**ED-Optimiser: Online triage tool**

Team Scrubs:

Arin Basu,

Daniel Chong,

Stephen Gray,

Feby Perumbally,

Jane Ross,

Felipe Voloch

**ED-Optimiser: Online triage tool with mobile and web platforms**

CDHB needs to better allocate district-wide medical resources, and free up emergency departments for real emergencies.

millennials (15–29 year olds) are using EDs

* more than other age groups
* for conditions that could be treated at the GP or   
  in an after-hours clinic.

Our mobile app solution redirects them to other health-care providers.

The data shows three factors are driving the problem

* The ED is free to users.
* millennials don’t understand the healthcare system
* They sometimes have an overblown concern over their injuries and illness

The cost of GP’s and 24-hour surgeries is one problem we can’t solve with an app.

**But**

Our solution focuses on giving millennials

**Easy fast access to personalized health info**

**What behaviour changes will ED-Optimiser promote?**

millennials will:

* Start to use HealthLine as a first point of contact with the health system.
* Enroll with GPs
* Gain awareness of health-care providers in CDHB district other than EDs
* Gain awareness of health and healthcare needs

ED-Optimizer will redirect millennials and free up CDHB resources.

Daniel, tell us more about the app.

Incentivise millennials to step through four stages of triage.

1. Self-triage using a symptom checker
2. Cellphone call to HealthLine or online chat with video/photos
3. In person at an express ED triage centre that they must sign into   
   via the app;   
     
   and last, if all these fail…
4. Emergency department

ED-Optimizer App gives millennials triage through

Website

Marketing Plan

Advertise with QR codes linking to the website and app:

To students who are leaving university

To workers via employee induction kits

To customers in chemist shops and supermarkets

Create incentives for millennials to download the app

Make sure after-hours clinics are destinations in augmented reality games.

Wishlist — How could this be evolved and expanded?

Send data collected by the app back to CDHB

Integrate reviews of doctors and clinics

Integrate health tips customised for each user

Roll out to all district health boards; make it NZ-wide

Data and Technologies Used

Data sources: CDHB GovHack data files, NZ census data

Data analysis: R

App wireframe mockups: ionic.io

Diagnostic flow chart info: FamilyDoctor.org

Website development: weebly.com

Slide presentation: Google Slide, PhotoShop, Flickr.com

QR code: QR-Code-Generator.com

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Our solutions

Two-pronged approach: Mobile app, supported by a web presence

Mobile app (integrated into the SmartCity app)

Information on the health system

Direct call button to call HealthLine

Symptom checker

Map and navigation to health-care providers

In-app appointment setting and option to sign-up for a GP

Live chat with a nurse

App is integrated with data on health-care providers, ED wait times, availability of GPs

Sends user self-diagnostic symptoms to medical center the patient has chosen