

Value Proposition

A. CUSTOMER'S PROBLEM

1. Alcohol Use Disorder:

Alcohol use disorder sometimes is considered as a disease which can be cured by patient's willpower. Actually, alcohol use disorder is a brain disease, which doctors diagnose when a patient's drinking causes distress or harm that has caused changes in your brain and make it pretty hard to quit.^[1]

2. Privacy Issues:

Patients risk their health by keeping other medical providers in the dark about their substance abuse treatment. Or risk their jobs, homes and child-custody arrangements by potentially damaging treatment details to be electronically shared with an array of medical providers. The mere threat that treatment details might be disclosed can be enough to deter people from seeking help.^[2]

3. Treatment Problem

The traditional ways to cure alcohol use disorder are behavioral treatments like counseling doctors, psychologists, using prescribed medications to combine with counseling, mutual-support groups like Alcoholics Anonymous(AA) where people self-organize a group to provide peer support^[3]

The first problem is, there exists some report that says AA is not useful, someone says it's useful, we cannot conclude the positive influence made by AA.

The second problem is, all of them require patients' offline participation. For counseling part, it requires more time to wait and reserve an appointment with a doctor, for medications, patients also have to buy them outside. for mutual-support group, it's not very flexible to organize a meeting or have conversation with other people

B. OUR SOLUTION

Based on the customer's problems including alcohol use disorder itself, privacy issues and treatment problem, we should define different features of our product to solve every sub problem above.

FEATURE 1 Doctor, Health Professionals, Psychologists Matching

Feature1 is to solve alcohol use disorder treatment itself, since we need professionals to help a patient to cure their disorder, our system can help users to match a doctor and reserve a treatment basing on user's insurance plan, users' preference for doctors' background, users' symptoms, users' special needs, users' available time and so on.

FEATURE 2 Private Information Interaction and Storage

Our platform must make sure the privacy of the patients by make robust security technical solutions to optimize the interaction and storage of our information system. Besides, for relationship part, we also need to come up with reasonable strategy to deal with the relationship between patients and doctors like defining which information is necessary for treatment, how to sign the agreement with doctors to make sure the privacy of information

FEATURE 3 ONLINE DRUG MARKETS

To optimize the efficiency and take advantage of online platform, our product can cooperate with drug company which can offer drugs focusing on alcoholic disorder treatment, distress treatment and so on. When users get the prescription from the doctor, he or she can directly buy drugs online.

FEATURE 4 ONLINE SOCIAL NETWORKING FOR MUTUAL SUPPORT

AA is a historic organization followed by many patients to organize meeting or activities to support each other to beat against disorder, but it's not efficient, our platform can directly offer social networking to patients for them to freely have conversation and exchange ideas with each other. Plus, building a social networking for patients can help us lay a foundation for future data collection and big data analysis.

