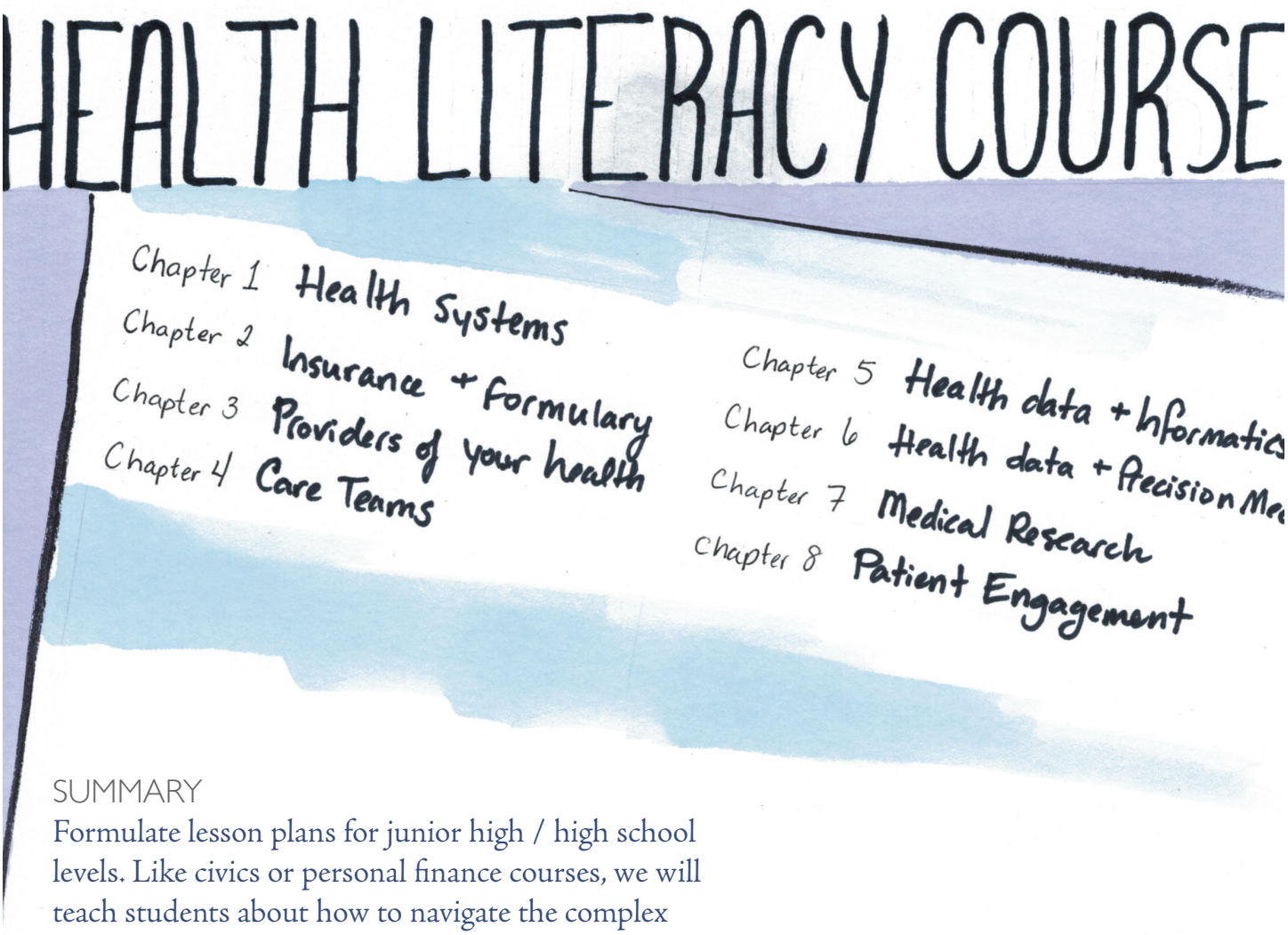
*FasterCures*

# Health Data Basics

CONCEPTS V2

JENNIFER PATEL, JUHAN SONIN 9.AUG.17

# Systemic / Civic change




## SUMMARY

Formulate lesson plans for junior high / high school levels. Like civics or personal finance courses, we will teach students about how to navigate the complex health systems and how to effectively engage with their own health. We can give them access to resources and tools so that they may get their families likewise engaged.

## AUDIENCE

Young adults / students. We will also need to get buy-in from school boards and teachers as well.

## ENVIRONMENT

High schools and junior highs across the US.

## SCALABILITY / DURABILITY

As this would be a long term investment, we could make small adjustments over time, especially if materials are in formats that are easily updated (web sources, digital textbooks, handouts, etc), but in the end the course and what is covered may be up to the discretion of the teacher and school. Arming young adults with the knowledge early on, we enable an entire generation to be more informed and engaged with their own health.


SUMMARY

Parents would drop their kids off at a 3-week day camp program all about teaching kids about staying healthy and using health data. The program would be filled with fun activities, art projects, and experiments.

AUDIENCE

Children and, by osmosis, their parents who would absorb their excitement and knowledge.

