

DISHA STAY NETWORK

Providing Accessible & Affordable Lodging Options.

Meet Nancy



Nancy & Tom Patient & Family Caregiver

Age – 40 & 45

Income – \$160,000/year

Residence Location – Wyoming

Insurance Status – Self Insured/ Employer Insured

Treatment Location – UW Medicine, Seattle

About

Nancy has been undergoing her Chemotherapy at UW Medicine. She needs to be in Seattle soon for her 4th Chemo.

She is very stressed about it because last time she had complications post Chemo extending her stay to almost a month.

The expenses of the treatment had already affected their family a lot. Due to physical distress, she has stopped working too. She is really hoping that this time, there are no complications.

Scenario

Tom spent several hours calling several hotels and charity houses near UW Medicine to check for their pricing and find which ones are affordable for them.

On recommendation of Nancy's support group, he has added their family to the waiting queues. All that is left is to wait anxiously to get the accommodation when they arrive in Seattle

Needs

- Affordable lodging options
- Easier access to alternatives without calling several options.
- Booking urgently.
- Easier access to donors so that they can help with cost saving

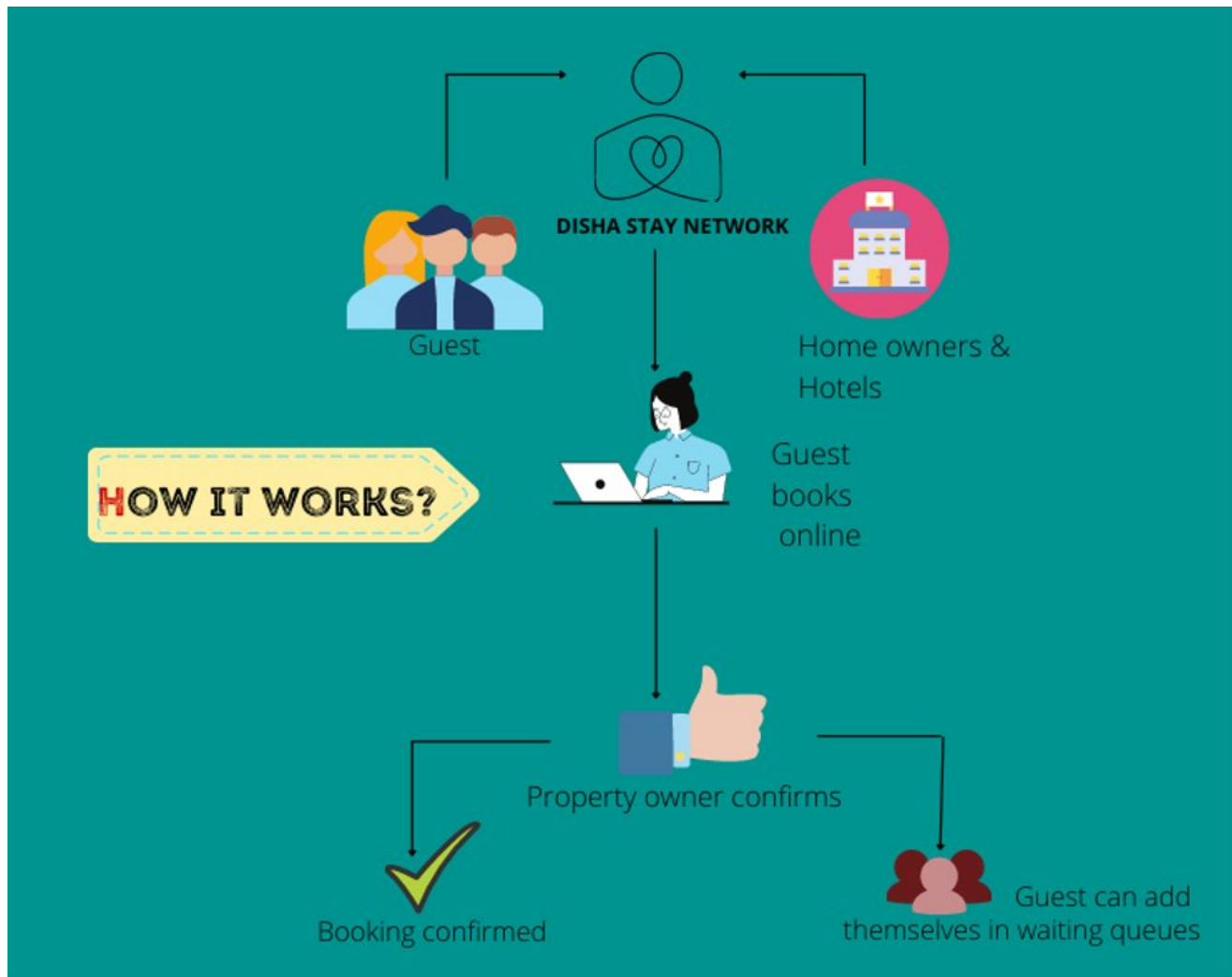
Goals

Save more money for Childcare, medicine

Reduced Stress for better healing outcome

Reduced Planning overhead

“Our mission is to improve the lives of individuals receiving care by providing flexible and affordable lodging solutions”





MVP Testing Strategy

- **Cold Calls Hotels, send them promotional content, to schedule demo call**
- **Demo our product, and understand hotel needs in google form**
- **Using Excel as our data source, create a catalog to attract customers**

A/B Testing Brochures

Providing accessible and affordable lodging options for those receiving care for cancer is already hard.
We make it easier!



