DATA DOCTORS

Health @ Home App Presentation

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Agenda

1. Project Overview
2. Project Scope
3. Prototype
4. Budget
5. Timeline

Health @ Home

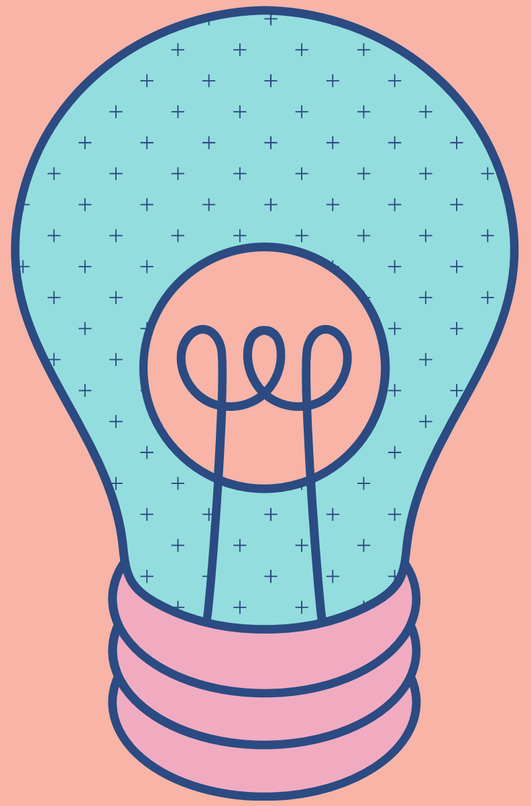
Health @ Home provides in-home healthcare services using the best **modern technology** to make home health care **simple, flexible, and efficient** for the patients, their families, and the health care providers.

FY22-23 revenue:$3,500,000
FY22-23 profit: $900,000

Value Statement

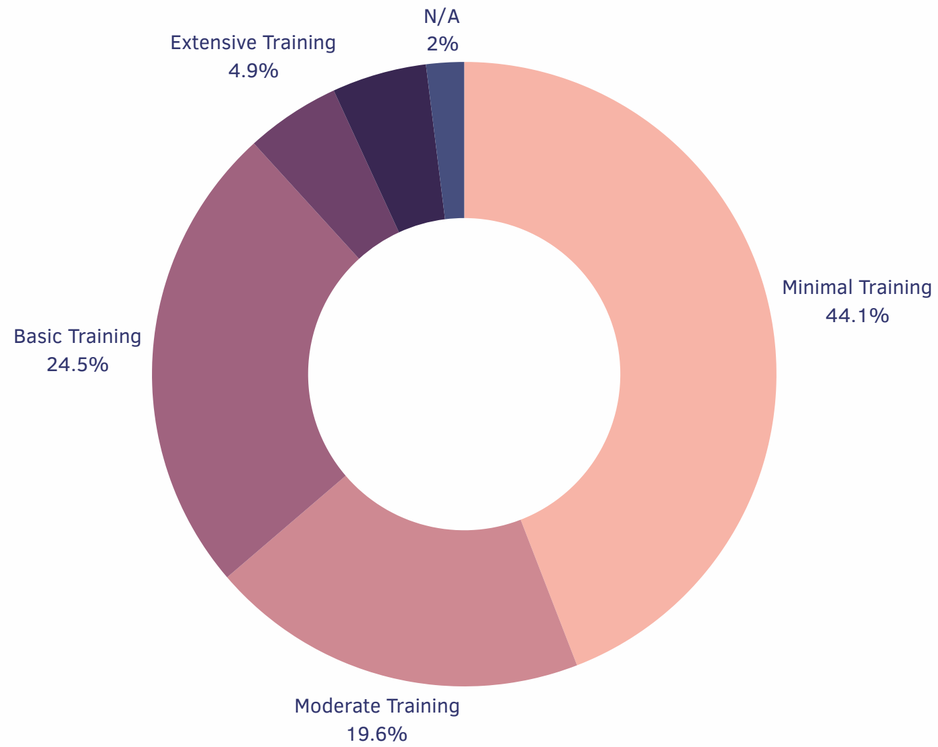
Our core values of communication, efficiency, & patient-centric care drive us to create solutions that bridge communication gaps, streamline medication management, and simplify access to medical records and insurance information.

We are committed to enhancing the overall patient experience, improving health outcomes, and fostering proactive care management, ultimately making a positive impact on the lives of patients and healthcare providers alike.

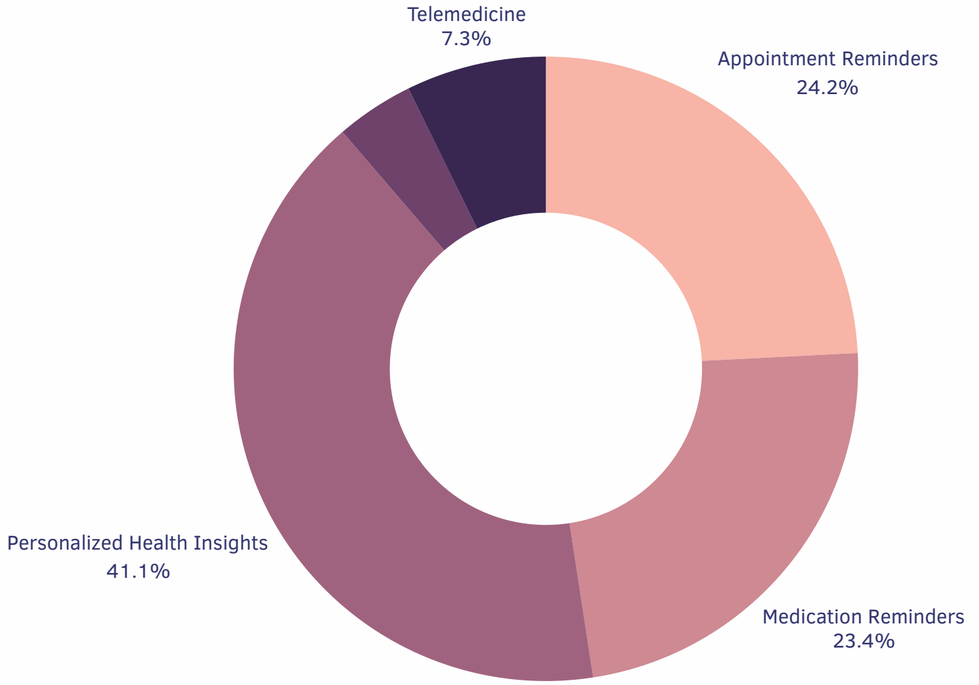


Research Data - Patients

What level of training and support do you expect to use a home health app effectively

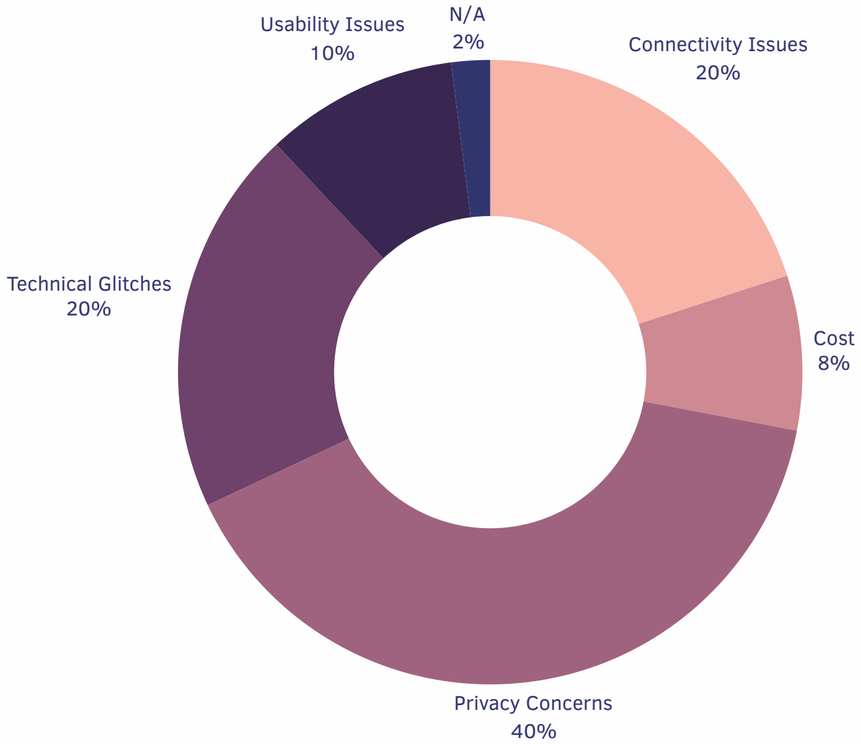


What features do you find most useful in a health home app?

