

MedLife

Team Drug:

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Think and Feel

Is my patient taking the medicine correctly? Are they taking too much? What could I have done to make them understand? Why aren't they listening to me?

Anxious, frustrated, worried

See

Patients abusing their prescriptions. Sees patients for trivial appointments just for refills. Sees inaccurate records of prescription use. Sees worried family members.

Hospital-Doctors

Hear

Why am I not getting better? What can we, as family members, do to help? Where are the records?

"Don't forget to follow my instructions." "Don't take too many."

Refills patients' prescriptions during a checkup appointment. Tracks down records from other care-providers.

Loses contact with patient post-discharge.

Say and Do

Pains & Gains

Pains

- Risk of safety and privacy violations of hospital records
- Doctor patient confidentiality potentially compromised



Gains

- Increase efficiency and accuracy of staff
- Increase trust between doctor and patient
- More accurate prescription data collected for studies
- Efficiency for patients in regards to prescriptions refills
- Less reliance on paper records & more consistent access between health care providers
- Family members could monitor progress and usage (for teenagers and elderly)

Job-to-be-Done (JTBD)



Step 2: JTBD Action (verb) + object of the action (noun) + context

Improve Experience for Care Providers' Post Patients' Hospital Visit

Job Map

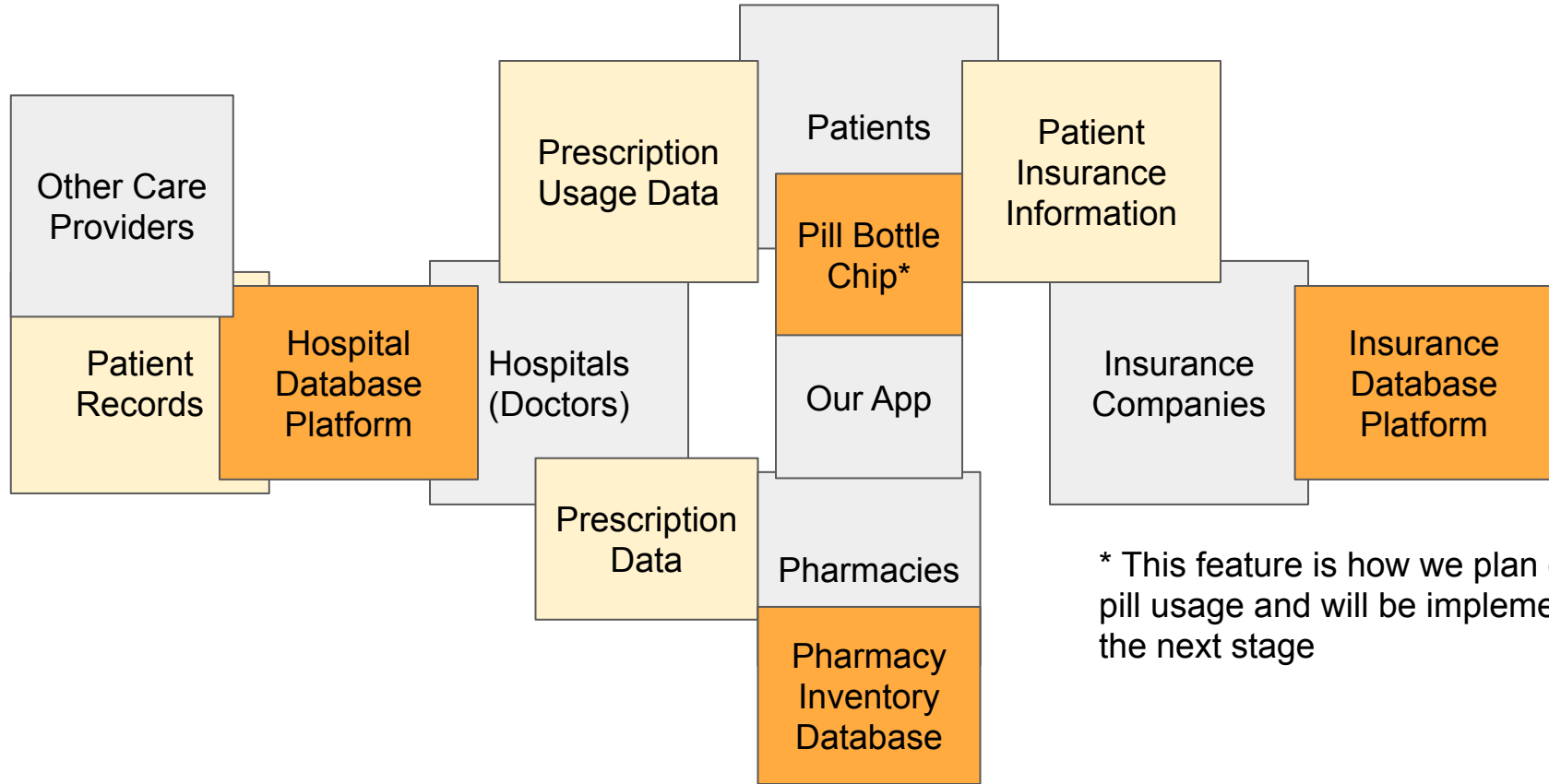
- Remind patients to follow post-discharge protocols
- Track patients' prescription usage
- Compile patient prescription usage data for research and development purposes
- Facilitate payment between insurance companies and care providers
- Share patients' records between care providers for future needs