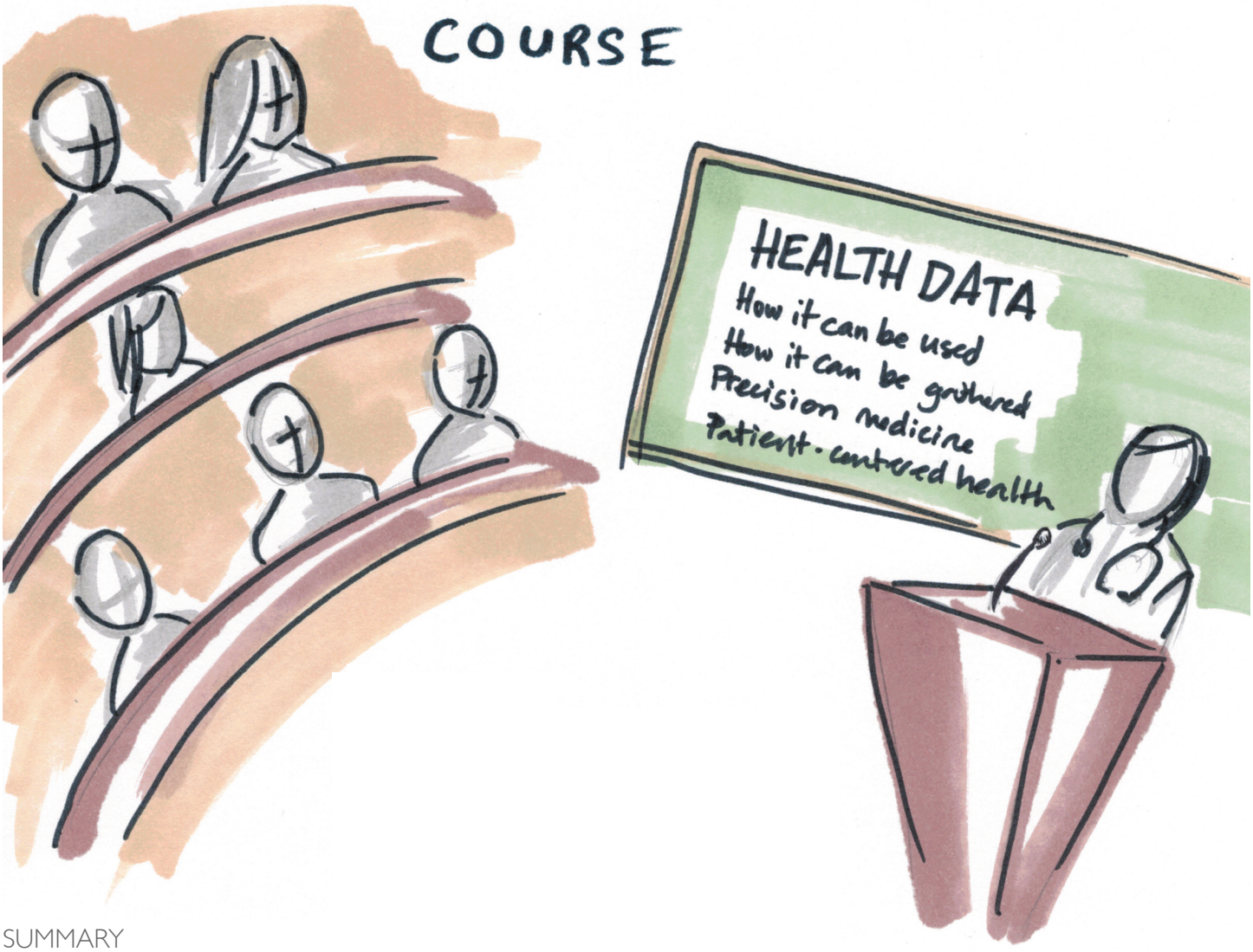
ENVIRONMENT

Schools, recreation centers, youth centers

SCALABILITY / DURABILITY

As long as there are parents who work during the day, there will be day camps and summer camps. We can adjust the lesson plan overtime and adapt the teaching styles for a variety of councilors and students.

# MEDICAL SCHOOL COURSE




SUMMARY

Give medical students a thorough picture of health data, what information can be leveraged to save physician time and benefit patient health. Give a run through of tools and techniques spanning disciplines.