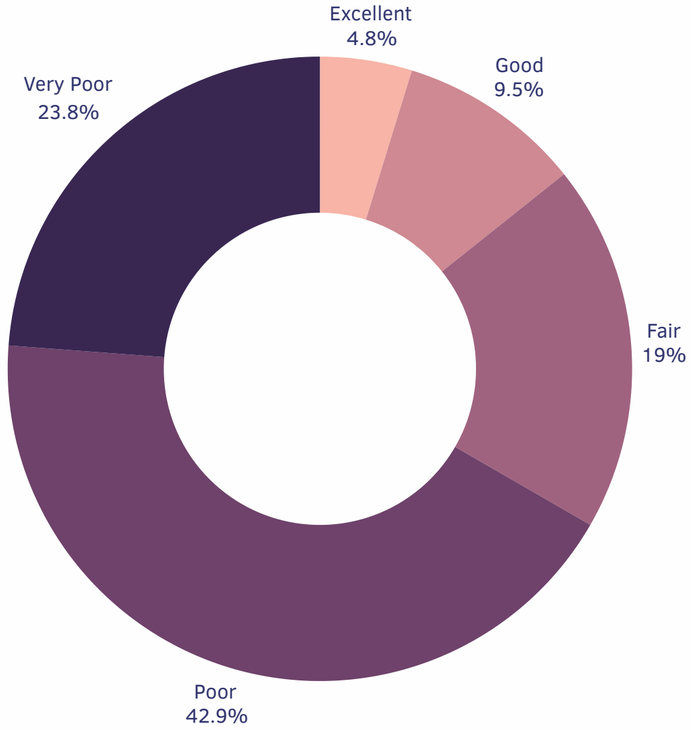


Research Data - Patients

Are there any challenges you encounter using current home health apps?

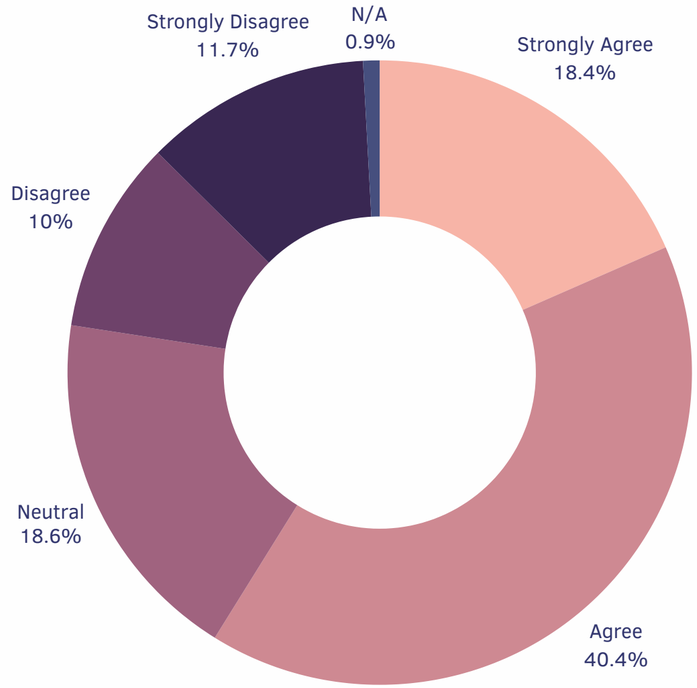


How would you describe your overall experience with other home health apps?



Research Data - Physicians

Greater use of technology would make my tasks much easier



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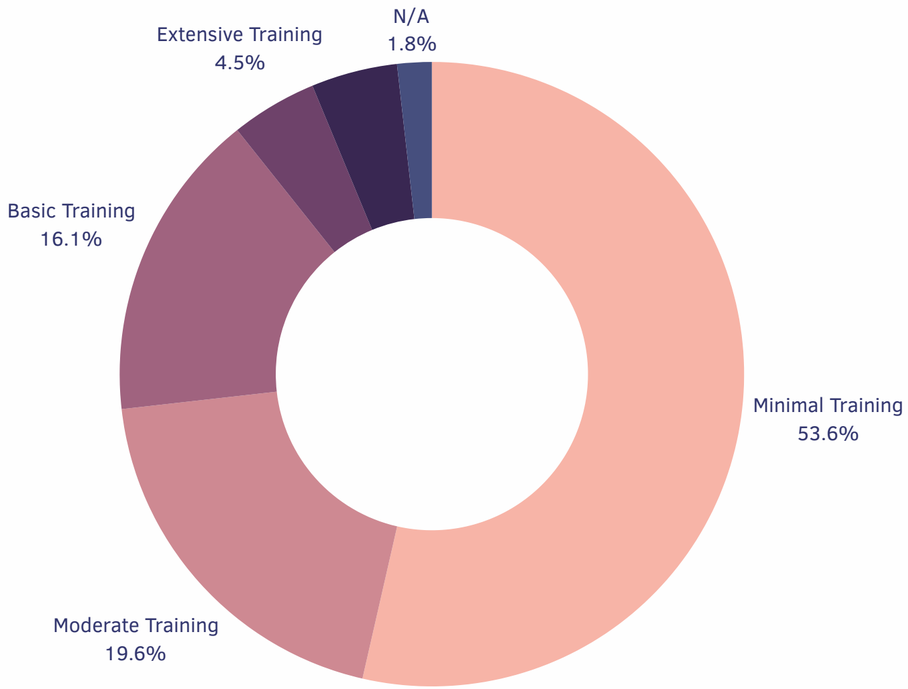
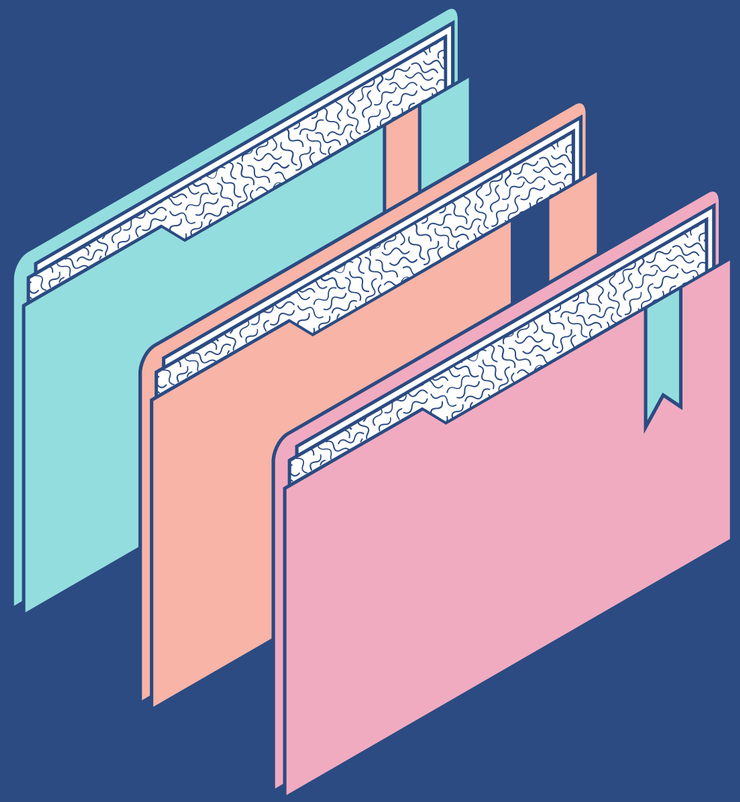


Our Problem

Inefficient communication and fragmented care in home health care necessitate a comprehensive solution.

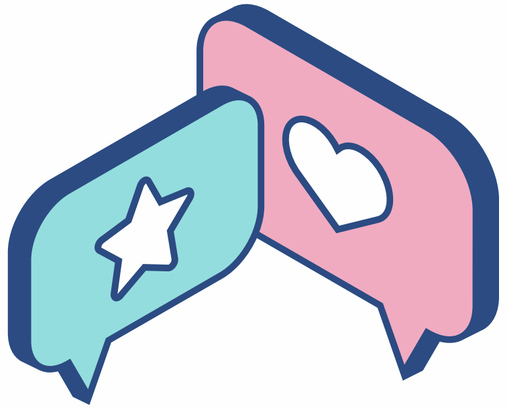
Our proposed app aims to bridge communication gaps, streamline medication management, and simplify access to medical records and insurance information, enhancing both patient experience and health outcomes.



Project Scope

The proposed technology is a comprehensive mobile application designed to facilitate efficient communication between patients and healthcare providers.

The app features include appointment scheduling, viewing past appointments, communicating with other app users, participating in wellness quizzes, and accessing doctor profiles to select the appropriate specialist.

