

EIT HEALTH CAMPUS PROGRAMME MHEALTH USING REAL WORLD DATA COMPETITION

Overview:

This competitive programme is designed to create potential mHealth solutions for global healthcare problems. 5 multidisciplinary teams will work to solve one of two broad mHealth challenges based on the persona's outlined below (you will select one persona for this competition with your team). Teams will complete the programme and have the opportunity to pitch their project to win a total prize fund of €5,000 (€2,500 First Prize, €1,500 Second Prize and €1,000 Third Prize). The overall winning team will travel to Spain to represent NUI Galway during summer 2019.

Persona(s):

Meet Sam, a person in their 40's. In recent years, Sam has not taken as much care of themselves as they should have. They are no longer as physically active as they once were and have a family history of type two diabetes. They smoke on occasion, suffer with heart palpitations and become breathless. Sam needs your help.

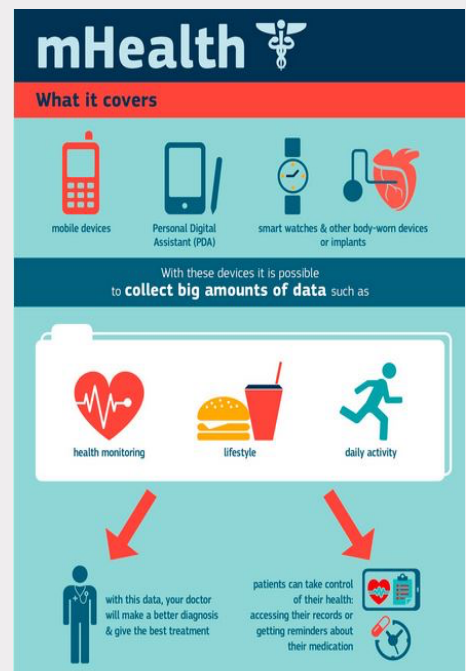
Or

Meet Chris, a person in their early 60's who has been diagnosed with dementia. Chris is married but has no other family or siblings. Chris is starting to become forgetful and feels like they are losing their independence and autonomy. Some of their daily tasks are becoming more difficult and they have on occasion forgotten to take their medicine. Chris needs your help.

mhealth*:

Solutions must have an mhealth component using Real World Data (or simulated RWD). Mobile Health (mHealth) is a sub-segment of eHealth and covers medical and public health practice supported by mobile devices. It especially includes the use of mobile communication devices for health and well-being services and information purposes as well as mobile health applications.

Mobile Health is a rapidly developing field: over 100,000 mHealth apps are currently available on the market. It has the potential to play a part in the transformation of healthcare and increase its quality and efficiency. mHealth contributes to the empowerment of patients: they could manage their health more actively, live more independently thanks to self-assessment or remote monitoring solutions. mHealth can also support healthcare professionals in treating patients more efficiently as mobile apps can encourage adherence to a healthy lifestyle.



*<https://ec.europa.eu/digital-single-market/en/mhealth>



Programme Overview

Session One:

Overview of programme and timelines
Introductions & Team Allocation
Hands on creativity(Lego session)
Introduction to the Lean Canvas
Meet Sam and Chris
Meet your Mentor

Programme Deliverable: Meet with your mentor to discuss Sam and Chris

Session Two:

Understand Your Customer
 Building your first persona
 Understanding different stakeholders and customer types
 Talking to humans
 Testing with humans
 User Journey
 Insights versus assumptions

Deliverable for Mentor: Meet with your mentor to discuss your proposed interview questions be start building your persona's

Programme Deliverable: 10-minute pitch on progress to date. Complete two persona's and user journeys for your project

Session Three:

10-minute pitch on progress to date and discussion on key learnings from interviews

- Defining the problem
 - Insights and experimentation
 - Your problem statement
 - Engagement
- Team dynamics

Deliverable for Mentor: Draft of problem statement based on research to-date(primary and secondary data)

Programme Deliverable: 10 minute pitch on progress to date, which should include data collected, problem statement and challenges

Session Four:

10-minute pitch on progress to date and discussion on key learnings from interviews

Lean Canvas
Idea Emergence
Testing with customers
Problem-Solution fit

Deliverable for Mentor: Problem Solution Fit Overview

Programme Deliverable: 10 minute pitch on progress to date. Ideation Chart with prioritised solutions and evidence to support their prioritisation



Programme Overview(cont'd)

Session Five:

10-minute pitch on progress to date and discussion on key learnings from interviews

The Lean Canvas (updated based on evidence gathered)

- Mapping customer segments

- Problem definition

- Unique value proposition

Idea and prototype development

Testing with customers

Problem-Solution fit

Deliverable for Mentor: Draft lean canvas and prototype (based on evidence collated, sections 1-4)

Programme Deliverable: Draft lean canvas(based on evidence collated, sections 1-4)

Session Six:

Lean Canvas(cont'd sections 5-9)

- The relationships between customers and channels

- Revenues and Costs

- Key Metrics

- Unfair Advantage

- Market and solution fit

Deliverable for Mentor: Draft lean canvas(based on evidence collated, all sections)

Programme Deliverable: Draft lean canvas(based on evidence collated, all sections)

Session Seven:

Pitching

Story telling

Story board

Slide deck building

Deliverable for Mentor: Slide deck and run through of presentation

Programme Deliverable: Slide deck and run through of presentation

Session Eight:

Final Pitches