



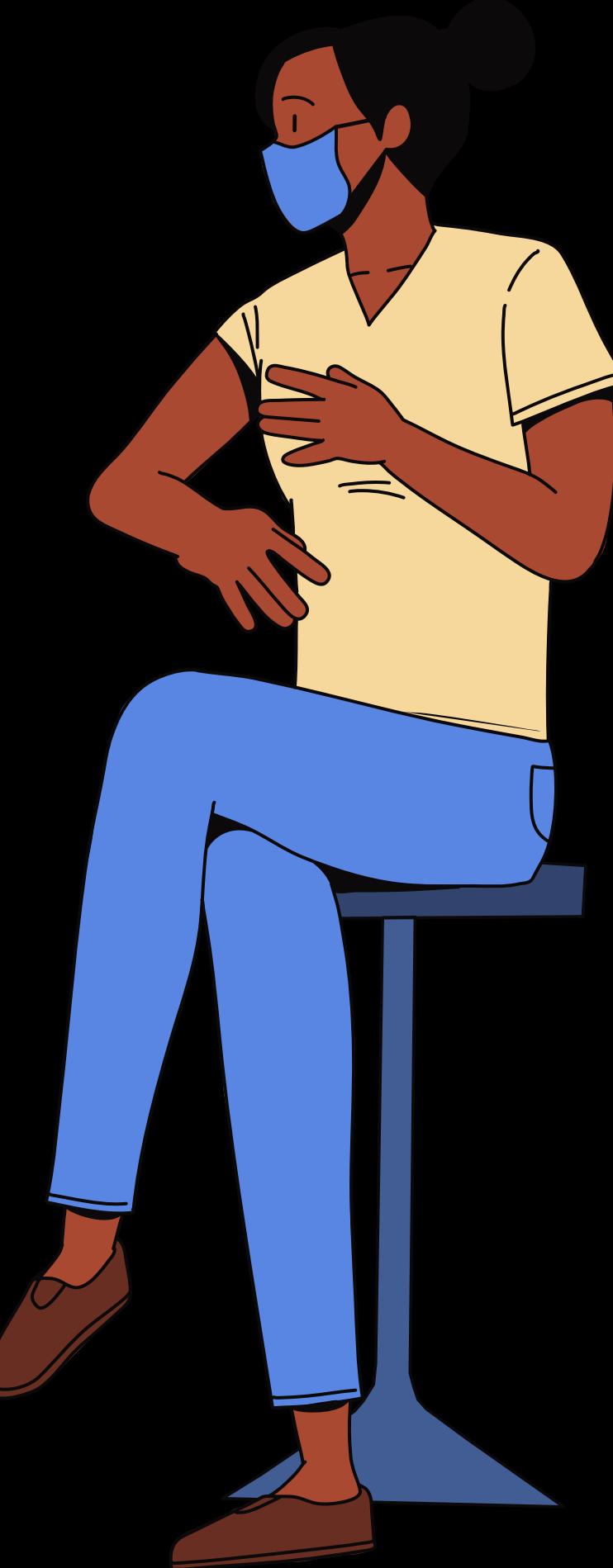
GETBETTR

PREVENTABLE, MANAGEABLE, BEATABLE

Content Outline

Topics for discussion

- 01 Meet the team**
- 02 Chosen case study**
- 03 Proposed solution**
- 04 Technologies**
- 05 Business model**
- 02 Market segment**
- 03 Competitor analysis**
- 08 Improvement plans**