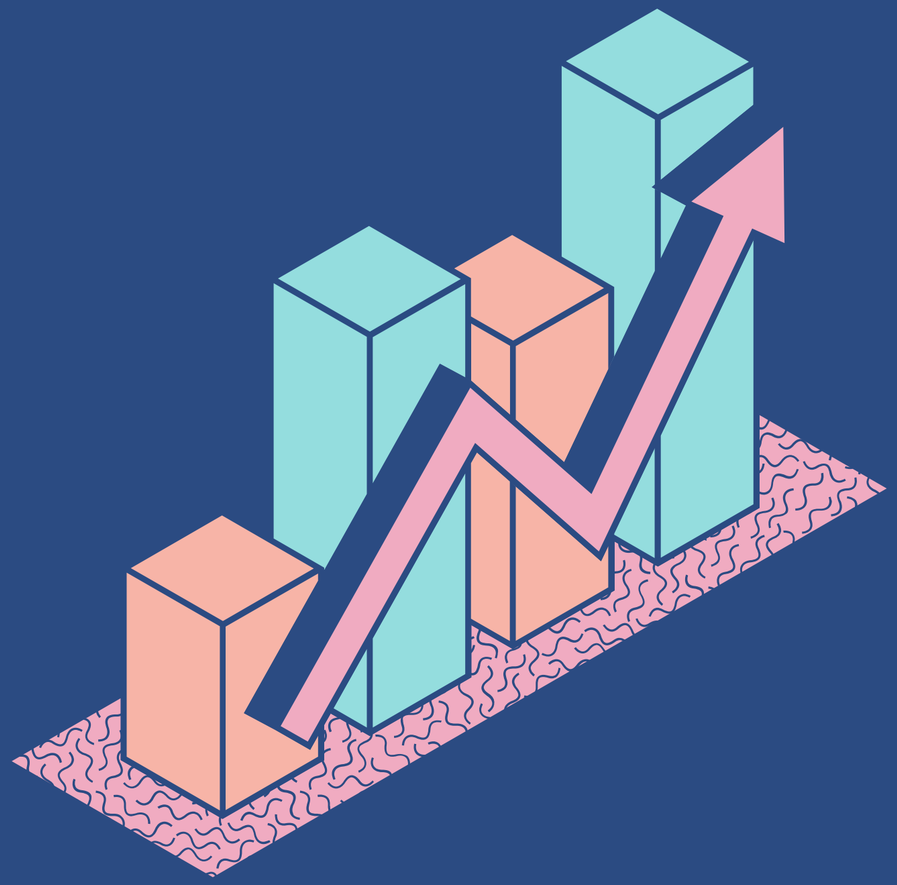


Persona

Amanda Nole is a 27-year-old native of Tallahassee who has been grappling with severe social anxiety disorder since the age of 18. Everyday tasks like going to the doctor or grocery store often feel overwhelming for her. In addition to her anxiety, Amanda also faces thyroid issues, seeking guidance from medical professionals.

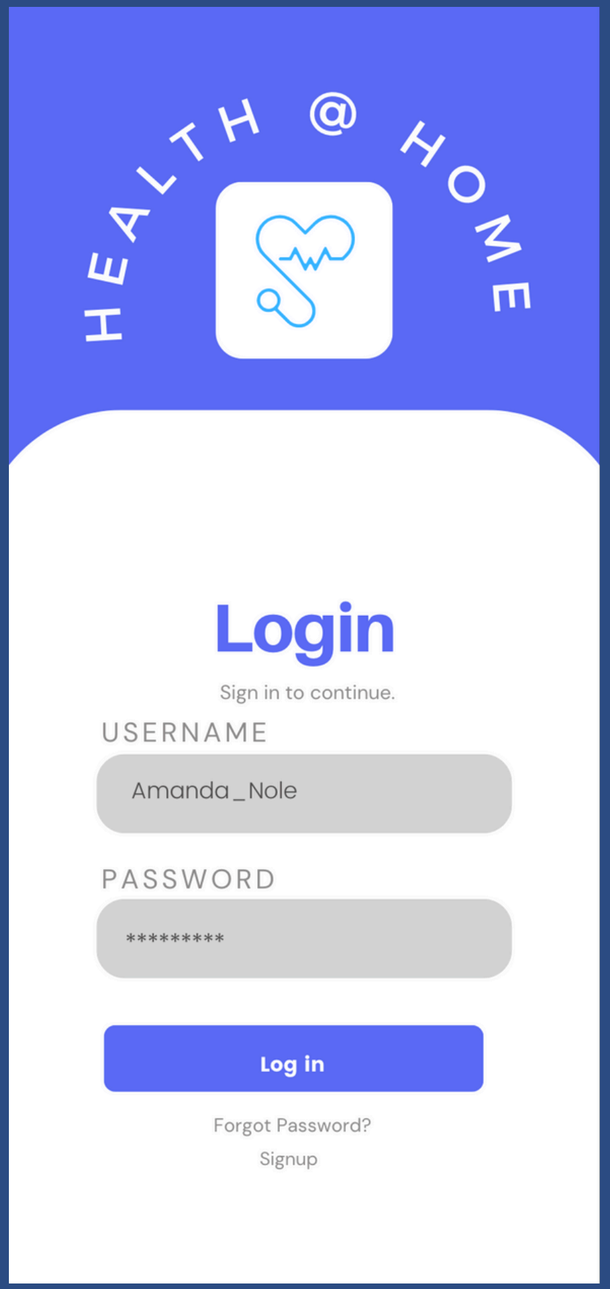
Amanda is also in charge of scheduling visits for her grandmother, Jessica Nole, who has gone through hip replacement surgery and needs to have doctor’s visits scheduled as well.

