Elderly People Care
~With Empathy, More Love~

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933 - PPI

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Market Opportunities

Lack of control

As people age, they feel powerless in their health struggles, lacking control over their life

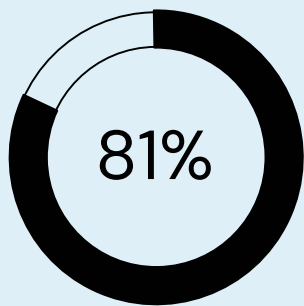## Technological Struggles

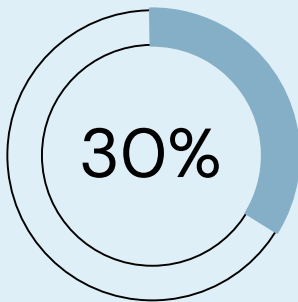Elderly people have a hard time with technology

Illness

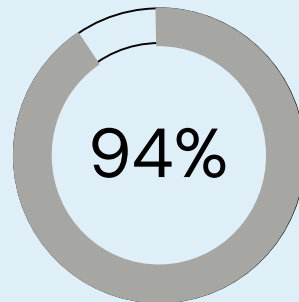Even the smallest health issues should be monitored to ensure prevention

Currently, there are 153 million elderly people in Europe

81%

81% elderly in France believe technology could improve the monitoring of their daily health

30%

In Spain 2020, 30% of the elderly population were diagnosed with depression

94%

94% of seniors in Italy believe having digital skills is important

Our Mission

Improve cognitive abilities and provide learning opportunities

01

Improve overall health through different games

02

Offer an easy to use platform designed for elderly people

03

Give relatives peace of mind with access to loved one's health info.

04

Communicate directly with the user's general health provider

05

Easiest way for seniors to have control over their health, but ... How?

Physical benefits :

Save time by automating health tracking

Predict and prevent a possible disease

Build healthy habits over time

Statistics about user's health are easy to access, and periodically sent to the user's contacts (doctor and relative)

Psychological benefits :

Be cared for and feel included

Have an online secure journal, where they can write their feelings safely, without judgement

Read positive health news

Enjoy stress-free and intuitive navigation on the platform

Client Profile

Between 30 and 50 years old, compassionate and worried about the elderly people in their lives

In 2015, over three quarters of people expressed concern over caring for elderly relatives
.

Struggles with not being able to take care of their relatives as much as they would want

Our Client should feel at ease when thinking about their elderly relatives

User Profile

Over 65 years old, has a curious personality and wants to improve their health

Needs: Medical advice, understanding and compassion

Goal: Improve life quality and keep track of symptoms for a possible diagnosis

Struggles: going to the doctor is inconvenient / inaccessible
Hard time using technology

Our user deserves to have a trustworthy and easy to use platform to track their health

Bussiness Model

Key partners

Healthcare Providers
Senior Care Organizations
Mental Health Experts
Insurance Companies

Key activities

Free and subscription model
Referral programs
Customer support

Key Propositions

Peace of mind for caregivers
Improved quality of life for users
Personalized health care
Companionship and security

Free and premium subscription options, allowing users to choose the experience that best suits their needs

Customer relationships

Weekly: send summaries of health progress
As needed: push notifications

Key resources

Technology
Medical Expertise
Marketing Team
Customer Support
Legal Team

Channels

Digital advertising
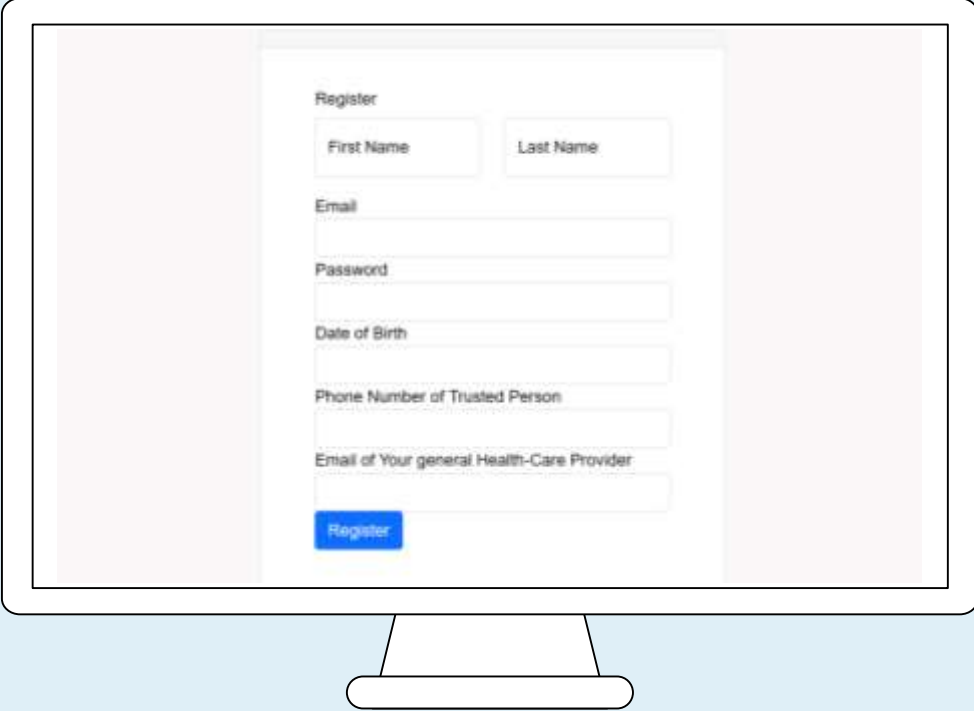Partnerships
Offline Outreach

Log In and Register

Users can easily create an account

If a user forgets their password, they can easily change it from their email

Each user's data is securely stored in a private database, through different hashing methods

Future implementations of the app will allow the user to detail their pre-existing health conditions
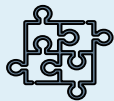
Statistics

A detailed overview of one's health issues in time, which can be downloaded and are sent periodically to the user's health care provider and relatives

Articles

We provide both a custom search engine and positive articles about the user's symptoms

Games

Score based, entertaining quizzes and challenges meant to improve the user's health

Calendar

See the reported symptoms and feelings, sorted chronologically for a better understanding of patterns

AI Diagnosis Tool

Balanced Accuracy: 0.89

Trained on the Disease-Symptom-Extensive-Clean dataset.

When a user provides details about their physical and mental state, our diagnosis engine is notified and provided with the new symptoms.
The model predicts a new diagnosis taking into consideration recent symptoms and sends it to our server so the new possible diagnosis can be displayed to the user.

Random Forest Classifier --→ Handles imbalanced data well

--→ Can capture complex relationships between symptoms and diseases

Deployment via Flask API --→ **/search_symptoms**: Allows users to search symptoms and get matching suggestions

--→ **/predict**: Accepts symptoms and returns the predicted disease

Feelings

The user can describe how they are feeling, knowing that their mental state is kept safe in a digital journal

Symptoms

The user can select from a list of symptoms, provide a description and intensity rating

Deployment

Google Cloud Platform

<u>Deploy API to GCP</u>
-› We used GCP App Engine to host the Flask application container.
-›We configured the endpoint URLs and enable HTTPS to ensure secure communication.

<u>Deploy ASP.NET Application</u>
-› Host Application: We host the ASP.NET app on GCP App Engine or Compute Engine.
-› Frontend Integration: We ensure the frontend communicates with the Flask API securely via HTTPS.

"One of the most important things you can do on this earth is to let people know they are not alone."

—Shannon L. Alder

Thank You!