

Telehealth preventive Kiosks

Project Overview

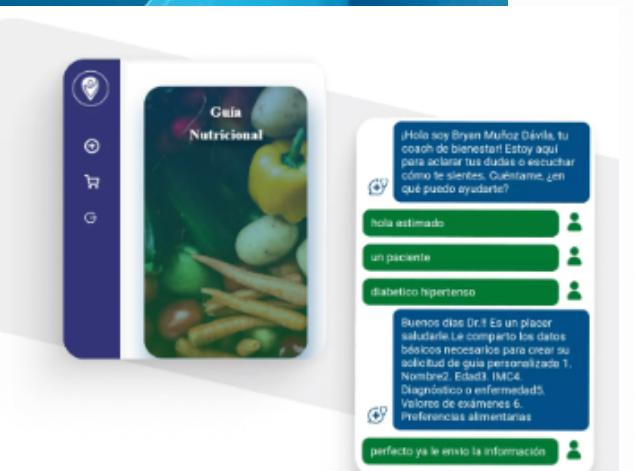
A Telehealth Kiosk offering free preventive health exams, including blood pressure, temperature, weight, glucose levels, and screenings for vision, depression, and anxiety. Aimed at enhancing community health access, this innovative platform integrates seamlessly into kiosks located in public spaces.

Business Model

Operates on a model where collected health data (with user consent) enables targeted marketing by healthcare organizations through SMS and email, generating revenue while maintaining free services for users.

Impact

350,000 approx~ users



Kiosk in a BackPack



Project Overview: Telehealth Backpack

This initiative transforms the concept of a Telehealth Kiosk into a portable Telehealth Backpack, aiming to deliver free preventive health exams directly to communities. Equipped with tools for conducting screenings such as blood pressure, temperature, weight, glucose levels, and checks for vision, depression, and anxiety, the backpack enables health workers to reach underserved areas easily.

Key Innovations:

Portability: Enables on-the-go health services that reach remote or inaccessible communities.

Comprehensive Screenings: Packed with compact medical devices for various preventive exams.

Data Integration: Seamlessly connects with health systems for real-time data capture and analysis.

Community Access: Expands access to preventive healthcare, promoting wellness and early detection.

Goals:

Broaden healthcare accessibility, especially in remote areas.

Enhance awareness and prevention of health issues.

Gather health data for insights and public health improvements.





A screenshot of a mobile application interface titled "React App" showing various health evaluation options. The sidebar includes "Nuevo registro", "Ingresar", "Ventas", "Delivery", and "Cerrar sesión". The main screen displays six cards with titles: "Prueba de Alimentación Consciente", "Prueba de Ansiedad", "Prueba de Temperatura", "Prueba de Presión Sanguínea", "Prueba de Control de Peso y Cintura (IMC)", and "Prueba de Glucosa".