AUDIENCE

Pre-med and med students

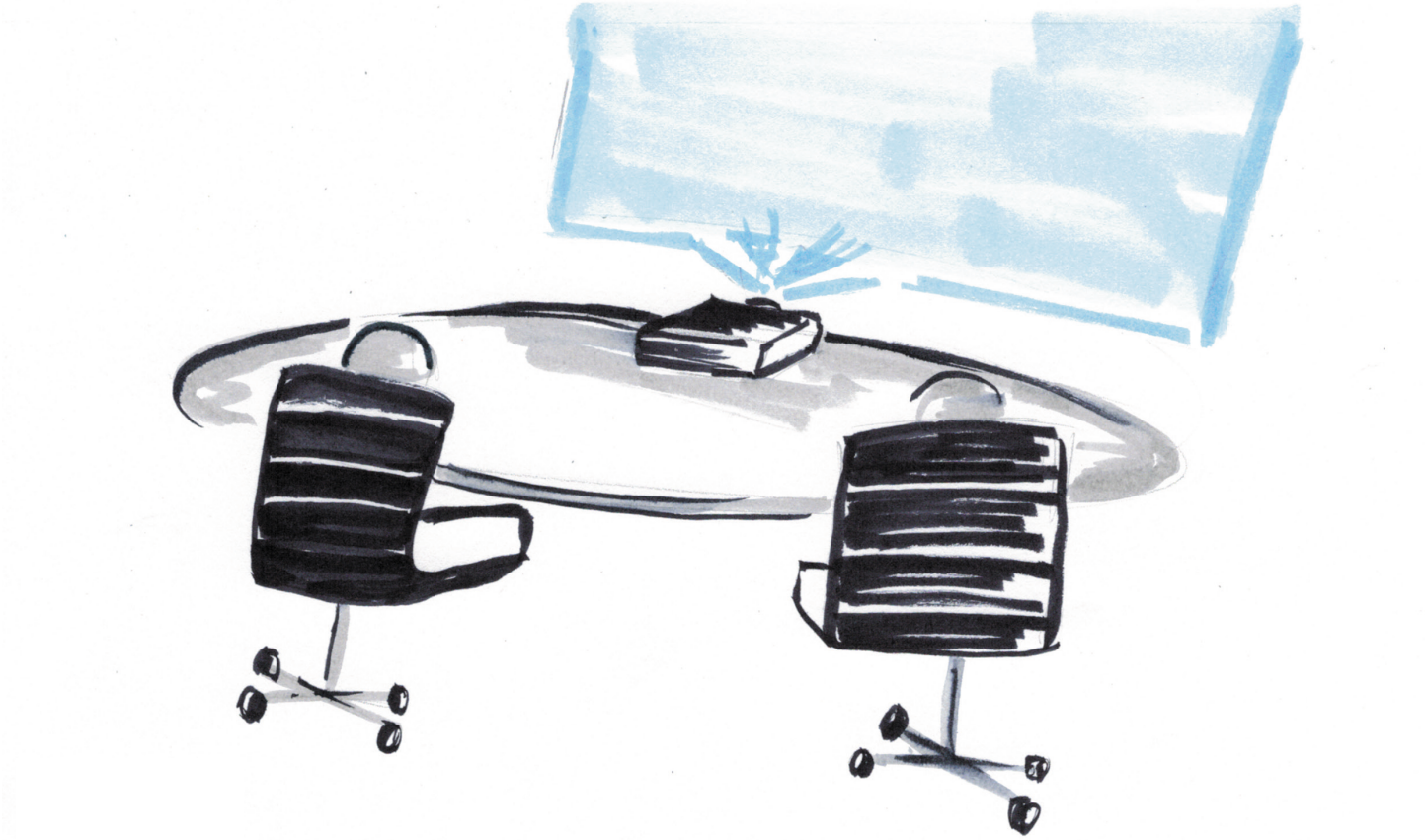
ENVIRONMENT

Medical schools, bio-med programs, medical informatics programs

SCALABILITY / DURABILITY

We could partner with many schools to get this into their programs, convince professors to talk about it and fit it into their curriculum, give them resources to encourage students to keep with a rapidly changing space.

# ADMINISTRATIVE TRAINING



SUMMARY

Provide resources, webinars for administrative staff at hospitals and clinics to help them create more efficient ways of handling patient data, making it easier to transfer data and grant data to patients who request it.

AUDIENCE

Administrative staff at hospitals and clinics, students, and nurses, maybe even some providers who want to be involved.

ENVIRONMENT

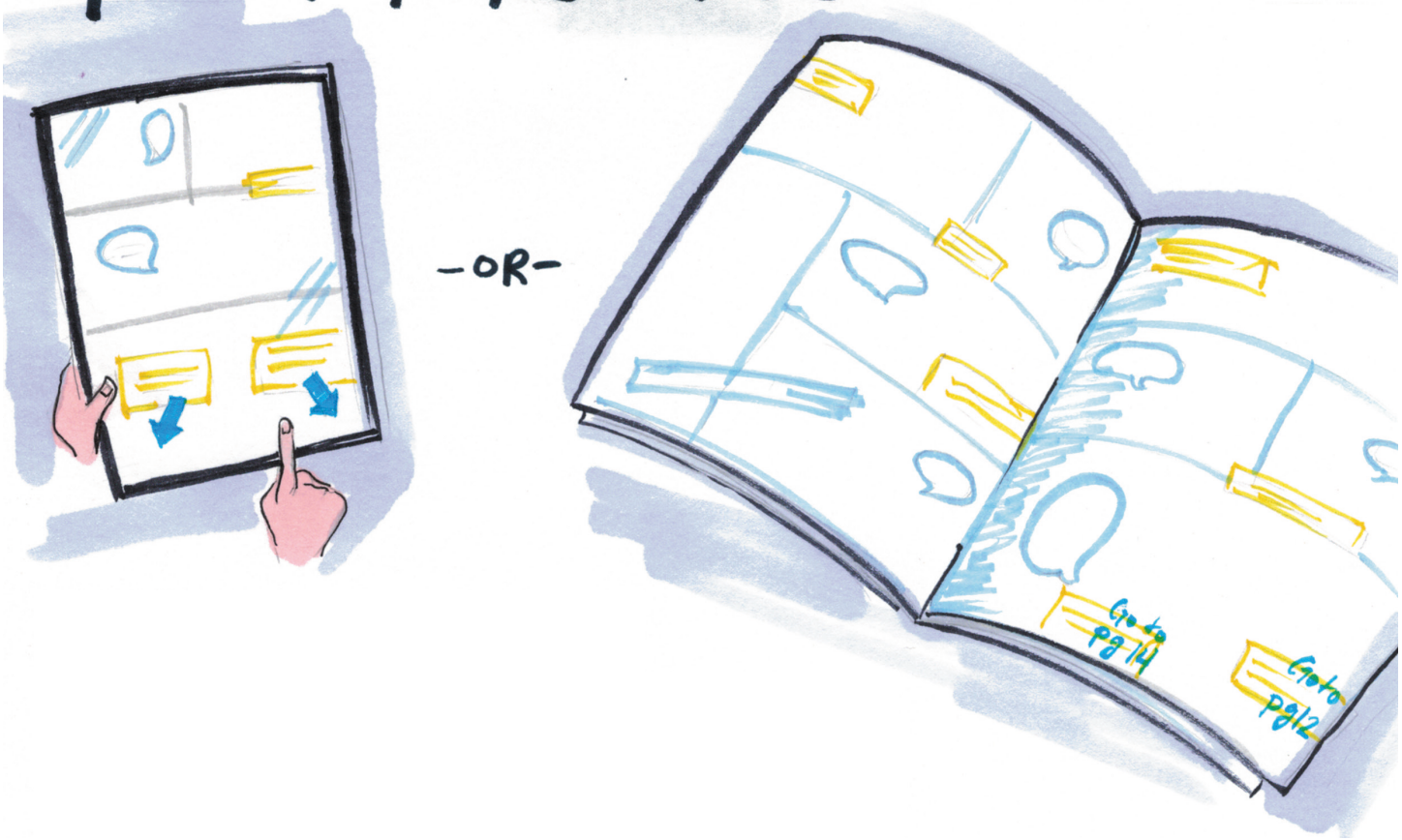
Hospitals, clinics, schools, conference spaces, over the internet.