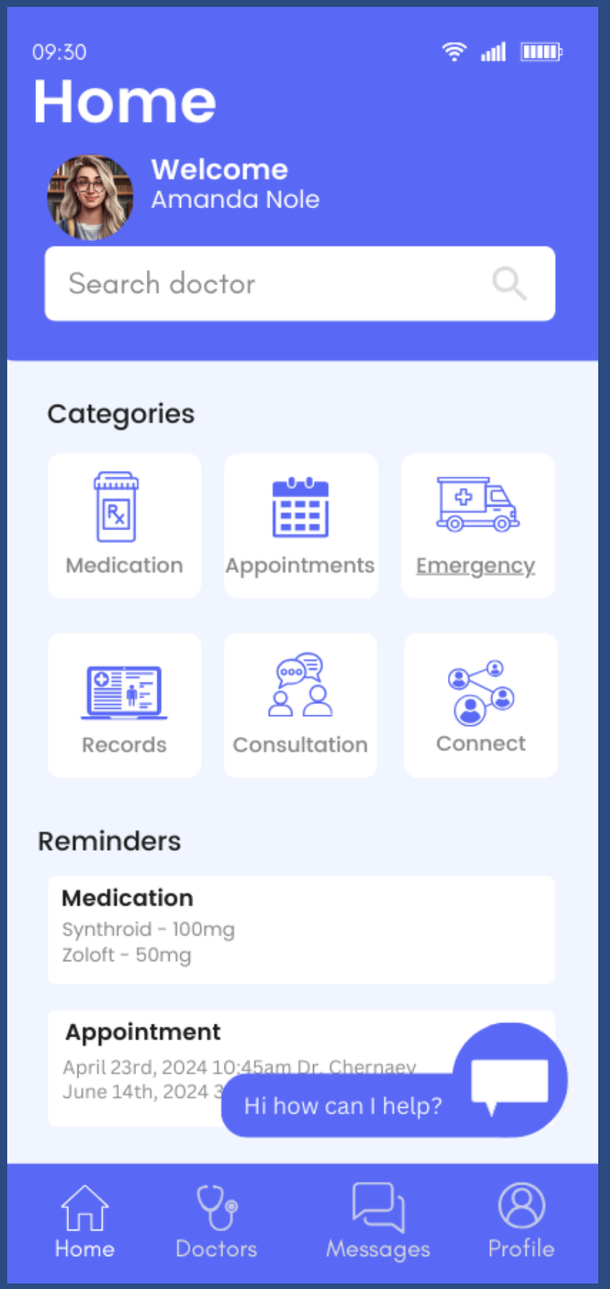
Prototype



Patient View

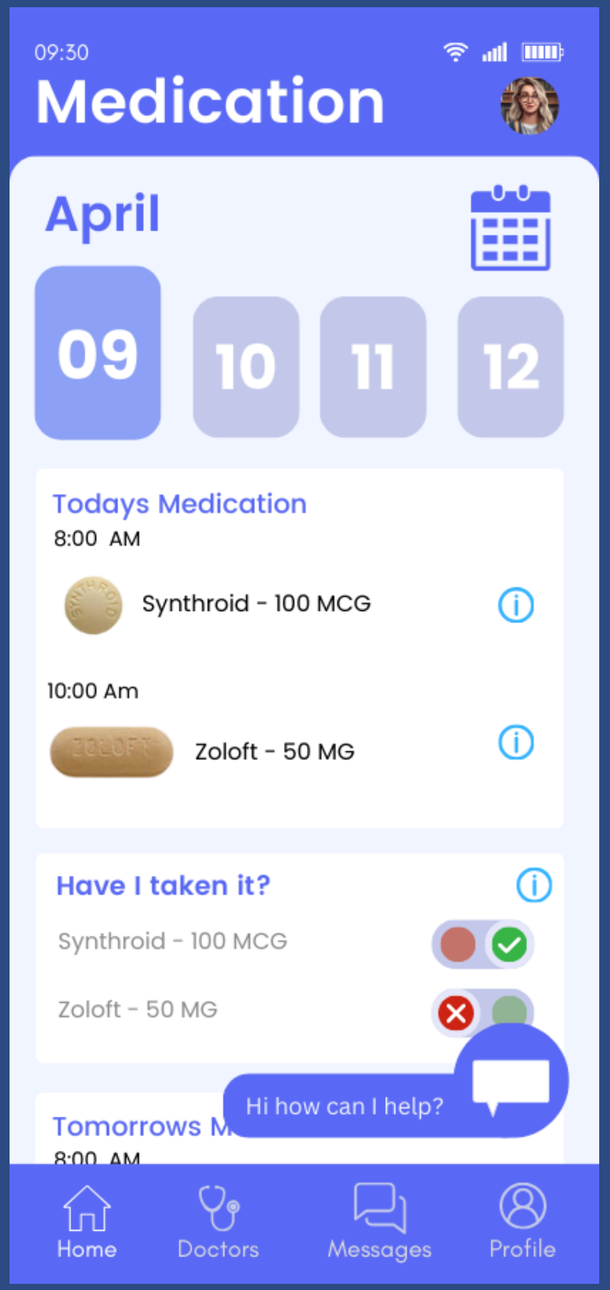
Login and Home

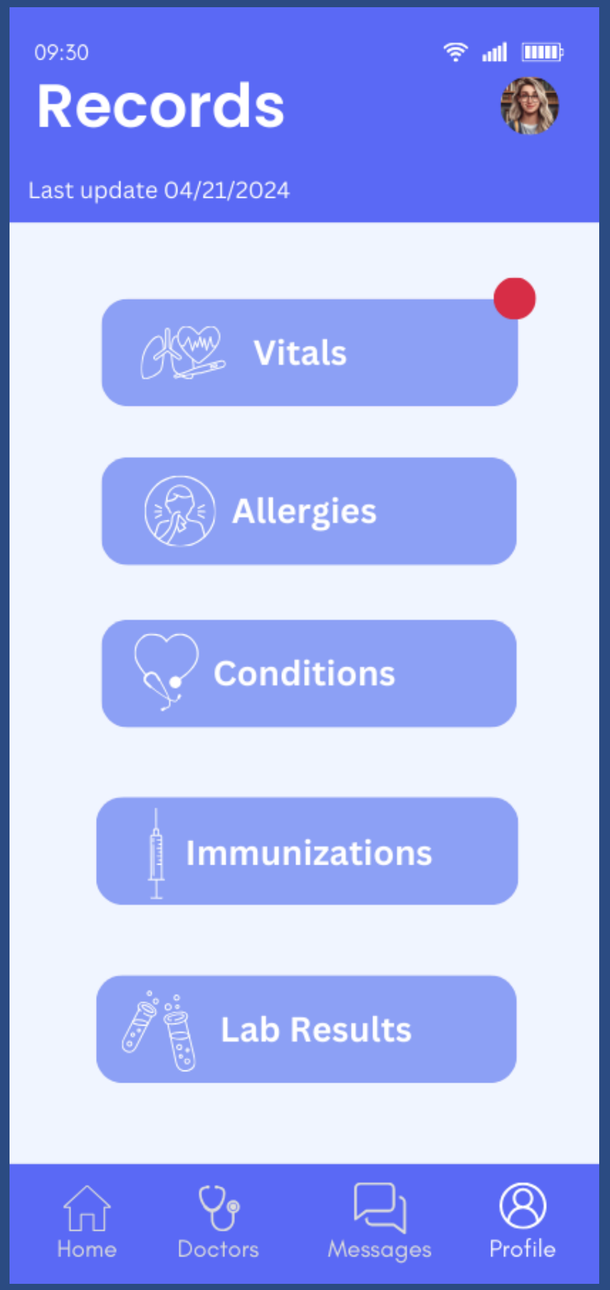




Patient View

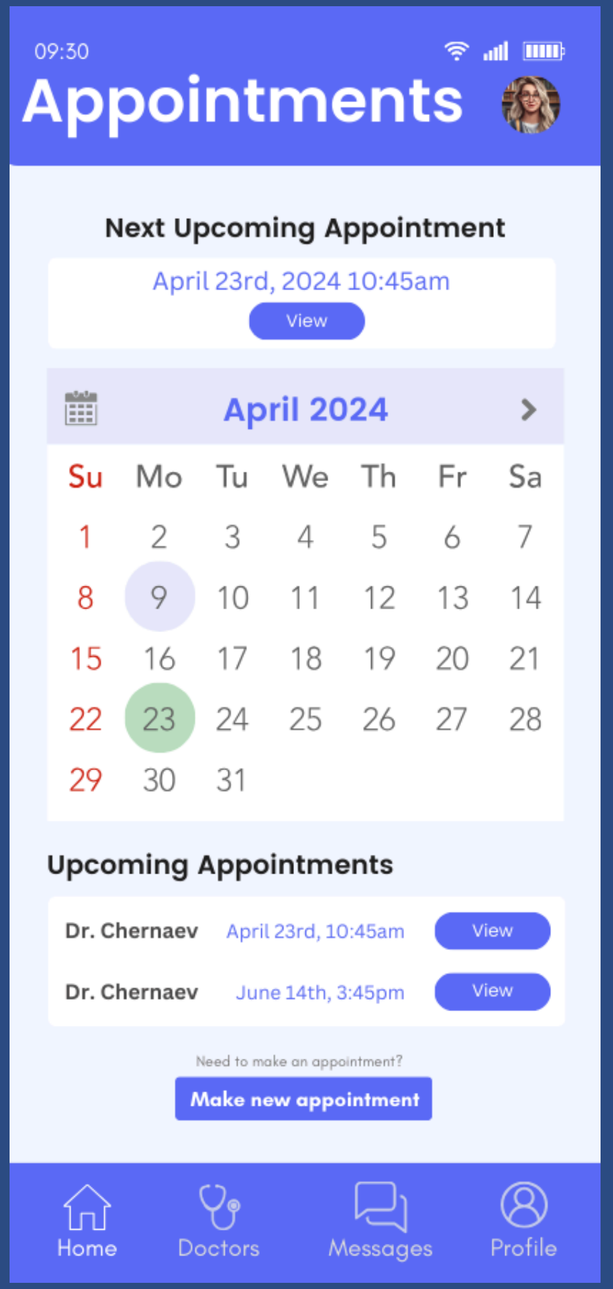
Medication and Records

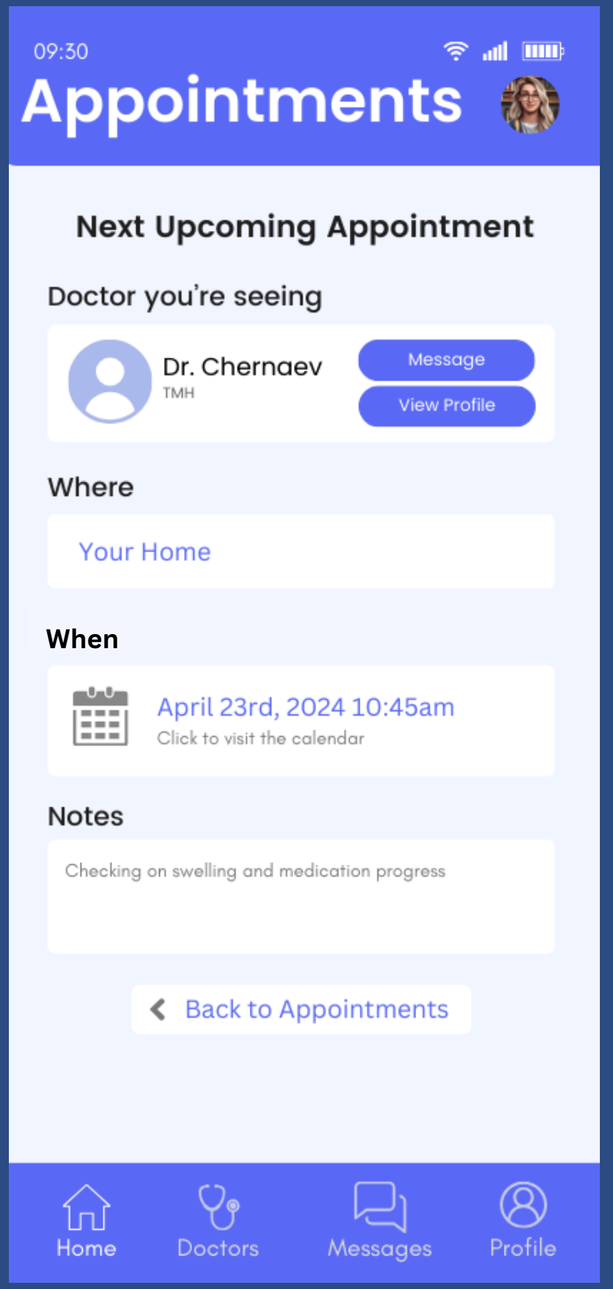




Patient View

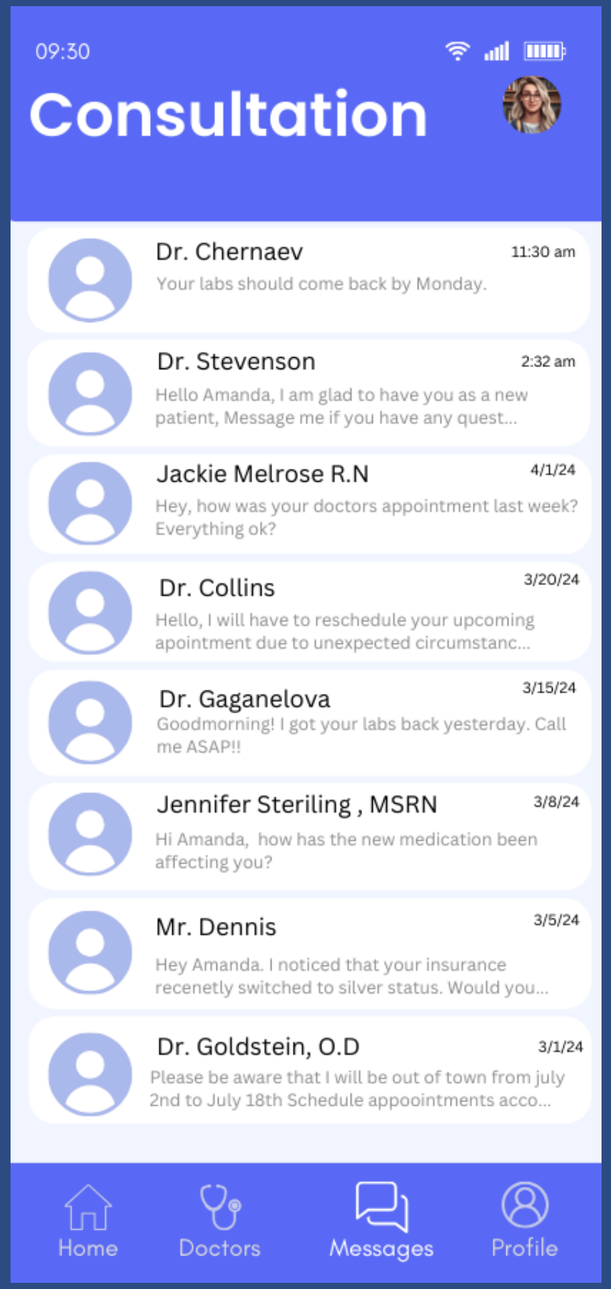
Appointments

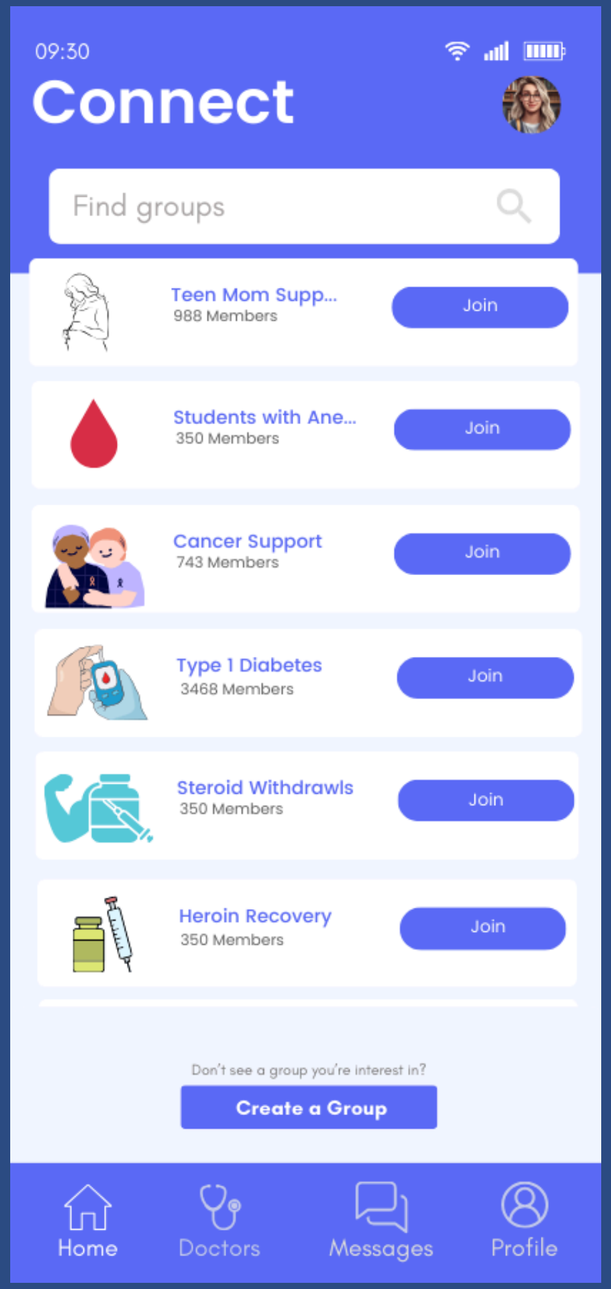




Patient View

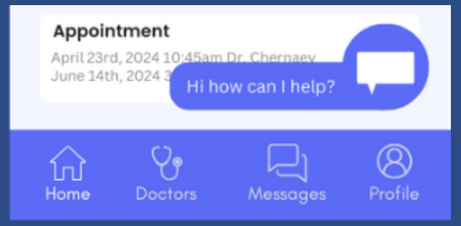
Consultation and Connect

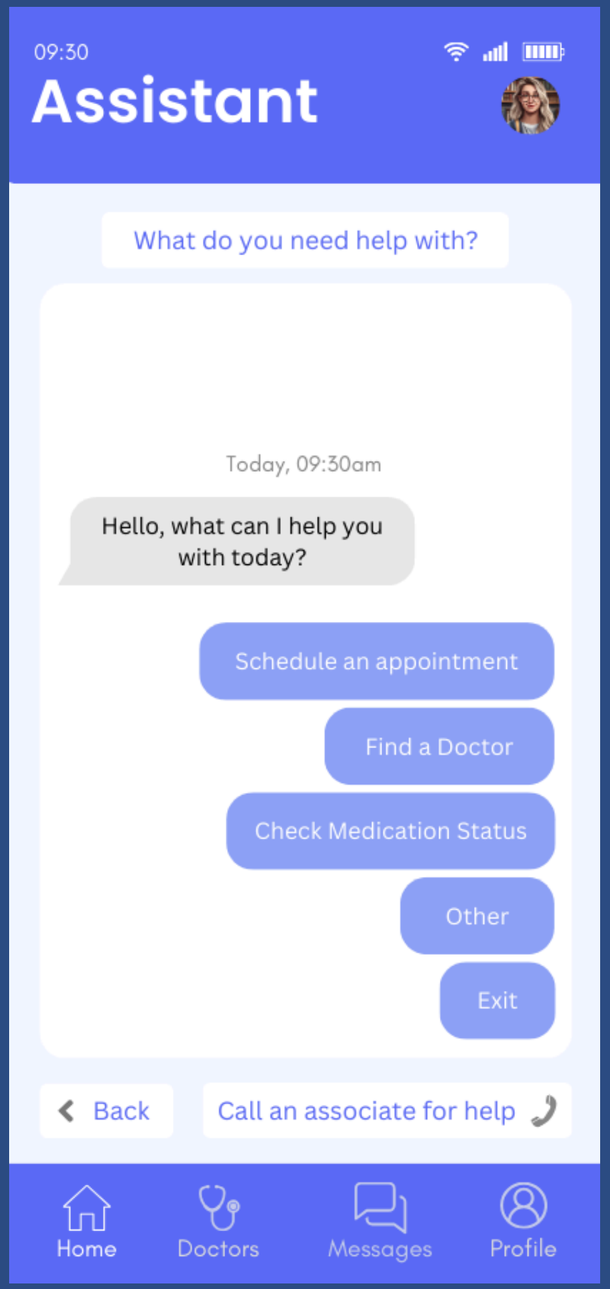


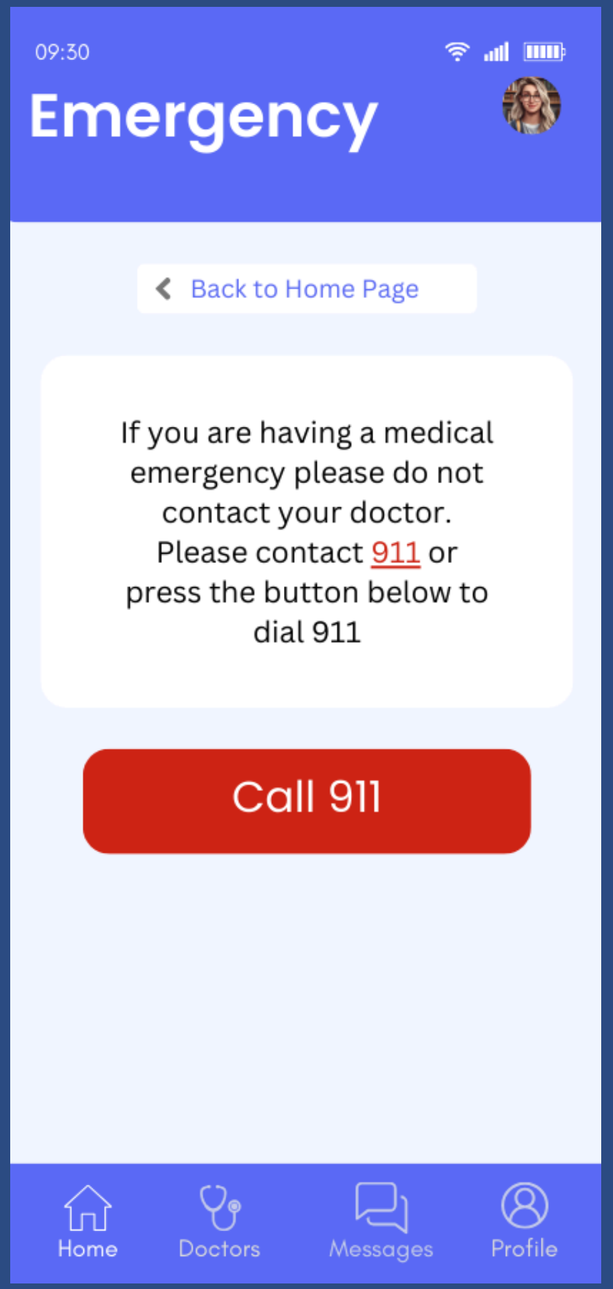


Patient View

Assistant and Emergency

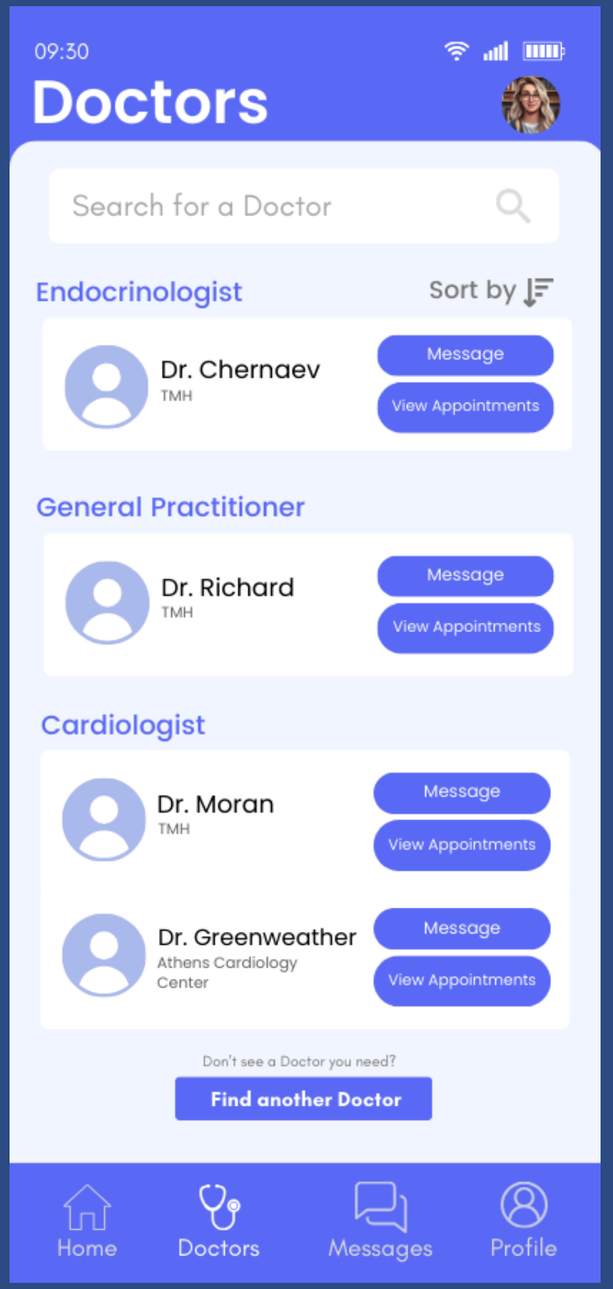


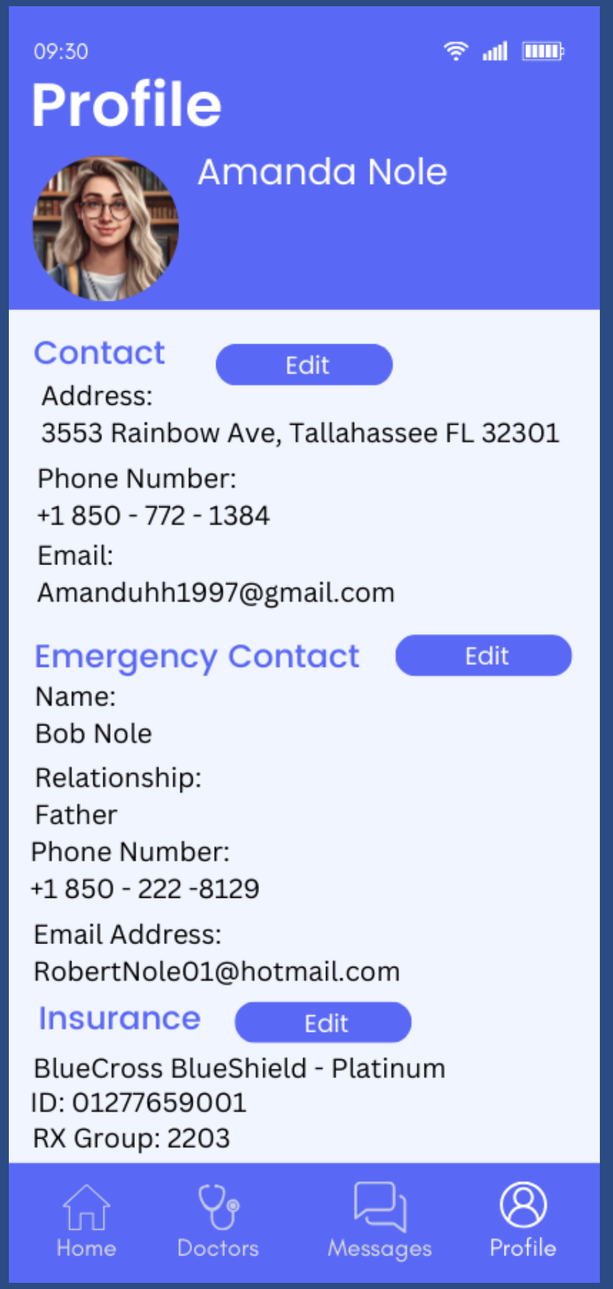




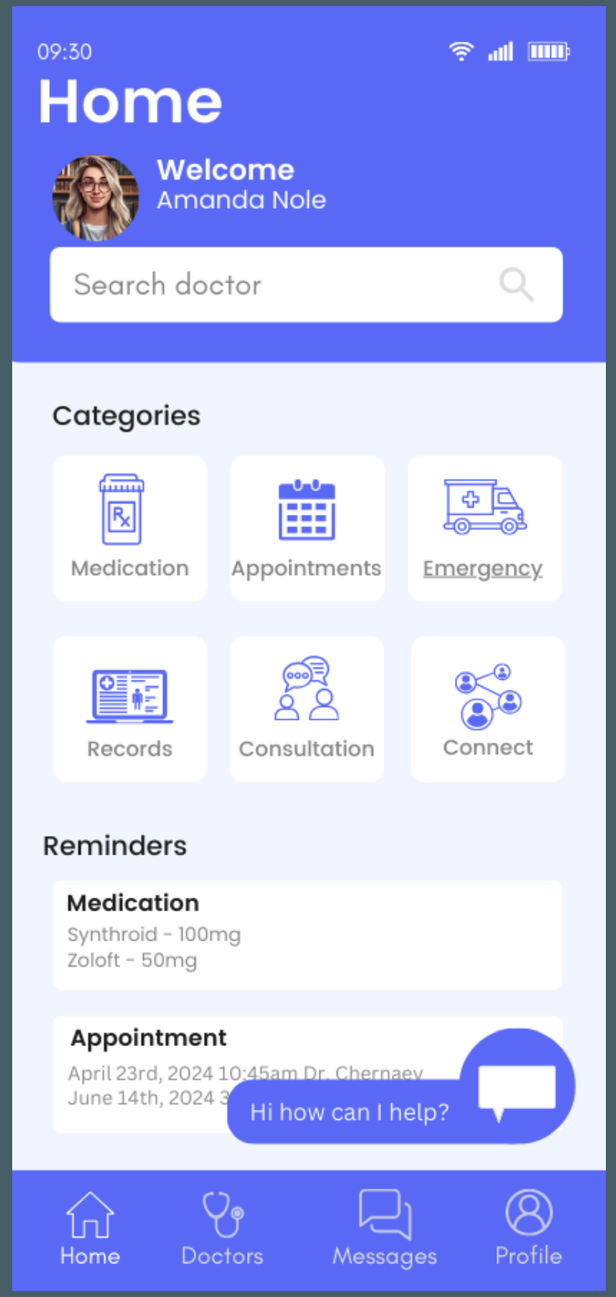
Patient View

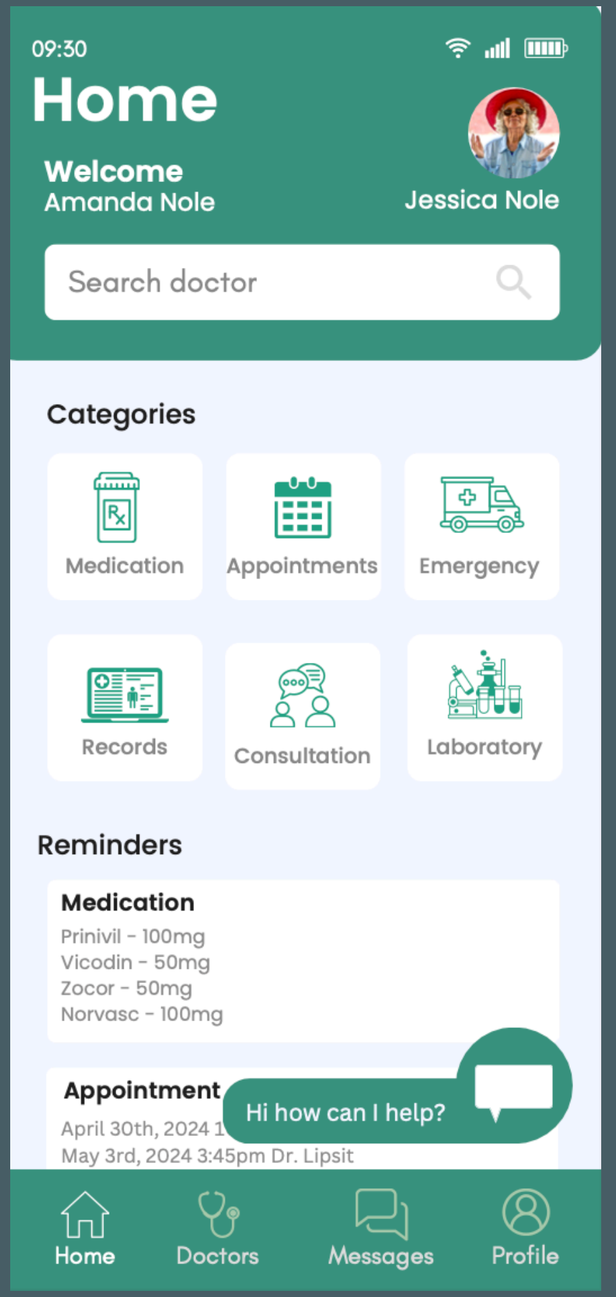
Doctors and Profile





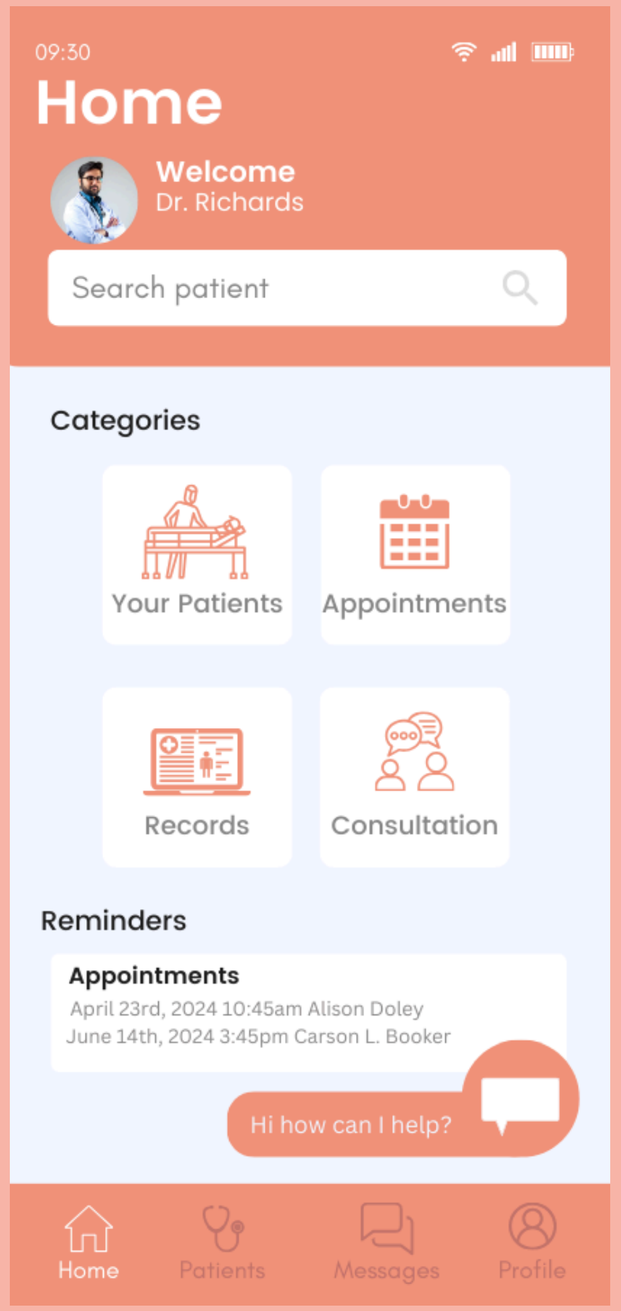
Authorized User View

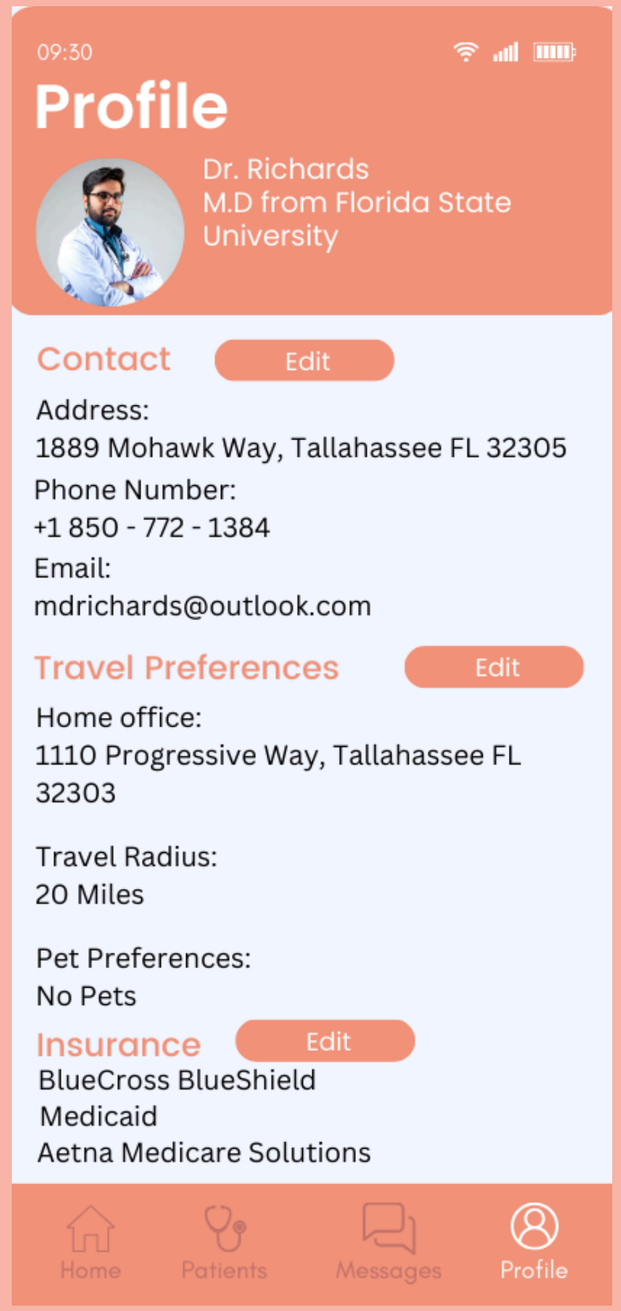




Doctor View

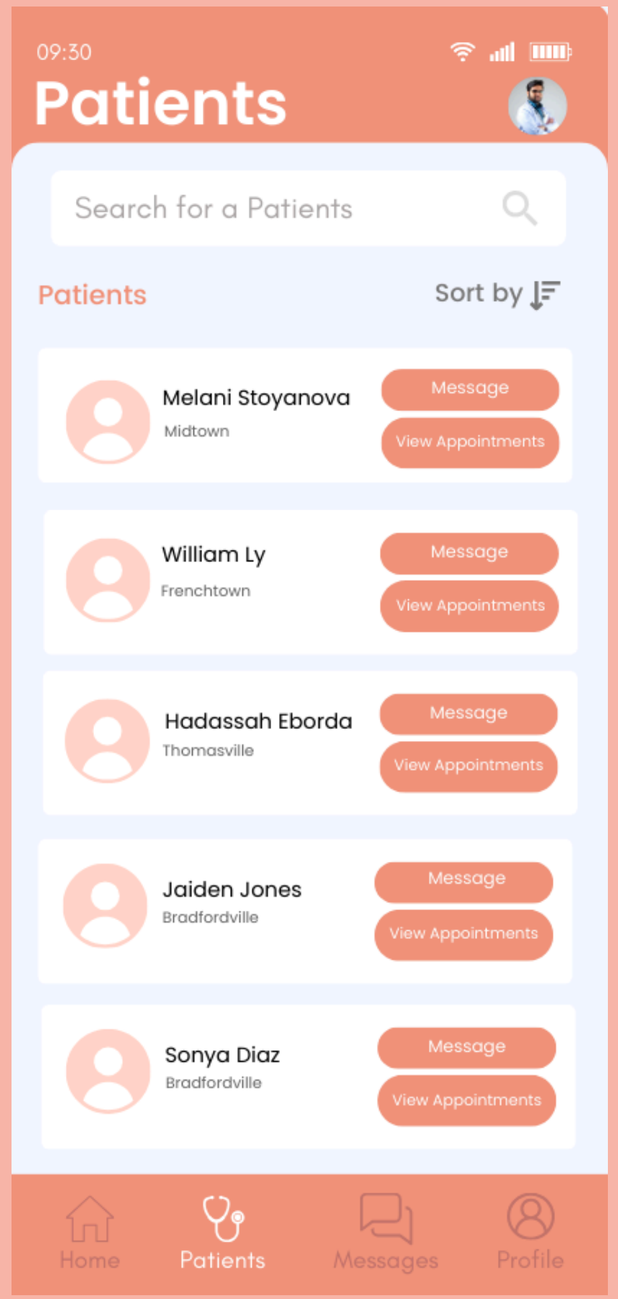
Home and Profile

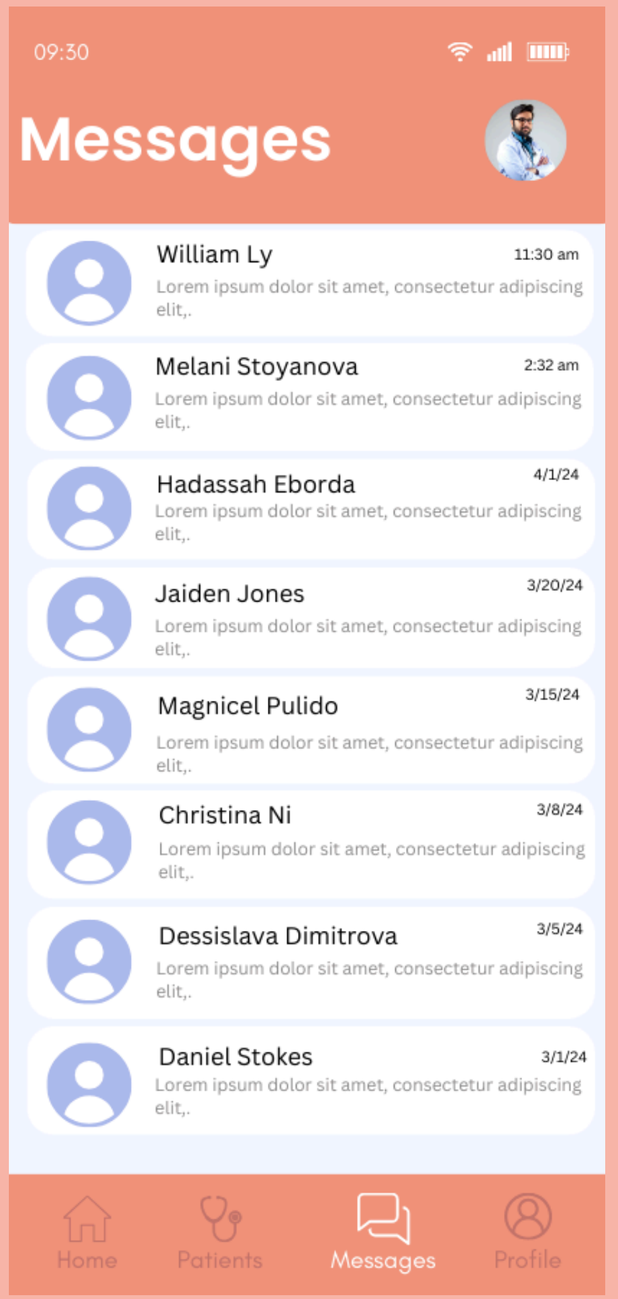




Doctor View

Patients and Messages





Benefits and Budget

Stakeholders - Patients

Benefits

- **Enhanced Access to Care:** The app allows patients to schedule and manage appointments with ease, ensuring they can access medical services when needed without the hassle of traditional booking methods.