Envisioning Phase

Evaluate market fit and niche
Develop a value proposition

Planning Phase

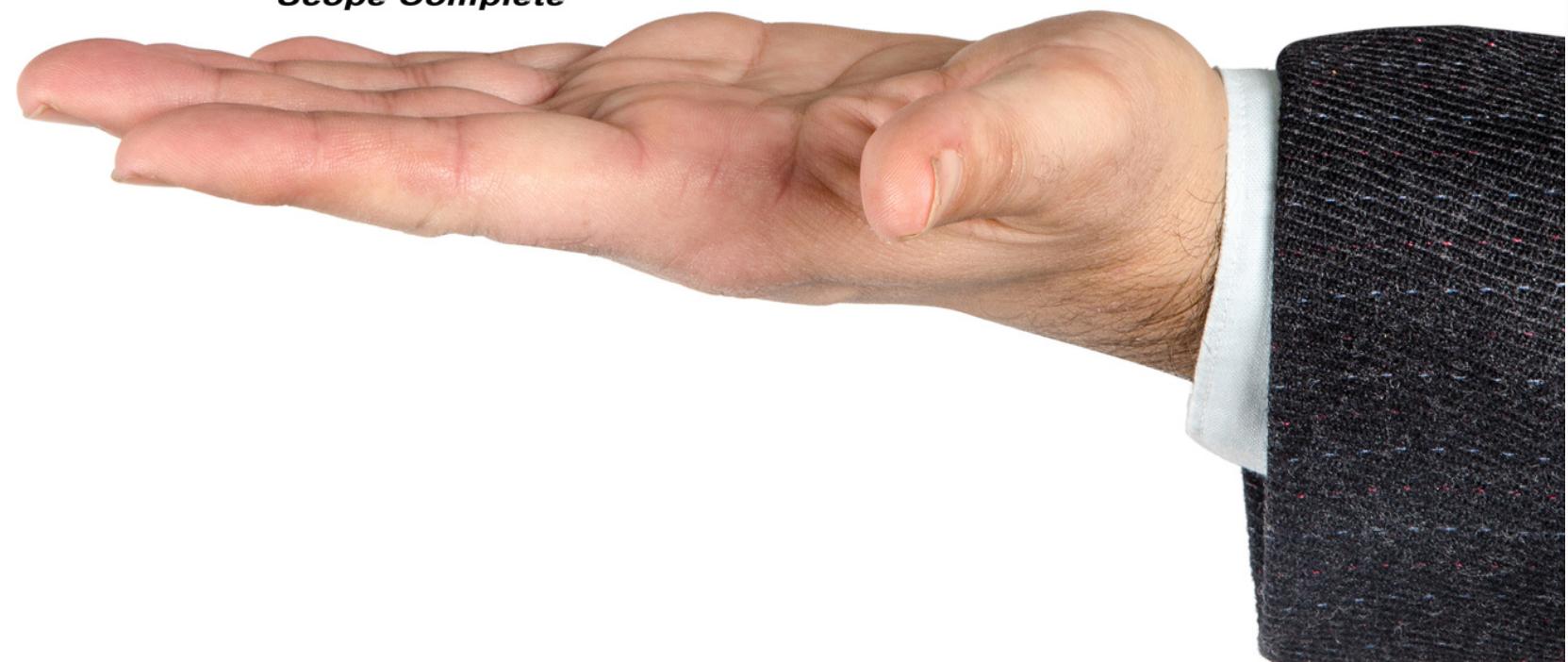
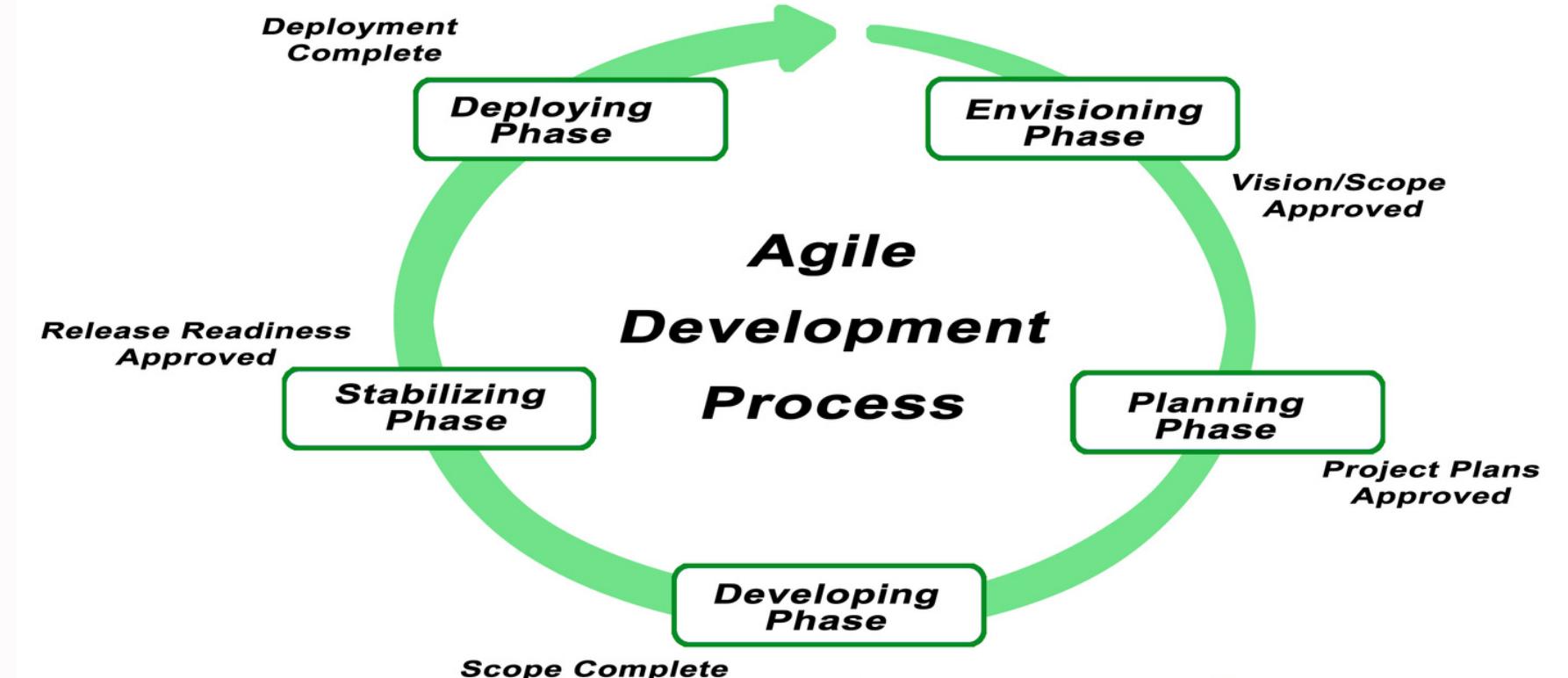
Develop a Roadmap and define the need to develop software and hardware.

