**1. What is the challenge? Has your challenge evolved in any way and how?**

**Challenge:**

Ensuring people have healthier lifestyle by providing **continuous** motivation for change through continuous monitoring of their body metrics.

While researching the general statistics and the current situation pertaining to cardiovascular disease diagnosis and treatment, we came across certain other problems such as neuromuscular diseases which in turn cause cardiac problems due to congenital causes or a sedentary lifestyle. According to statistics, in the United States, nearly a million people suffer from neuromuscular diseases and 40% of them are under the age of 18. Early detection of this disease would help take early steps for prevention of cardiac problems.

**2. Why is the challenge important to be solved i.e. impact of the challenge?**

* There is a significant age group shift observed in the number of cardiac patients admitted in hospitals, which poses a need for people to monitor their health. This is to create an awareness among people to lead healthy lifestyles and in turn reduce the number of observed young cases in cardiovascular diseases.
* ‘Prevention is better than cure’-rather than spending huge amount of money on treatment, we can stop the problem by taking proper prevention.

**3. Who are the stakeholders involved or impacted?**

The important stakeholders identified are:

* + Working Professionals
  + General population
  + Doctors/Physicians/Cardiologists
  + Trainers and Nutritionists
  + Diagnostic Lab staff

**4. Where in the value chain is the challenge?**

The challenge lies in the collection of unbiased data. While conducting the survey ensuring that the data being collected is valid and has high accuracy.

**5. What are the three striking things you learnt from the stakeholders?**

* There has been a considerable age shift in the patients suffering from cardiovascular diseases, for example a grade 10 student treated for high blood pressure, a 19 year old treated for hypertension and the youngest cardiac patient was 25 years old.
* Changing lifestyle was one of the significant reasons for the cases observed in cardiac hospitals.
* The percentage of people getting health checkups done regularly is very low.

**6. What support do you require?**

Help in understanding the psyche of people.