

Selena Health

Our Journey

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CHALLENGE:


How might we reimagine the new life experience by addressing the diverse challenges of all mothers, babies, and those who care for them?

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PHASE: [Ideas](#) > OPPORTUNITY AREAS: [Supporting Users Suffering from Chronic Disease](#) >

Improving Maternal Outcomes for Women with Lupus

Healthier more predictable pregnancies for women with lupus.




Written by Juliet Oberding
Updated on 10:05, Sep 25, 2017

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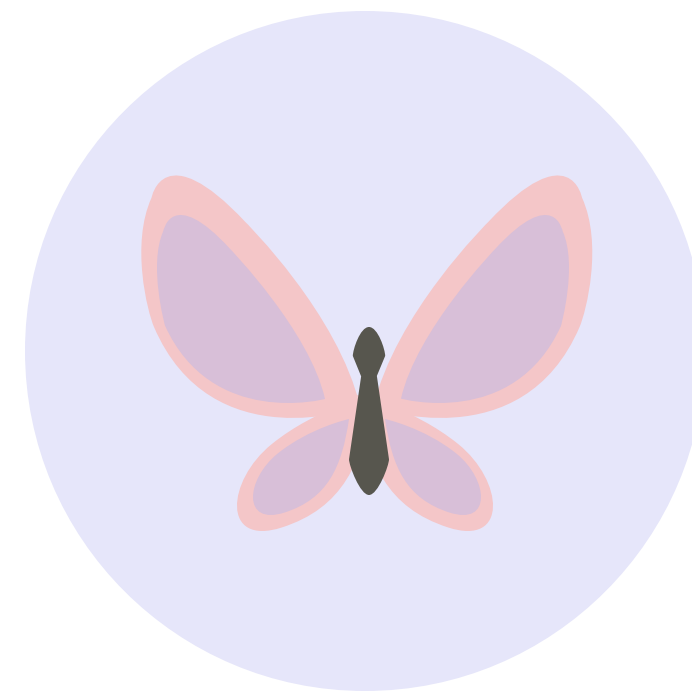
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In no more than 3 sentences, please tell us who your idea is designed for and how it reimagines the new life experience.

Our idea is designed for women living with lupus who are planning to have children and their healthcare team. It reimagines the new life experience by providing better predictability to maternal outcomes for women with lupus.



Our Value Proposition



Improve health outcomes for pregnant women with autoimmune disease through an intelligent scheduling system