Developing and Stabilizing Processes

Create MVP, prototype idea, test with market
Cycle with new changes

Deploying Process

Launch telehealth platform and Kiosks in first mall
Serve 4000 people in the first month,



Wireframe

The wireframe illustrates a medical self-assessment application interface. It includes:

- Test de presión sanguínea:** A module for blood pressure measurement. It shows fields for "Presión arterial sistólica" (000) and "Presión arterial diastólica" (000), along with a "Finalizar" button.
- Test de temperatura:** A module for temperature measurement. It displays a doctor character and two sets of numerical inputs: "Unidades enteras" (118, 119, **120**, 121, 122) and "Unidades decimales" (0.1, 0.2, **0.3**, 0.4, 0.5). A "Finalizar" button is present.
- Prueba de glucosa:** A module for glucose testing. It shows a field for "Nivel de glucosa" (000) and a "Finalizar" button.
- Prueba de saturación de oxígeno:** A module for oxygen saturation testing. It shows a field for "Saturación" (00) and a "Finalizar" button.
- Prueba de índice de masa corporal y cintura:** A module for calculating BMI and waist circumference. It shows fields for "Altura" (00 cm), "Peso" (00 lbs), and "Medida de cintura" (00 cm), along with a "Finalizar" button.
- Información de usuario:** A user profile section showing "Buenos días, Vanessa" (Welcome, Vanessa). It includes fields for "Nombre" (Vanessa), "Apellido" (Zúñiga), "Género" (Femenino), "Fecha de nacimiento" (17/06/95), and "Correo" (vanessa@estacionvital.com).
- Left sidebar:** Includes links for "Evaluaciones" (with "Nuevo registro", "Ingresar", "Historial clínico"), "Ventas" (with "Nueva venta", "Historial"), and "Cerrar sesión". It also features icons for "Test de Alimentación Consciente", "Test de Ansiedad", "Test de Temperatura", "Test de Presión Sanguínea", "Test de Control de peso y Cintura (IMC)", and "Test de Glucosa".

Architecture

Frontend

- React serves as the user interface for patients, providing access to health screenings and services via a web application. It communicates with the Laravel backend for data processing and Firebase for real-time interactions.

Backend

- Laravel: Manages core application logic, including processing health data from the React frontend, and integrates with Firebase for user authentication and data storage. Also handles API communications for Twilio SMS services.

