling. They forget symptoms. Language or cultural gaps get in the way."
 - **Solution:** "MedGo uses AI and multilingual design to empower patients."
 - **Demo:** "Here's how easy it is to log symptoms, and get a personalized report."
 - **Market/Model:** "We serve individuals directly and partner with organizations."
 - **Close:** "MedGo gives patients a voice. Because control and clarity in healthcare should be on hands of everyone, no matter where they come from."
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Executive Summary: MedGo MedGo is an AI-powered mobile health app designed to combat misdiagnosis by empowering users—particularly from underserved backgrounds—to track their symptoms and prepare for doctor visits. It supports over 120 languages, allows visual uploads, and uses AI to guide patients through structured medical Q&A, generating a personalized, print-ready medical summary. Built with ethical data privacy, encryption, and accessibility at its core, MedGo is poised to reduce stress, time, and costs associated with healthcare, particularly for immigrants, women, non-native speakers, and neurodiverse users.

Business Model: MedGo will offer \$10-\$20/month B2C premium plans that include unlimited usage, wellness insights, PDF exports, and priority support. B2B packages will be tailored for companies. The app is scalable, secure, and designed for real-world impact.

Slogan: Control Your Care.

Demo Script "Let's imagine you're feeling chest discomfort. You open MedGo, select your symptoms, and the AI starts asking clarifying questions. You respond with key info: when it started, what helps, family history, lifestyle. In seconds, MedGo generates a clean, exportable pre-visit guide. Need it in Spanish? No problem—just switch the language. Want to show a rash? Upload a photo. MedGo is simple, intuitive, and accessible."

UI Mockups (Descriptions)

- **Home screen:** Symptom tracker, language selector, "Start Check-In" button
- **Symptom Input:** Form with dropdowns, emojis for pain scale, optional image upload
- **AI Guide Chat:** Chat-style Q&A with progress bar and friendly tone
- **Summary Screen:** View PDF, export/share options, print button
- **Settings:** Language selection, privacy settings, Face ID toggle

LOGO + FONT + COLOR

Font: Belleza

Colors: White, #ffffff, Turquoise Blue, #5ce1e6, Darker turquoise, #1ca4ac



Demo Script

"Let's walk you through how MedGo works in the real world.

Imagine you're experiencing chest discomfort and you're unsure whether to go to urgent care. You open MedGo. Right away, you're greeted with a clean home screen. You tap 'Start Check-In.'

The app asks a few quick questions: Where is the pain? When did it start? What makes it better or worse? It also asks about your medical history, lifestyle habits like diet or stress, and any family history of heart issues. You type your answers or choose from easy dropdown options.

Now let's say English isn't your first language. With one tap, you switch to Spanish—or any of over 120 supported languages—and the AI continues the conversation seamlessly.

Next, you notice a rash on your arm. You take a photo and upload it directly in the app. The AI notes that image as a visual reference to include in the summary.

Once finished, MedGo generates a comprehensive, beautifully formatted, and print-friendly medical summary. You can email it, print it, or show it on your phone. This summary empowers you to walk into any clinic with clarity and confidence—no forgotten symptoms, no language barriers.

The best part? The AI is also tracking patterns over time. If your symptoms suggest a trend—say, recurring chest pain—it can flag that pattern and encourage you to seek care early. This opens the door for proactive diagnosis and better outcomes.

That's the MedGo experience—simple, inclusive, and powerful."

UI Mockups (Descriptions)

- **Home Screen:**
 - Clean and welcoming layout with the MedGo logo and tagline "Control Your Care."
 - Prominent "Start Check-In" button at the center.
 - Language selector dropdown at the top-right.
 - Quick access icons for symptom history, settings, and help.
- **Symptom Input Screen:**
 - Pop-up warning sign about not using Medgo as a diagnosis

- User-friendly form layout with text fields, dropdowns, and emoji-based pain scale.
 - Optional image upload field with drag-and-drop and camera access.
 - Step progress bar showing how far along the user is.
 - Soft blue and aqua tones for a calming visual experience.
 - **AI Guide Chat Screen:**
 - Conversational UI that mimics a chat window.
 - AI prompts appear in bubbles; user responses can be typed or selected.
 - AI dynamically adjusts questions based on responses.
 - Includes culturally-sensitive language and clarifying definitions.
 - Visual indicator of progress with subtle animations.
 - **Summary Screen:**
 - Display of the full AI-generated report with easy navigation.
 - "Download PDF" and "Print" buttons at the top.
 - Icons indicate uploaded images, lifestyle data, and medication list.
 - Layout is clean, black-on-white, printer-friendly, with subtle color highlights.
 - **Settings Screen:**
 - Toggle options for language, accessibility, and font size.
 - Security options like Face ID, two-factor authentication, and data export/delete.
 - Link to privacy policy and data usage summary.
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