SCALABILITY / DURABILITY

Could evolve webinars over time. Targeting administrative staff will ensure more of a foundation for building up health data use in hospitals and clinics. This will also help with communication with patients and build patient engagement starting from the encounter.

“Choose your own” experience

# GRAPHIC NOVEL




SUMMARY

A physical or digital graphic novel. The reader can choose their own path through illustrated scenarios. The scenarios will include information about what counts as health data, how it is collected, and what it is used for and could be used for. Readers can make choices that will take them through several paths, including the processes of requesting data from a provider and sharing it with various systems

AUDIENCE

Anyone interested in graphic novels and comics. Could most commonly reach young readers as well as adults.

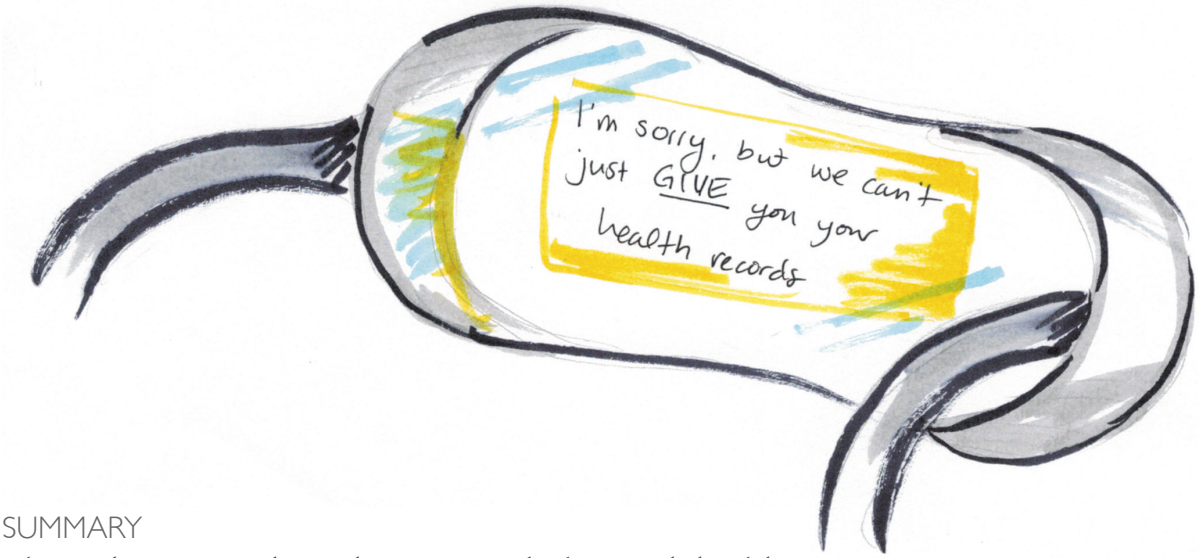
ENVIRONMENT

Anywhere. Digital copies can be distributed from Amazon, iBooks, Google Play, etc. Physical copies can be in stores, libraries, Amazon, schools. The graphic novel can be consumed anywhere by anyone.

SCALABILITY / DURABILITY

A digital graphic novel can be easily updated with new information, while a physical copy can be reprinted as new versions. Engagement and interest in the comic could persist overtime.

# VR GAME




SUMMARY

Players have to go through scenarios dealing with health data. They may have to retrieve it for themselves or a loved one, or go through a misdiagnosis because of medical errors. We can release scenarios as episodes, or it can be one long painful scenario. We can make a simple VR game for phone to be used with Google Cardboard or Dreamcloud mounts.

AUDIENCE

People already interested in healthcare and their circle will be the most likely players. An unengaged individual might not pick this up on their own without someone making the recommendation

ENVIRONMENT

At conferences or at home (the more engaged)

SCALABILITY / DURABILITY

A game can be used by many users at once without losing interest too quickly, and, if successful, could spread quickly to the less engaged people. Updates can be made to the game as make adjustments as patches. Players may only experience it once, so they may not experience it as an evolving experience.

May be slow to implement.

# ESCAPE ROOM


SUMMARY

Solve puzzles on your own or in a group while learning about the health system and health data. Gather clues related to health data and put them together to unlock the door and escape.

AUDIENCE

Young adults and adults who love games and puzzles. The room would host a group of 4-8 people for about an hour, depending on the size of the space.