- **Improved Health Management:** With features like medication reminders, health tracking, and personalized educational content, the app empowers patients to take control of their health, improving outcomes and promoting proactive health management.

- **Direct Communication:** Patients can communicate directly with their healthcare providers through the app, enabling quick resolution of concerns and more personalized care.

Stakeholders - Physicians

Benefits

- **Efficient Patient Management**: Physicians can access patient records and health data in real-time, allowing for more informed decision-making and better management of each patient's care.

- **Enhanced Remote Care Capabilities**: The app facilitates telemedicine, enabling physicians to consult with patients remotely, thus expanding their reach and flexibility in providing care.

- **Streamlined Administrative Processes**: Automating scheduling and patient communication reduces administrative burdens, allowing physicians to focus more on patient care.

Stakeholders - Other Health Care Providers

Benefits

- **Coordination and Collaboration:** The app streamlines the sharing of patient information among healthcare providers, improving the coordination of care and ensuring all team members are updated on patient status.

- **Time Management:** With easier access to patient data and schedules, healthcare providers can manage their time more effectively, leading to better patient care and less administrative overload.

- **Patient Engagement**: The app enables more consistent and timely communication with patients, fostering better relationships and patient compliance with treatment plans.

Stakeholders - Insurance Providers

Benefits

- **Streamlined Claims Processing:** The app's accurate and real-time data entry helps ensure that claims are processed efficiently, reducing wait times and administrative costs.

- **Fraud Reduction:** Access to detailed and verifiable patient data helps insurance providers detect and prevent fraudulent claims, ensuring financial sustainability and fairness.

- **Cost Management:** Better data on healthcare utilization allows for more accurate actuarial assessments and cost management, benefiting both the providers and the insured.

Stakeholders - Development Team

Benefits

- **User Feedback Integration:** Continuous interaction with the app's stakeholders allows the development team to gather valuable feedback, which can be used to refine and enhance the app's features.

- **Innovation Opportunities:** Working on a dynamic, real-world product provides the team with opportunities to innovate and apply the latest technologies in health tech, keeping the app at the forefront of industry developments.