CONTACT US
Disha Cancer Care
University of Washington
Foster School of Business
<https://dishaoncologycare.wisc.edu/index>



DISHA CANCER CARE
PEACE OF MIND, EVERY TIME!
University of Washington
Foster School of Business

Our Mission
The mission of Disha Cancer Care is to connect individuals and families of those receiving cancer treatment from out of the area with affordable, comfortable and flexible local lodging options. We are driven by our commitment to helping support families and individuals reduce the high cost and burden of extended local stays while caring for themselves or their loved ones.



Industry Facts
Direct Cost of Cancer Care*
Cancer treatment results in over \$80 billion in direct medical costs annually, to say nothing of the lost wages that often accompany a cancer diagnosis or the cost of family and friends taking leaves of absence to serve as caregivers.
Cancer - The Leading Cause of Death in WA*
An estimated 17 million new cancers will be diagnosed in the U.S. in 2019, including 39,000 cancers in Washington alone. Cancer is the leading cause of death in Washington, claiming the lives of more than 12,000 Washingtonians every year.
Barriers to Equitable Access to Healthcare*
Transportation to screening and treatment has been identified as one of the top barriers to care. Traveling to a health care provider can be expensive and time-consuming, especially when individuals must take time off from work to make an appointment, and individuals often forgo necessary health services due to these barriers.

Help families find their home away from home!

*Seattle Cancer Care Alliance Community Health Needs Assessment (2019)

Disha CANCER CARE

W **CANCER CARE IS TOUGHER FOR PATIENTS LIVING FAR-OFF**
HELP US- BE THEIR FRIEND



Convenience
Options
Manageable Cost
Support

WE HELP YOU FIND A PLACE TO STAY

Industry Facts

- 250,000 people travel more than 40 miles to avail cancer treatment away from home per year
- Cancer patients may lack the physical stamina required from one place to another.
- The average hotel price was around \$110/ night.
- The average length of stay is 3 week
- 6 people should cancel so that a patient to get his stay in their planned date

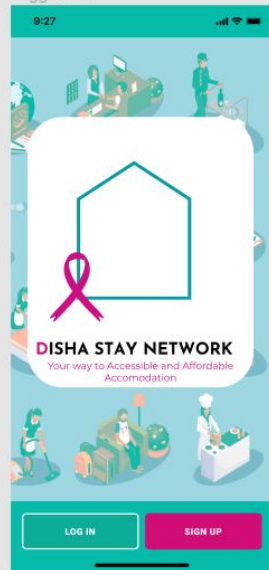
Disha Introduction Video



<https://www.youtube.com/watch?v=Ayz8XCSpI-Q>

Prototypes

Logged IN



Sign up (step 1)



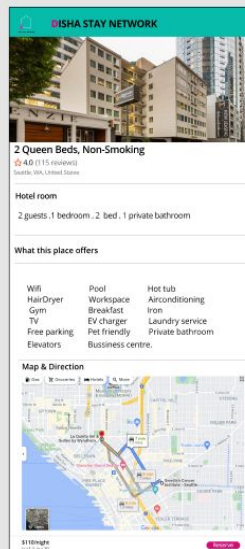
Location selection



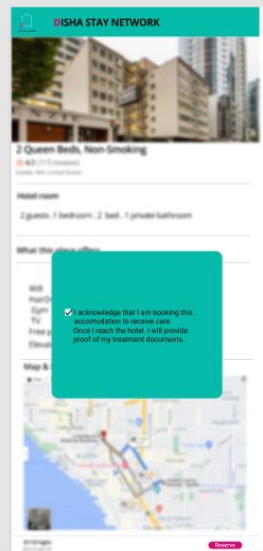
Filters



Hotel details



Acknowledgment Page



Customer Onboarding Plan

The screenshot shows a web browser window with multiple tabs. The active tab is a Google Form titled 'Disha Cancer Care'. The form is at 'Section 1 of 4' and the current section is 'Basic Details'. Below the section title, it says 'Provide Basic Details about the lodging Facility'. The main question is 'What kind of Lodging service you are providing'. There are three radio button options, each with an icon: 'Hotel' (a multi-story building), 'Room Rentals' (a room with a bed), and 'Charity House' (a small house). The form is set against a light purple background. The browser's address bar shows the Google Docs URL. The Windows taskbar is visible at the bottom.

Section 1 of 4

Basic Details

Provide Basic Details about the lodging Facility

What kind of Lodging service you are providing

- ☐ Hotel
- ☐ Room Rentals
- ☐ Charity House

<https://docs.google.com/forms/d/1WfKXRXhqsnUjcT7R79ii6nPjONo1K88EXk9L2nOTGG4/edit?ts=6195cc38>



MVP Testing Process

- Cold called 30 hotel owners
- Interest expressed through email address 10
- Demo requested/ Lead nurturing stage 4

Next Steps

- Pitch Demo for Partnership
- I-Corps-Customer Discovery
- Prototyping

Appendix of customer interviews

Veronica/Pratha @ <https://app.innovationwithin.com/discovery>