ENVIRONMENT

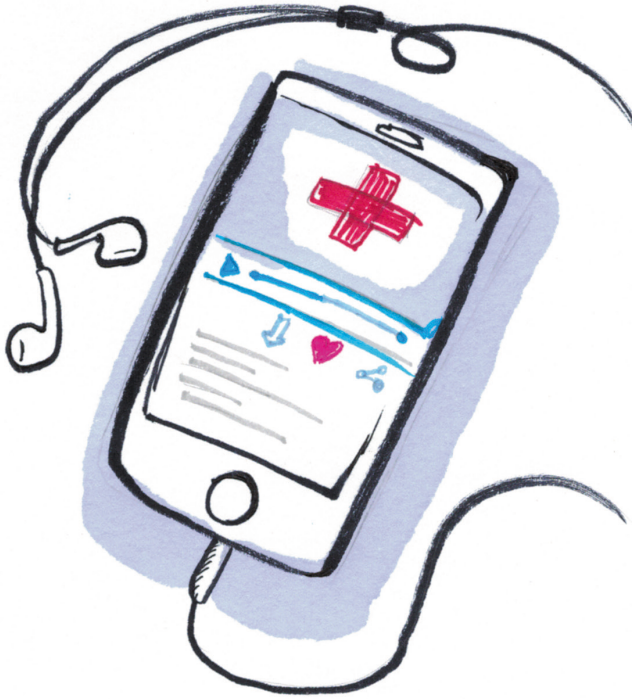
Limited to areas with large spaces which can be converted into an escape room.

SCALABILITY / DURABILITY

The escape room could be evolved over time, but limited to the duration of lease or exhibit. Players may only experience it once, so they may not experience it as an evolving experience.

# Audio / visual media

# PODCAST



SUMMARY

A podcast gives us a variety of topics to tackle in an episodic format. It gives us the opportunity to host various guests and experts on health and health informatics, entrepreneurs, and researchers developing technologies and treatments that make use of or collect health data, ultimately for the benefit of the patient.

AUDIENCE

Anyone with an internet connect, smartphone, or laptop.

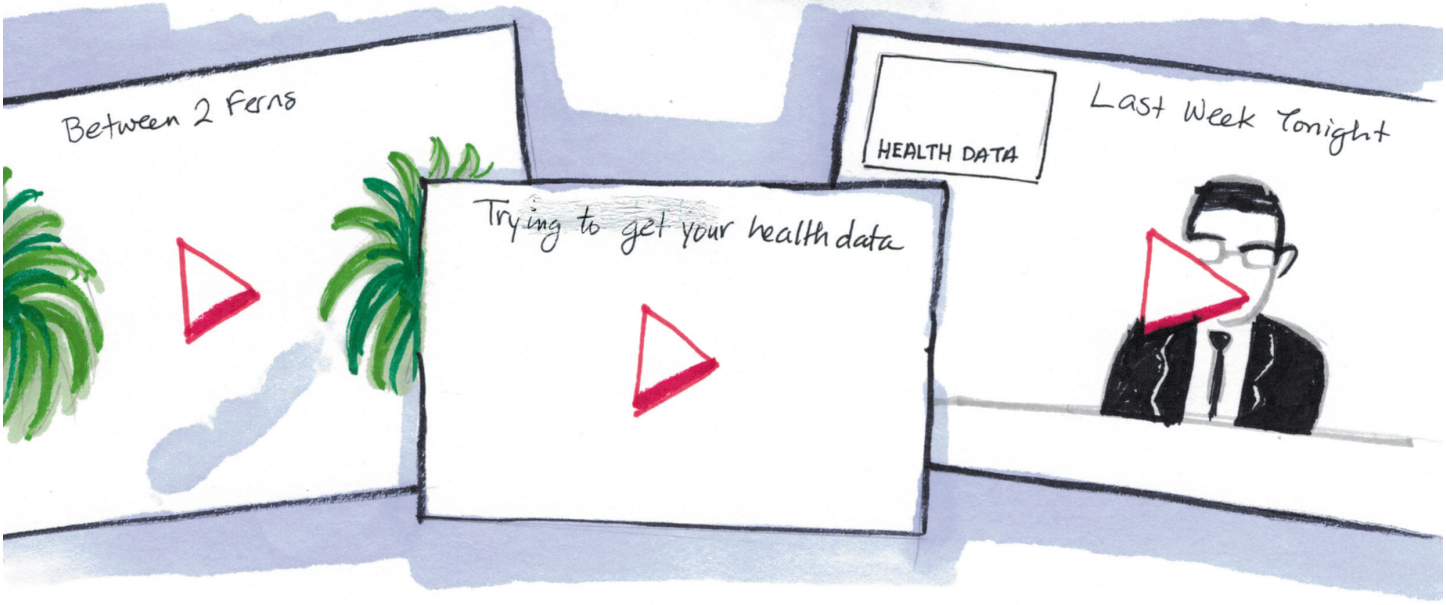
ENVIRONMENT

Anywhere with an internet connection or cell tower. Could be distributed/accessed through libraries, Google Play, Apple Store, Audible/Amazon, etc.

SCALABILITY / DURABILITY

Episodes can explore more and more topics over time, so there is a lot of room for evolving the message we want to get out. Engagement can likewise continue across time due to the episodic nature.

# VIRAL SKIT VIDEO




SUMMARY

Have a comedic take on health data and the ridiculousness of trying to get it out of the health system. Entertaining people will encourage them to share it, so our message will gain momentum. Between 2 Ferns, Last Week Tonight, The Late Show, SNL, or skit videos similar to Go Red for Women's Just a Little Heart Attack.

