1- Before presentation - Charlie

Title Slide - Charlie
Hello BrainStation faculty and students and hello to the Google team!

My name is Charlie and I'm with The Brainy Bunch and today we will be pitching our solution to the challenge you presented.

First, let's quickly meet the team!

Meet the Team Slide - Charlie
In UX we have (Amruta, Mark, Shannon and Emilie)
In Data Science we have (Elliot and Prasann)
In Web Dev we have (Patrick and Hassan)
I'll be representing the digital marketing cohort.

Humanize Healthcare Slide - Charlie
And we're here to Humanize Healthcare.

When we first came together, we wanted to form our goal, which for us, is to empower individuals and communities to have more agency with their healthcare choices. We also want to leverage the power of AI to remove barriers and allow for more human decision-making.

Problem Space Slide - Charlie
What's the problem space we identified?
The problem space we identified was basically picking a health insurance plan. Picking one can be a confusing and frustrating process. People make decisions based on incomplete info and they receive information in a confusing and inconsistent manner. Once they have chosen a plan, the challenges are still present. Finding in-network services & availability for patients has proven to be difficult when it really shouldn't be and mistaking the understanding of insurance coverage can be incredibly expensive.

Big Idea Slide - Charlie

As we stated before, we're here to Humanize Healthcare and knock-down the information barriers that prevent people from misunderstanding what options are available to them. These barriers stem from a lack of consolidation and organization as well as an overwhelming amount of variables which is a problem for humans but a perfect task for AI.
By relieving humans from this burden, they are empowered to make informed decisions. Informed patients are more engaged which results in improved outcomes and greater control of vital decisions.

SHANNON

7)

This is Darren, an uninsured individual living in the United States. He is intimidated by the insurance system and doesn't know where to begin…. He just wants a simple way to see different insurance options to know what he can afford.

Patrick
Darren doesn't have access to a desktop computer, so he uses the android app to find affordable health insurance plans.
(click)
Darren onboards his information, (clicks) allowing the AI to offer a clear comparison of the most relevant plans that meet his needs.
(clicks)
Compare Google Health breaks down the policy contents into easily understandable sections.
(clicks)
Darren taps on a word that he is unfamiliar with and gets a simple definition without having to leave the page.
(clicks)
Darren has all the information he needs to make an informed decision and registers for an insurance policy.

Mark

10)

Our data science team hit the ground running, scouring datasets for insight towards the problem space. After ideating a solution, they initialized a thorough predictive model for insurance plans, which is accessible as a Jupyter notebook in the project asset folder. They employed a KMeans approach to cluster insurance policies into alignment with the financial needs and demographics of the patient.

12)

In just 24 hours, we have identified key touch points that are ready to evolve into functional products through an expanded process.

We see our product integrating as a core functionality of a Google Health dashboard. Accessing and storing insurance information will allow the Google Health AI to make informed suggestions for in-network healthcare services and streamline communication with hospitals in order to further empower users with control over their own healthcare.

Moving forward, we are poised to develop our proof of concept into complete solutions given the green light from Google Health.

This concludes our presentation, thank you for listening and we open to any questions from the panel.