Defining the Interactions

Tasks	Desired Outcomes (D.O.)	Automation	Anticipation	Coordination	Personalization
Remind patients to follow post-discharge protocols.	Increase probability that patients will follow post-discharge instructions.	Automatically send reminders to patients based on post-discharge plan.			Reminders are specific to each patient's needs.
Track patients' prescription usage post-discharge.	Decrease risk of medication misuse & increase trust between patients and caretakers.	Collect usage metrics and compile information for care provider use.	Notify hospitals if patients repeatedly misuse medication.	Provide easy communication pathway between patients and doctors.	Track each patient's medication and health history.
Compile patient data for research purposes.	To make health advancements such as improving prescription protocols based on more accurate data.		Collect user metrics to conduct more research. Predict symptoms and necessary response based on pill use.		Track personalized inventories for hospital pharmacies - give recommendations for how much inventory to keep on hand. Personalized compilation of data depending on research focus.
Facilitate payment between insurance company & care provider.	Maximize the efficiency of care & payment process.	Hospitals can automatically get payments from insurance providers.		Connect hospitals to insurance companies to get patient information.	
Share patients' records between care providers.	Improve transition process for patients between care providers. Maximize the accuracy of data across care providers and speed up the transition process.	Automatically send patient records to care providers.		Compile information from multiple care providers.	

Identifying Actors and Data



Reminders

Easy Tracking

Cost-Effective
Inventory



Your Pharma-Needs, Simplified.

Simple
Payment

Hospital Data

Enhanced
Research Data

	Assumptions	Hypotheses
1.	We are assuming that patients have difficulty abiding by medication instructions.	If we provide a customized notification schedule, patients will have an easier time following post-discharge instructions.
2.	We are assuming that hospitals have a hard time tracking patients after discharge.	If we provide a chat platform for post-discharge communication, doctor-patient interactions will increase in efficiency and performance.
3.	We are assuming that the current payment structure in the healthcare industry is a pain point.	If we offer patients the option to automatically store their insurance information, the billing experience of the hospitals will improve because payments will be conducted more efficiently.
4.	We are assuming that hospitals don't have accurate data on prescription usage.	If we automatically track patient medicine consumption, then hospitals will have access to better data for research purposes.
5.	We are assuming that our customers have other parties to share hospital data with.	If we provide a platform to store patient medical records, care providers will have quicker access to information allowing patients to easily move from one provider to another.