AUDIENCE

Our audience is their audience: adults and young adults with a sense of humor. Those with an interest in healthcare will share it and our message will spread.

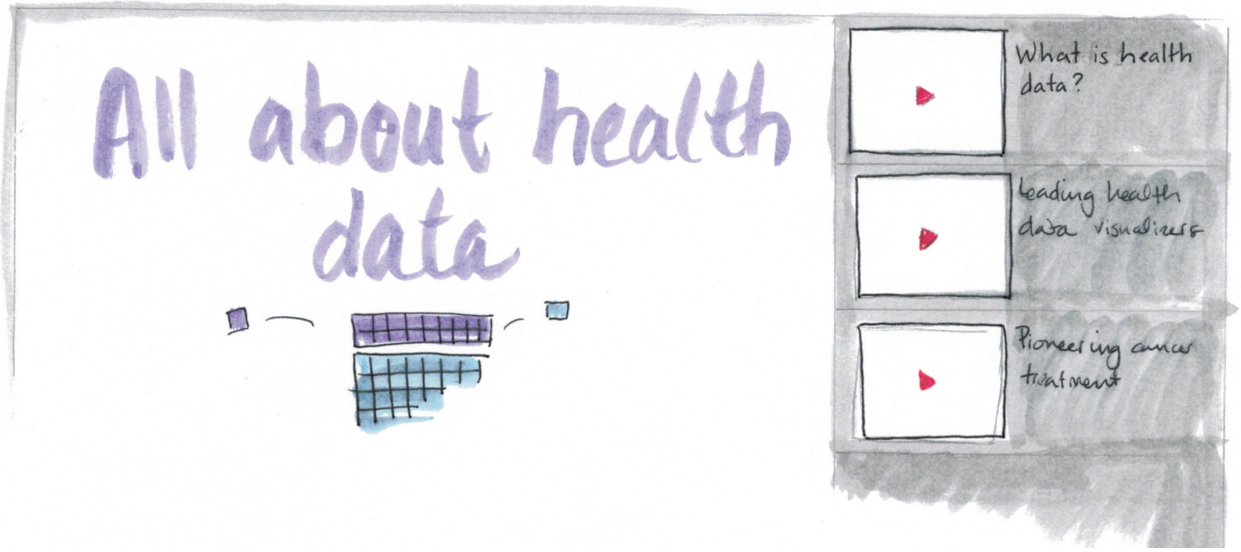
ENVIRONMENT

Television, internet

SCALABILITY / DURABILITY

Once recorded, our message can't evolve in that segment, but may be referred to again later in following episodes or on other outlets. As most viral media, there may be a surge of interest at first that will die down over time, but the segment will be accessible on the internet for a long time.

# VIDEO SERIES




SUMMARY

A Ted Ed-like video series all about healthcare and health data. Could be stand along or episodic. With an episodic approach, each episode can tackle different topics and dive deep into specific ones.

AUDIENCE

Anyone with an internet connect, smartphone, or laptop, and a desire to learn. In addition, we could send the videos to schools to be played during health class, biology, medical classes, or better yet a health literacy course.

ENVIRONMENT

Anywhere with internet access

SCALABILITY / DURABILITY

If we go episodic, we can evolve topics over time. With an ongoing series, we can retain engagement, and particularly well-done episodes could be shared over and over again via social media.

Each episode would have to be written, created, and produced, so there would also be an ongoing significant effort to continue to produce episodes.

# Digital

# GOOGLE SEARCH AID


SUMMARY

If a patient performs a search about health data or symptoms seeking a WebMD-like answer, we could work with Google to present targeted ads, videos, or pools of information to lead the patient to the right answer while surfacing the benefits of health data.

AUDIENCE

Anyone with an internet connect, smartphone, or laptop.

ENVIRONMENT

Anywhere with an internet connection or cell tower.

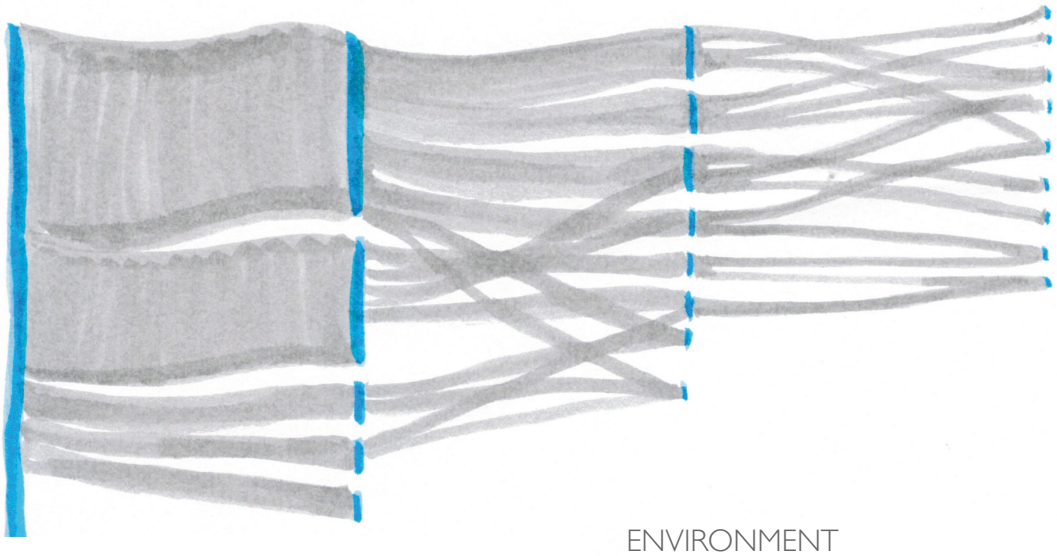
SCALABILITY / DURABILITY

Algorithms can be adjusted over time, and content can evolve real time. Content displayed will need to be valid information from verified sources or organizations.

