Studio Crit#1 Retro
Team: Stat Health

Product Narrative:

In a new paradigm, consumers are increasingly controlling access to their personal health data and selectively consenting to opt-in services if they feel that partners are delivering significant value. This is a strategic shift from previously when large integrated companies controlled access to consumer/patient data. In this regard, we ask the question: How might established health services firms such as Cigna extract value from this democratized data, differentiate its services, attract customers and deliver outstanding quality care?

We propose a Customer Chatbot that will promote medication compliance for patients with diabetes. Diabetics are exposed to many risks. A missed dose could lead to a spike in glucose levels. Long-term poor compliance can result in re-admission. There are also high risks for poor foot neuropathy, complex kidney disorder, and cardiac complications. With a chatbot, Cigna can deliver personalized care management. Timely communication and patient engagement improves medication compliance. In turn, improved compliance leads to reduced episodes of acute or emergency care treatments. Moreover, a chatbot will enable Cigna to have flexible interactions with its customers at scale, and to gather unstructured health information and blend with publicly available information for added insights. It will have the impact of enhanced customer experience and remote monitoring leading to better prevention and avoiding relapses regardless of customer location.

Focus / Goals for Next Two Weeks

Our team is working based on the following timeline:

Milestone	Deliverable
Feb 7	Present possible project ideas
Feb 14	SPRINT 1
Feb 21	Value proposition and business case. Map user profiles. Master the "internal sales" pitch.
Mar 6	Solution architecture and initial wireframing
Mar 20	SPRINT 2 Implement essential functions

Brief Description and Reflection of some material Crit Advice

- We originally presented several ideas to our Company advisor and he straight-up denied some of them. His advice gave us a clearer understanding of the areas in healthcare that are already saturated. This led us to focus on a more focused market, giving us more latitude to scale.
- While he shot down some ideas, our Company advisor did say that the customer chatbot is something that could work. He gave us examples of data sets that we can utilize and even set us up to meet with a technical member of his staff who can give us advice on how to utilize. We are set to meet with him soon.

Blockers to Progress

- Limited access to company data
- Complicated business model to study and innovate in
- Lack of technical team members