Customer Feedback

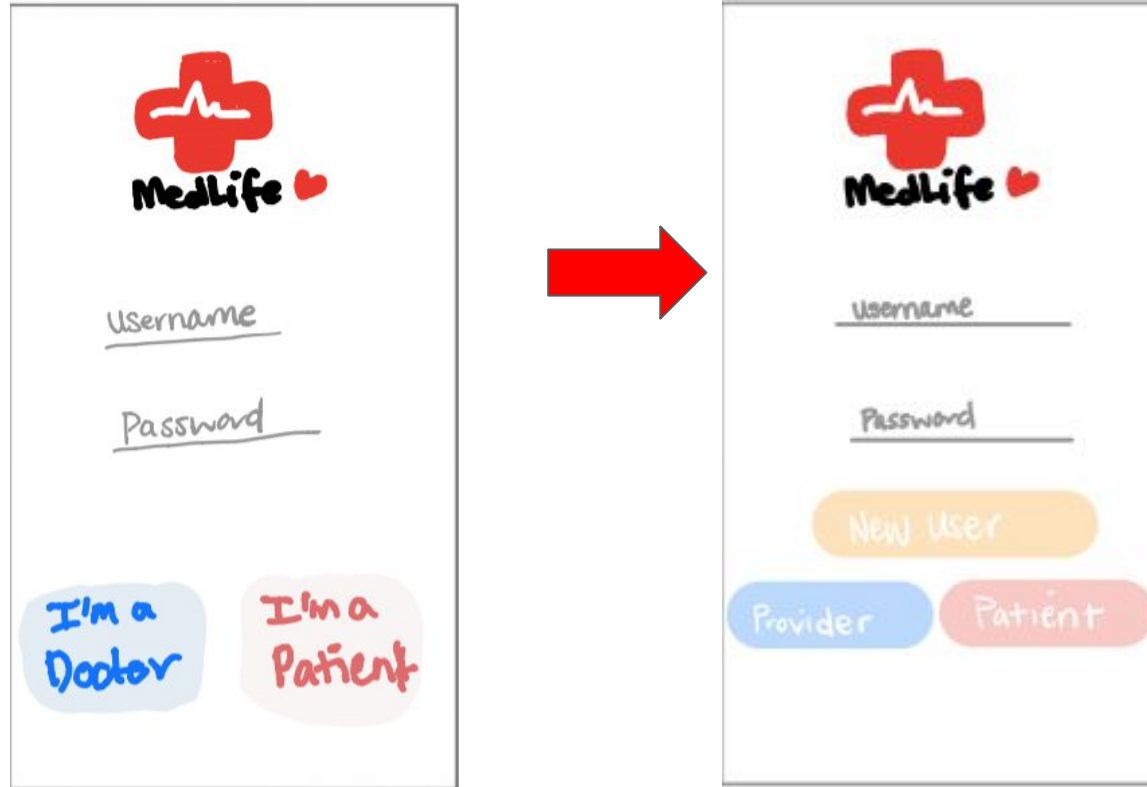
Feedback

- Install automated pill dispenser features
- Allow pill pick-up instead of automated delivery
- Increase visibility of “create an account” feature

Response and Next Steps

- Included in product roadmap for future iterations
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- Improved provider & patient sign-on screen functionality to have more visible “create an account” option.

Customer Feedback Implementation



After receiving customer feedback, we created an updated log-in screen for easier registration.

Customer Feedback Implementation



A hand-drawn sketch of a mobile app screen. At the top, it says "Welcome!". Below that, it says "Please enter patient code below provided by your care-provider:". In the center, there is a text input field with the placeholder "xxx-xxxx-xx". At the bottom, there is a red rounded rectangular button with the text "Confirm".

To address security concerns, we added a patient code authentication feature.

User Story (1)

As a patient, I want to have a reminder system so that I won't forget to take my medications.

1. **Given**: an existing user, who has input their prescription usage,
When: the user opens their phone,
Then: the notification to take their pill appears.
2. **Given**: an existing user who has input their prescription usage,
When: it's time to take their pills,
Then: the notification appears on the home screen of their phone

User Story (2)

As a patient, I want to be able to communicate with my care provider so that I can efficiently get my questions answered.

1. **Given**: an existing user, who has visited a care provider,
When: the user presses the “doctor” button and presses “chat” a selected provider
Then: the patient can ask questions to the doctor/nurse.
2. **Given**: an existing patient, who has already started chatting,
When: the user goes back to the chat
Then: the previous conversation can be read and more messages can be sent.

User Story (3)

As a healthcare provider, I want accurate data on my patient's prescription use, so that I can conduct better research.

1. **Given:** that patients have correctly taken their medicine and the app has correctly tracked the usage,
When: care providers launch the app and open the “data” tab
Then: they can view accurate accurate usage metrics.

User Story (4)

As a hospital, I want to efficiently store patient insurance information to seamlessly contact providers and facilitate medical payments