Firebase

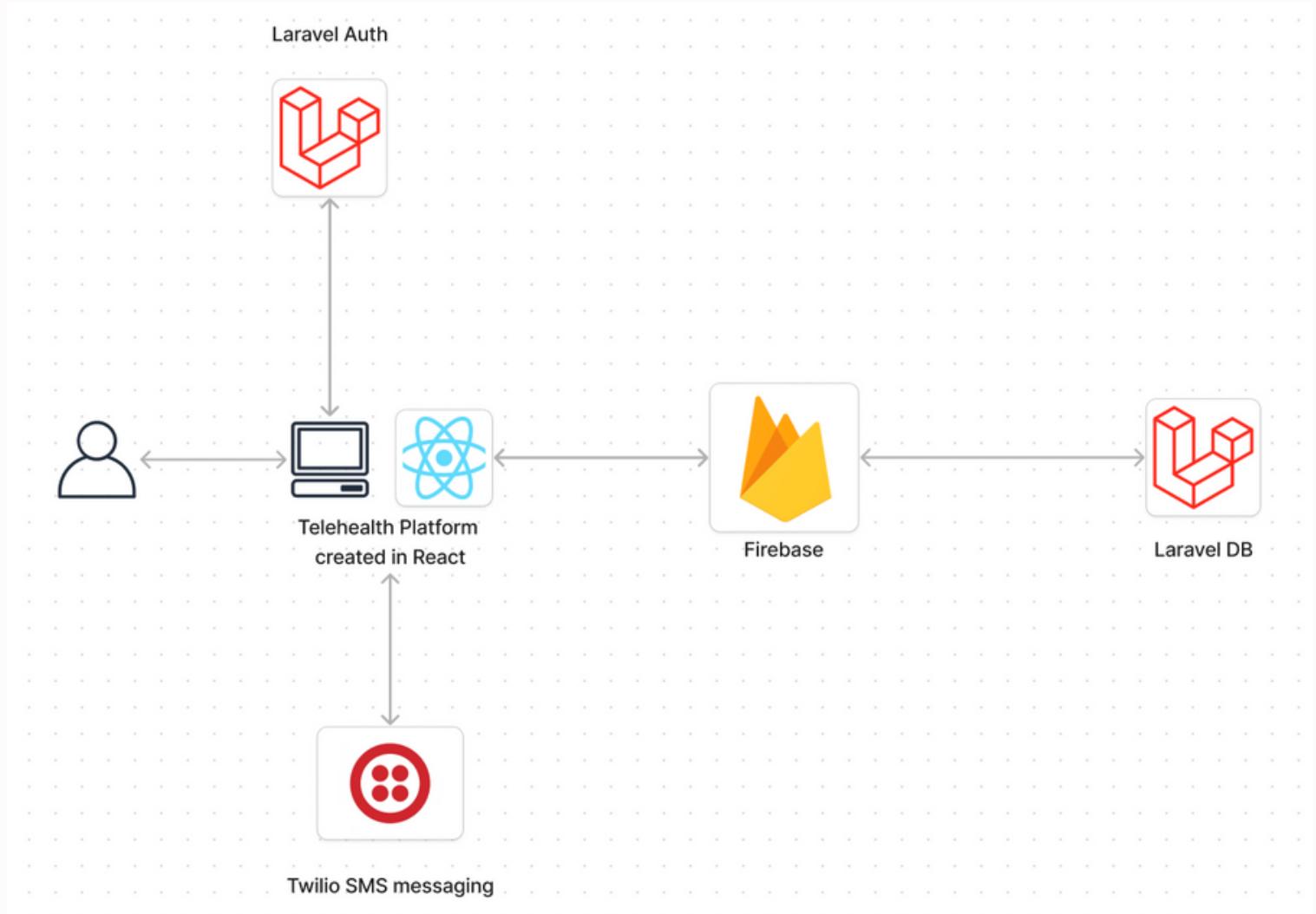
- Firestore/Real-time Database: Stores and syncs patient data in real time, including health records and user profiles.
- Authentication: Manages secure user access with support for various authentication methods.
- Cloud Functions: Executes serverless backend logic, such as processing health data and integrating with Twilio for notifications.

Twilio

- SMS Notifications: This service sends users automated health reminders and alerts driven by data processing in Laravel and Firebase.

Infrastructure

- Google Cloud hosts the application and provides scalable resources, security, and compliance features suitable for handling sensitive health data.



Sales & BD Process

- **I directly partner with companies** to offer advertising packages, leveraging our telehealth kiosks to display their product ads to users.
- **The expansion of kiosks** is central to my strategy; more kiosks mean more users see the ads, attracting more clients.
- **Generate initial awareness** by personally contacting healthcare companies and explaining the unique value our advertising platform offers.

The evaluation process involves me presenting the benefits of our ad packages and demonstrating how they can enhance product visibility and user engagement.

Client acquisition occurs monthly, and the increasing number of kiosks is a testament to our advertising solutions' growing reach and effectiveness.

- **No additional marketing is required** on my part because the kiosks themselves effectively market the ads to the target audience, making the process streamlined and cost-efficient.