# INTERACTIVE INFOGRAPHIC

I want to know more about lines of therapy

for patients with HLHS + Age 0-18 ⊕



SUMMARY

Allow patients to explore various aspects of health research to help lead them to treatment plans for themselves or the patients they care for.

-OR-

Allow patients to explore data about health data and the healthcare system, and could include information about how HIPAA, the FDA, and legislation work to encourage them to start demanding changes.

AUDIENCE

People interested in health and data. If we were to do an installation in a public or semi-public space, we could get more interest outside of patients already interest.

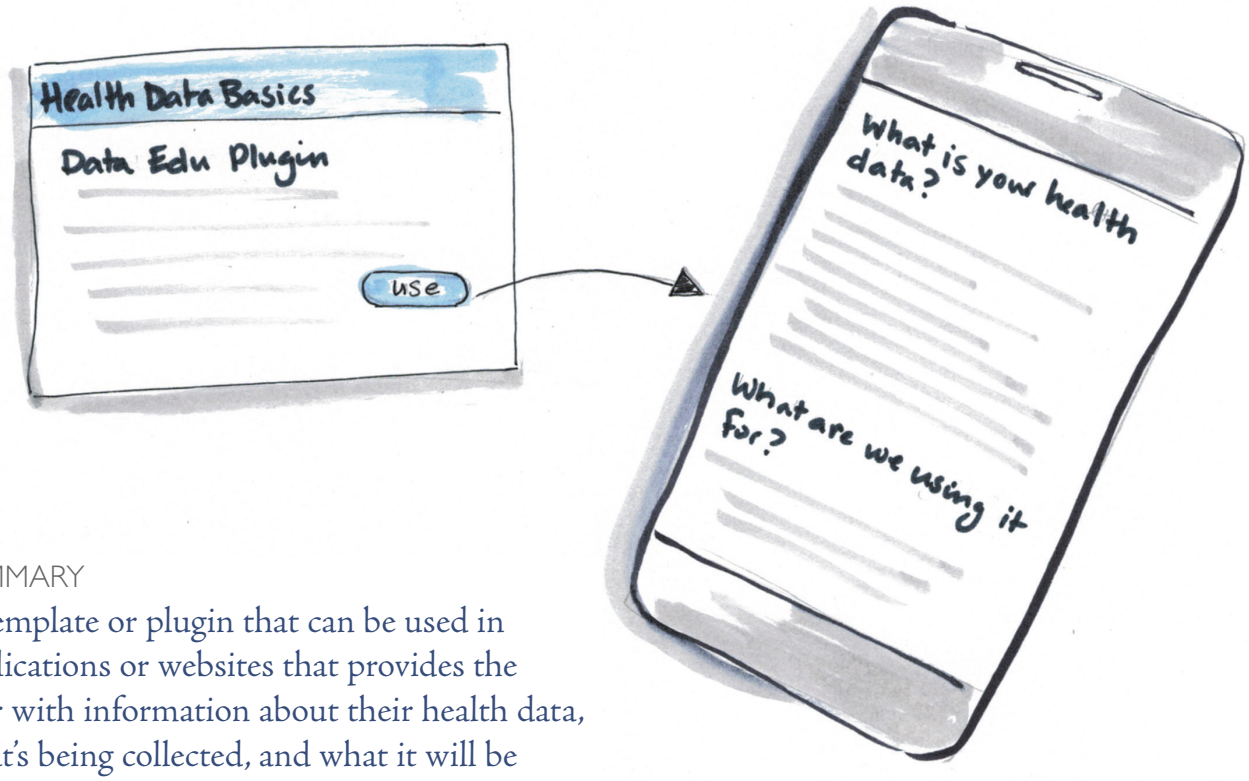
ENVIRONMENT

Anywhere there is an internet connection: at home, in school, at work, and alternative as a large scale interactive exhibit.

SCALABILITY / DURABILITY

Data can be updated and even displayed live. With an online interface, it could persist indefinitely and reach an infinite number of people. With an installation, while you reach a more diverse audience, the size will be more narrow and the time of interest / engagement is limited.

# DATA EDU PLUGIN




SUMMARY

A template or plugin that can be used in applications or websites that provides the user with information about their health data, what's being collected, and what it will be used for. This tool would be open source and available for use or development

AUDIENCE

The template or tool will be used by developers to be downloaded and used in their health applications. The content is meant for patients or caregivers using those .

ENVIRONMENT

Internet and smart phone access

SCALABILITY / DURABILITY

The open source resource could be evolved over time, contribute to, reiterated, etc. There is a lot of room for this to grow and also helps to define health data for a variety of apps coming from a single point of origin.

# Physical

# MESSAGE CUBE


## SUMMARY

A tactile, interactive way to learn about health data. We could use a cube with folding sides, a puzzle cube that display more than 6 faces by folding in on itself, a Yoshimoto puzzle cube that is actually two stars that fit together to form a cube. We could use a variety of folding techniques and shapes to hide and reveal messages about health data.

## AUDIENCE

Anyone going to the doctor's office or pharmacy will get the chance to play with the message cube. If we get them into pharmacies, we have the chance of reaching people not normally engaged with their health (people who bypass the doctors but still need to pick up medication every once in a while).

