Unicorn Health Scenario Card 1

Unicorn Health Ltd. is designing a system for improving the health of citizens (participants) who have chronic health conditions such as obesity, T2 diabetes, hypertension, and/or heart disease.

Unicorn Health Scenario Card 2

The participant receives a wristband manufactured by Unicorn Health, with a built-in step-counter, pulse monitor, and sleep monitor. Although the wristband doesn't have an interface, the participant's processed data (step averages and totals, current and average pulse, hours and quality of sleep) can be viewed in the companion smartphone app.

Unicorn Health Scenario Card 3

The participant receives (at no charge) an android smartphone with a paired app already installed, which automatically gathers data from the wristband and tracks the participant's GPS location. The phone app continuously sends various data to Unicorn Health's cloud (Unicorn rents server space from Amazon) for collection and analysis.

Unicorn Health Scenario Card 4

In order to participate in the program, the participant is required to allow Unicorn Health to access their full medical record. Unicorn Health then uses their proprietary algorithms to analyse this data and determine ideal daily exercise and lifestyle plans.

Unicorn Health Scenario Card 5

The participant can share their progress with friends or family members (friends) for support and motivation. To do this, the friend must install the Unicorn Health app on their own smartphone. Once linked, the friend gets an updated feed of the participant's daily steps, location, caloric expenditure, and goal achievements, and can post comments on the feed.

Unicorn Health Scenario Card 6

Through the data collected by the wearable wristband and smartphone, Unicorn Health's proprietary algorithm discovers insights, such as which exercise patterns are most conducive to ideal sleep. These insights are used to send motivational text messages, as well as update goals and advice within the app.

Unicorn Health Scenario Card 7

The collected data is kept securely on Unicorn Health's servers (Amazon virtual servers). A monthly summary of health, exercise, and lifestyle is automatically sent to both the insurer and the participant's medical team. This allows the participant to discuss their progress with their health care provider during visits.

Unicorn Health Scenario Card 8

The phone free of charge as long as the participant meets the monthly goals. The plan includes unlimited regional calls and 1.5 GB a month of high-speed internet access, which slows down after reaching the limit. Participants can earn additional bandwidth by completing additional health/fitness goals, such as going to the gym, tracking meals, or eating at healthy restaurants suggested by the app or pay for more bandwidth.

Unicorn Health Scenario
Card 9

Participants can also unlock special opportunities for themselves and their social support network, through special health and fitness challenges. These might include discounts on health care products such as vitamins and supplements, or services such as a discounted trip to a spa or gym.

Unicorn Health Scenario Card 10

To encourage healthy behaviours, if a participant doesn't meet their monthly health/fitness goals, they must pay 30 euros to cover the costs of the phone and service. Roaming out of the home country is not included in the plan and can incur additional charges. The plan automatically renews at the end of 2 years. The plan can be cancelled 90 days before the renewal date, with a written letter to Unicorn Health.