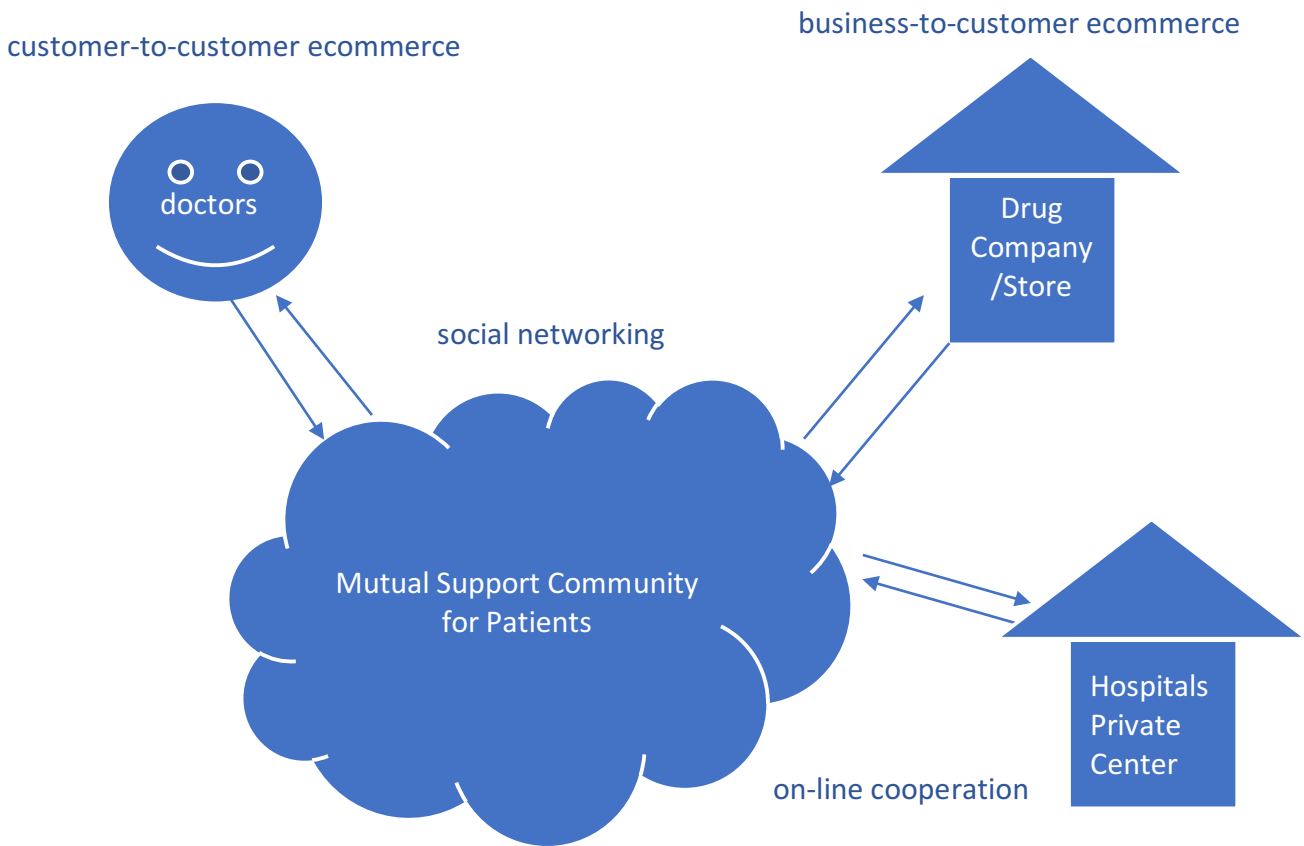
FEATURE 5 ONLINE COOPERATION WITH HOSPITALS AND CENTERS

For someone who has a severe disorder, we also give users channel to make a reservation with hospitals or centers, and users don't need to wait for more time.

C. CORE VALUE

All in all, our product will be a product which combines features of customer-to-customer ecommerce (doctor and patient), business-to-customer ecommerce (drug company and patient), social networking site (social networking for patients) and online cooperation with professional centers. this product offers a complete treatment for alcohol use disorder not only offer professional treatment from doctors, online cooperation with hospital , online shopping for drugs, but also create unprofessional community for users to support each other.

As listed in the first, the traditional treatment methods are counseling doctors, medications, and mutual support community. We have covered these methods in our platform as much as possible to consider every aspect of treatment which can offer a patient a more private, more efficient and cheaper method to get treatment.



PLATFORM FEATURES

【1】 <https://www.webmd.com/mental-health/addiction/alcohol-use-disorder-treatments#1>

【2】 [2]https://www.washingtonpost.com/national/health-science/people-being-treated-for-alcohol-or-drug-abuse-face-serious-privacy-issues/2016/03/25/23cb654c-f03c-11e5-85a6-2132cf446d0a_story.html?utm_term=.0827304a1954

【3】 <https://pubs.niaaa.nih.gov/publications/treatment/treatment.htm>