- **Professional Satisfaction:** Contributing to a tool that significantly improves healthcare delivery offers a deep sense of professional fulfillment and impact.

Cost breakdown

Production Budget	Item Description	Cost per Item	Yearly Fee	Comments
1	App testers and quality assurance	$1,440	$28,800	Google has implemented new app publishing policy that requires atleast 20 internal testers to test your app over a period of 2 weeks or more.
2	Project manager	$95,680	$95,680	1 project manager to oversee project for a year; Cost for a project manager with 10+ years of experience
3	UX designer	$6,019	$36,114	
4	Graphic designer	$28.85/hour	$13,848	480 hours worked between 2 graphic designers who will both be on the project for 1 month each.
5	Apple App store convience fee	$99	$99	Cost to put the app on the Apple App store
6	Google play store convience fee	$25	$25	Cost to put the app on the Google Play store.
7	Liscensing fees for developments tool and software	$106,500	$106,500	equipment for software development tools, office space, legal fees, market research and advertising, insurance and acquisition of necessary licences and patents
8	Application Developers	$80,000	$240,000	3 app developers

Cost breakdown

Operating Budget	Item Description	Cost per Item	Yearly Fee	Comments
1	Database hosting and managment	$2000/month	$24,000	long term cost, initial set up can be higher
2	Server and Data security and compliance	$1040/month	$12,480	Extra cybersecurity features to protect patient's sensitive data
3	Server	$5,000	$10,000	extended cost for estimated maintenance
4	Upkeep and servicing	$5000/month	$60,000	This cost accounts for updates and bug fixes as you need to budget for those things - and bug fix costs vary depending on the serverity
5	Application Developers	$80,000	$240,000	3 app developers

Development Timeline

Planning (1-2 Months)

1

Planning and research of industry problems, discuss expectations from stakeholders, document requirements

Design and Development (2-6 Months)

2

Designing wireframes, system architecture, and UX/UI interfaces. Back and front end coding.

Testing and Quality Assurance (2-3 Months)

3

System testing, integration testing, and user acceptance testing. Performance optimization

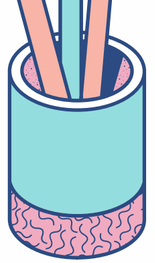
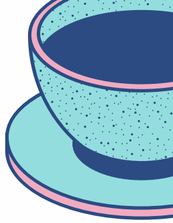
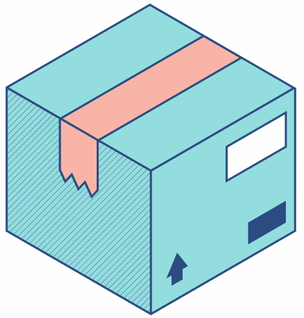
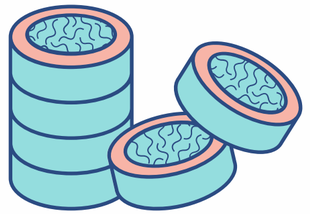
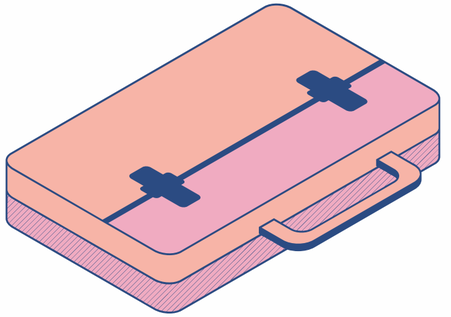
Deployment and Launch (1 month)

4

User training, marketing, user manuals for streamlined usage

Maintenance and Updates (ongoing)

5

Provide ongoing user support, finetuning, customer support, update software versions

Questions?