Angela Martinez

Pregnant Mother with Auto Immune Disease

Age: 33

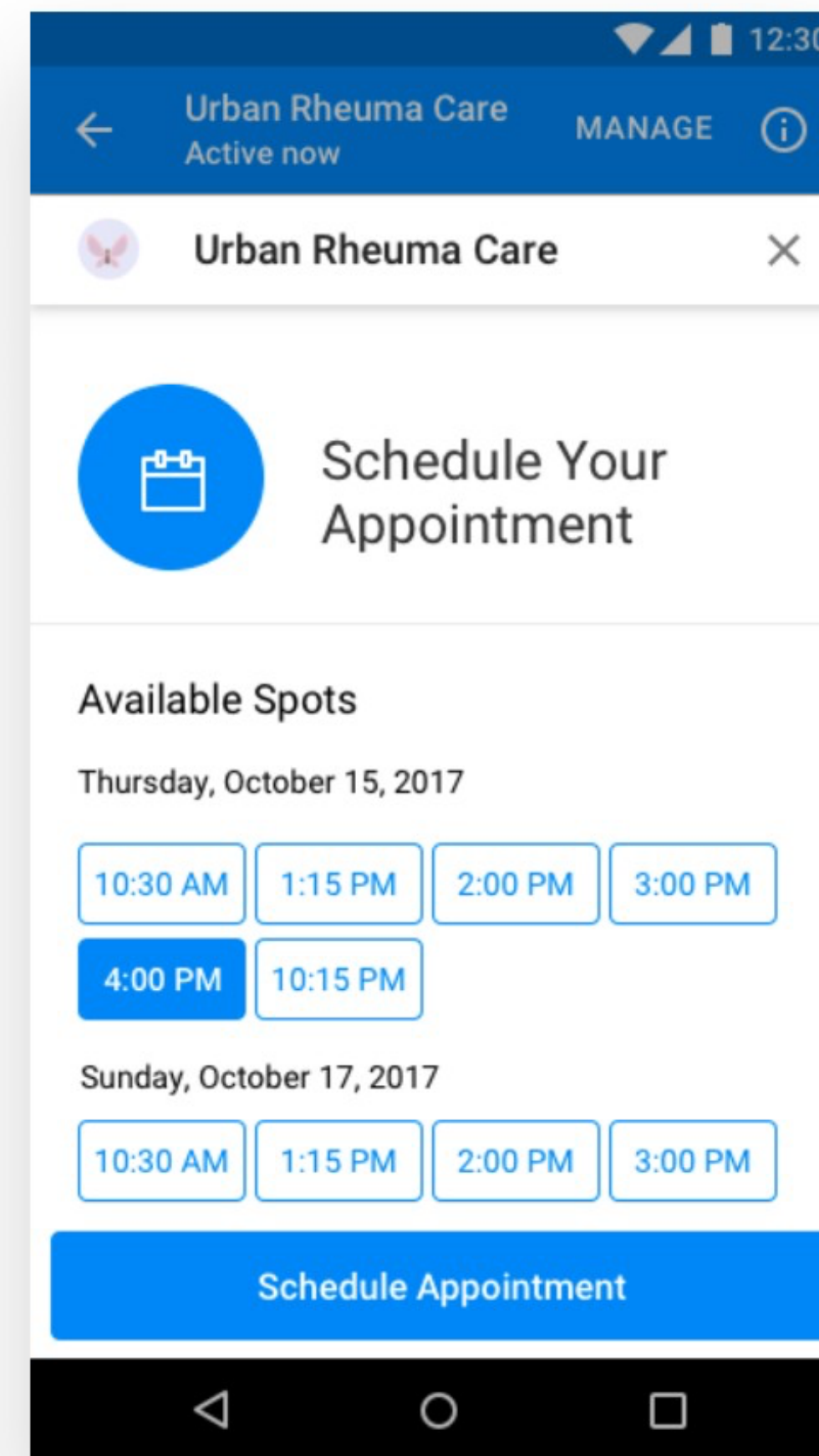
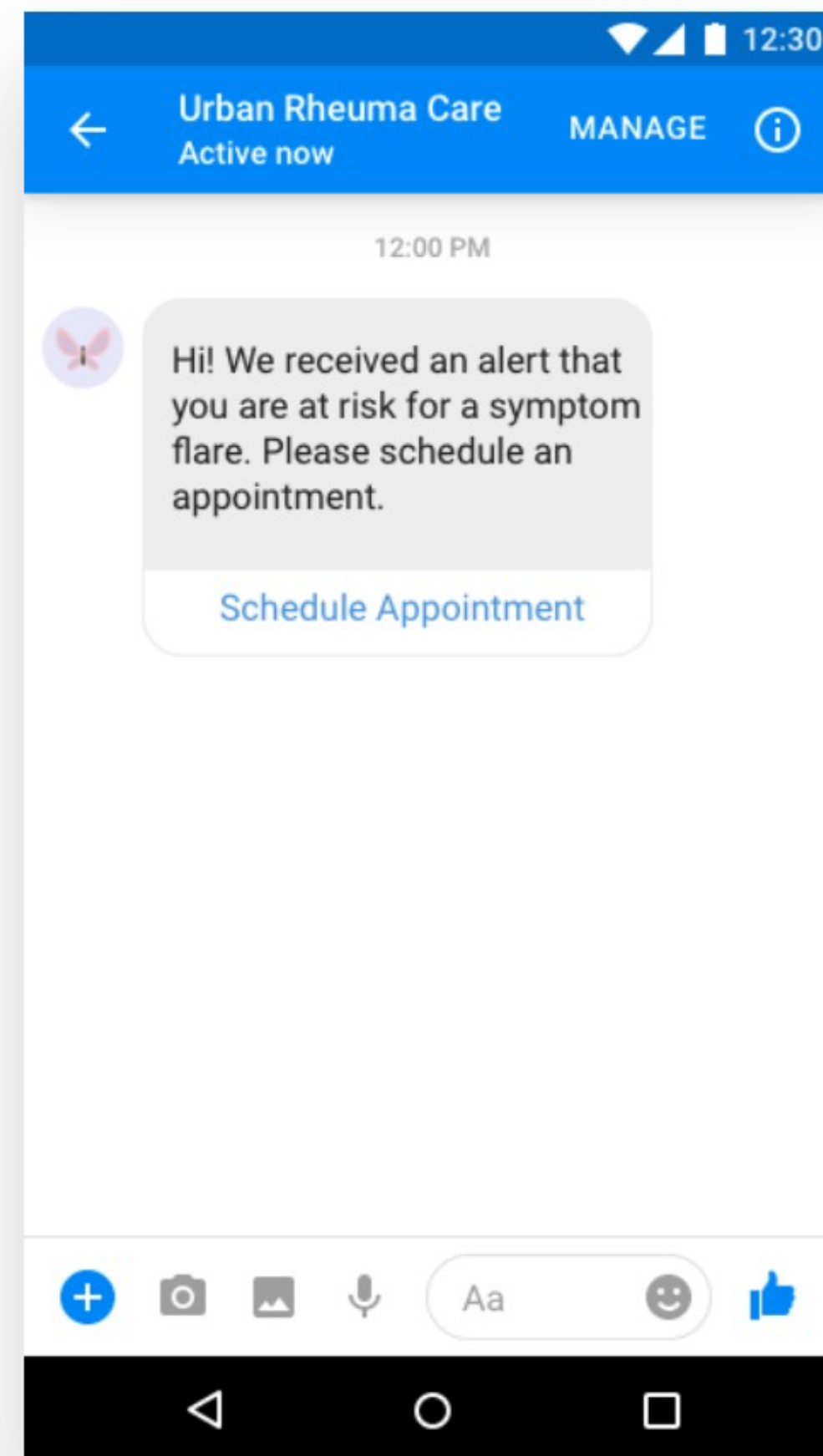
Ethnicity: Latina

Education: College

Angela is one of more than 1.5 million of Americans who live with Lupus, a chronic autoimmune disease that causes rashes, fatigue, and joint pain. Angela wants a successful pregnancy, so she works closely with her provider to monitor and manage her health.

The Problem

Our Solution



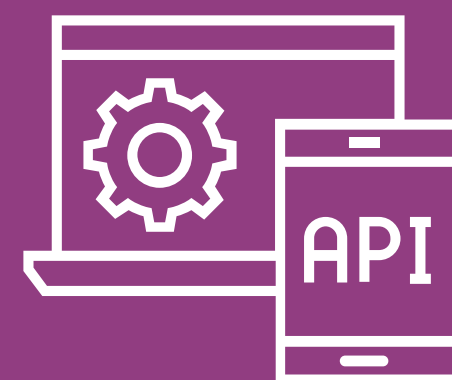
Why Us?



Innovative



Feasible



API's



Impact

Next Steps