## ENVIRONMENT

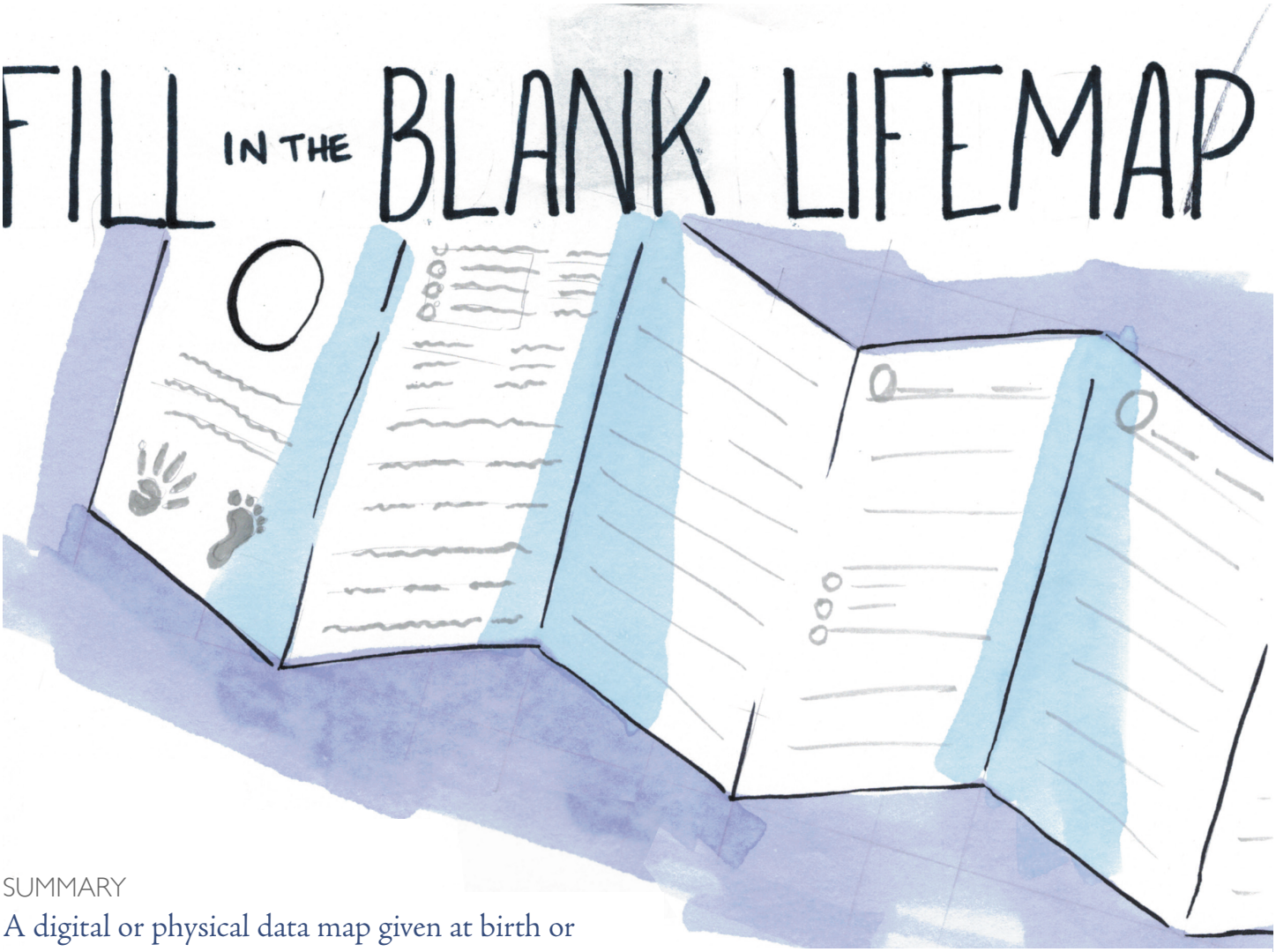
We could partner with hospitals, clinics, pharmacies to get these into the waiting rooms so people can play with them while they wait, and may be able to go home with the patients.

## SCALABILITY / DURABILITY

With a lot of use, these could become scuffed and scratched and may even become germ carriers over time. Updating them would require sending out new manufactured versions to each site, but is doable.

Engagement for individuals may not last more than a few moments, bu overall interest could last as long as the cubes last.

# FILL IN THE BLANK LIFEMAP



SUMMARY

A digital or physical data map given at birth or anytime to track personal data, growth, illnesses, disease, treatments. It could also be used to map out next steps for new parents, guiding them to the correct times for vaccinations, what they're for, and what to expect from various symptoms or events during a child's development. At the same time, we can provide resources pointing to groups, organizations, articles that could help them at any step.

AUDIENCE

We can target new and expecting parents especially. Every citizen could be given one, though the engaged ones will likely be the ones filling them our or connecting to APIs regularly.

ENVIRONMENT

Anywhere. Digital format will need internet connection and APIs aplenty. Will most likely be used at home and in the doctor's office during visits

SCALABILITY / DURABILITY

Digital lifemaps would be most easily evolved over time and could plug into more and more data sources as they become available. This requires some more interest than a physical version would, and require some amount of data scrubbing and mapping. The physical lifemap may be more engaging overall, as it is a physical reminder and companion to patients, more approachable to open up and refer to or make records, and could be easily handed out to new parents who will most readily make use of it.