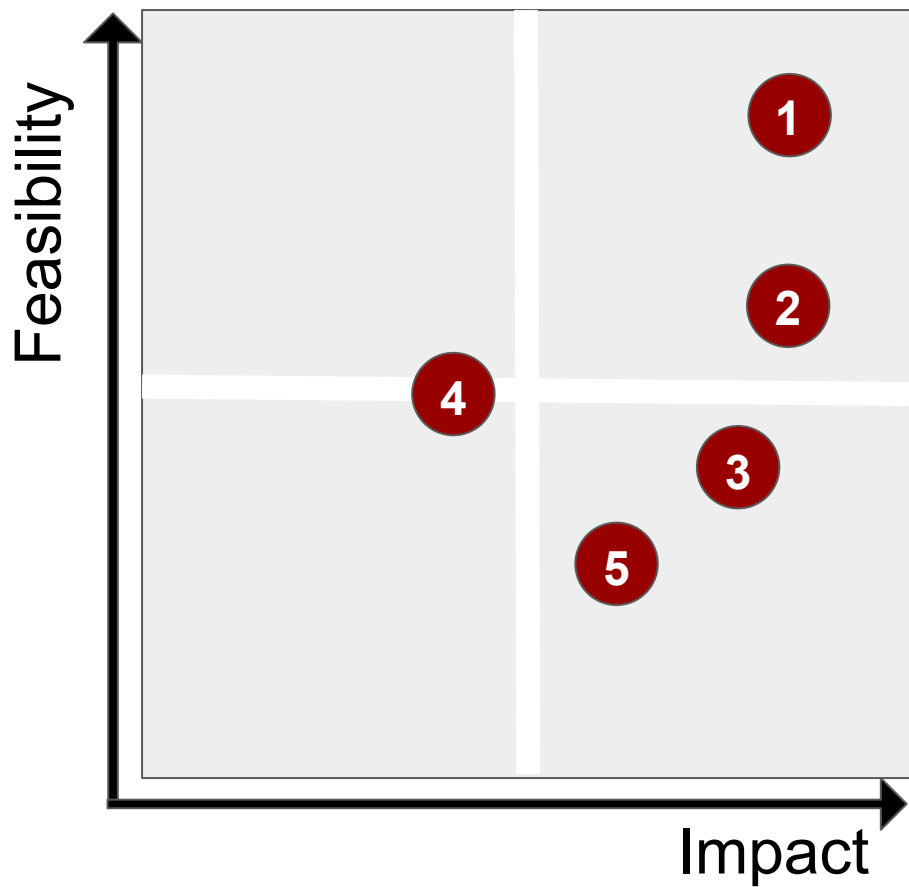
1. **Given:** an existing user, who has an insurance plan
When: the user reaches the refill threshold
Then: the users insurance agency automatically pays their obligated portion of the balance
2. **Given:** an existing user, who has an i insurance plan
When: the user assumes a medical balance after an office visit
Then: the users insurance agency automatically pays their obligated portion of the balance

User Story (5)

As a customer I want to be able to transfer my patient data to different hospitals so that when I switch providers I don't have to manually transfer my patient records.

1. Given a user that already goes to one provider, when the user switches providers, then the patient records automatically get transferred to the new provider.
2. Given a user that wants to have multiple doctors, when the user goes from one doctor to another, then the patient doesn't have to manually send their old records to the other doctor.

Prioritization Matrix

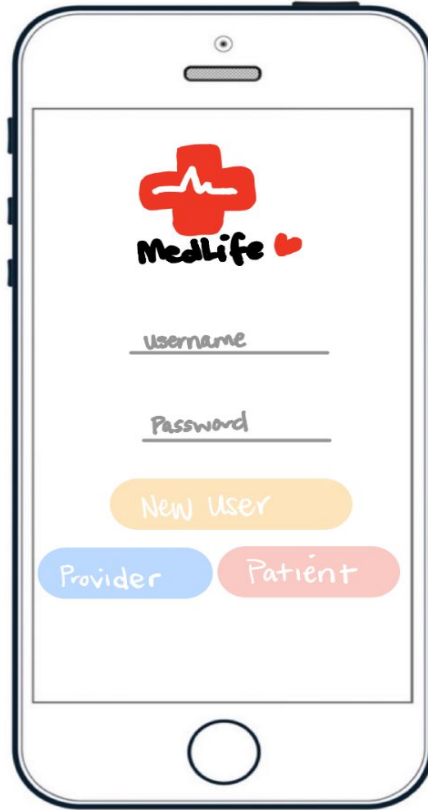


The labels on the matrix correspond to the order of the user stories. The first user story is the easiest to implement (it works like any other notification on people's phones) and has the highest impact because it is one of the main ways we can help patients once they leave the hospital. The second user story is harder to implement because it is a new feature and would require the care providers to have the time to chat with patients. The third user story is harder to implement because we would need to collect organized and accurate data from the users, but the impact would be high as well because good research could make a lot of new discoveries. The fourth user story is also a little difficult to implement because it would mean having to contact insurance providers and using a personalized approach to get organized payments. The impact also would be high because there is already a market for making payments to hospitals.

Prototype Preview



Welcome Screen



Sign-in page



Patient link code