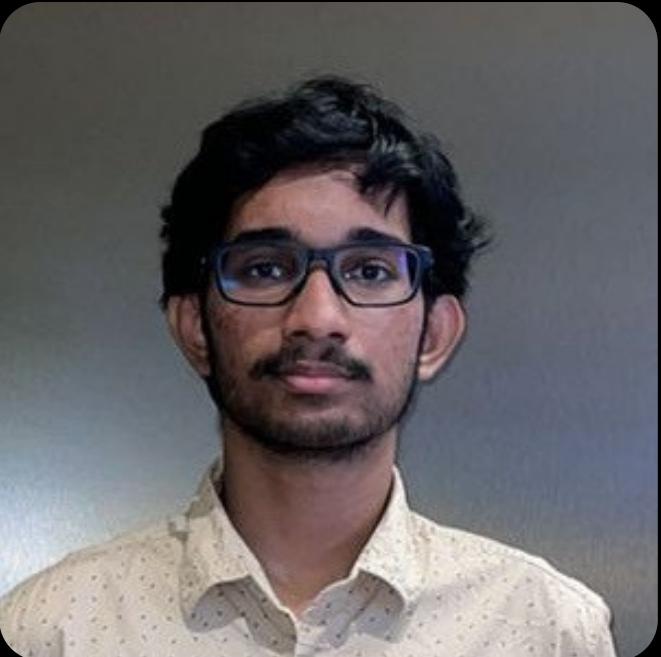


Meet the Team

Medical innovators



Samiha Tasnim Dristy
Team Leader



Meghashyaam Sagar



**Muhammad
Showherda Ad-Din**

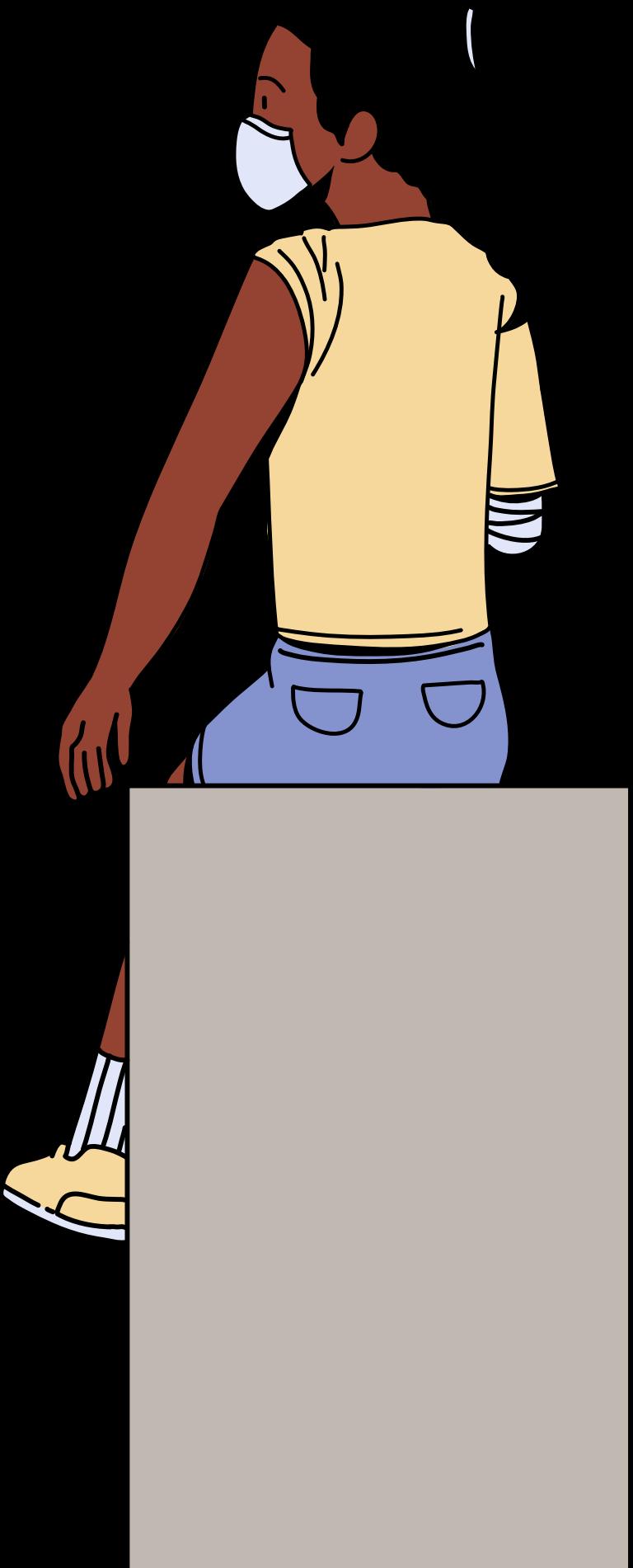
NCDs in The Present World



Non-communicable diseases (NCDs) are health problems that are not contagious and are brought on by a confluence of genetic, physiological, environmental, and behavioural variables. They can last for a very long time and have a serious impact on a person's health.

The goal is to address the growing concern of NCDs, which currently account for 74% of all deaths worldwide, claiming an average of 41 million lives each year

NCDs are a major cause of poverty and impedes the economic growth of numerous countries, particularly low- and middle-income countries



Most non-communicable diseases are preventable, and adopting healthy lifestyle habits can prevent up to 80% of strokes, heart diseases, type 2 diabetes, and over one-third of cancers from taking place.

The idea aims to employ effective prevention and management strategies by utilizing the existing knowledge we have today and brainstorming new innovative and cost-effective solutions to address this growing health crisis.

WE PRESENT

GetBettr

a one stop platform for NCDs

Our site includes a forum, a QnA page,
healthcare registry, insurance solution, and
a financial aid system.

Blog Page



This page will work as a medium for experience sharing. Users will be able to post updates like a regular social media and other users will be able to respond by the means of reactions and comments.

A screenshot of the GETBETTR blog page. The header features the GETBETTR logo with the tagline "PREVENTABLE, MANAGEABLE, BEATABLE". A user profile for "Marliie Bekarram" is shown, with a green active status indicator and a "Logout" button. The navigation bar includes "Post", "Cardiac", "Cancer", "Respiratory", and "More Topics" buttons, along with a search icon. On the left, a sidebar menu lists "Profile", "Blog" (which is selected and highlighted in blue), "Questions", "Wiki", "Professional Registry", and "Insurance". A "globira MEDICAL AND HEALTH CARE AT HOME" sidebar includes icons for vaccination, lab testing, health treatment, and physical check-up, along with a doctor's image and the website "www.globirammedical.com". The main content area displays three blog posts: 1) "Itchy All Over? Here's What Your Body Is Trying to Tell You" (24th February 2023, Diabetes, Insulin) with an image of a woman writing in a notebook. 2) "Study Links Keto-Like Diet to Higher Risk of Heart Attacks and Cardiovascular Disease" (24th February 2023, Cardiac Arrest, Arrhythmia) with an image of a heart and blood vessels. 3) "Cholesterol: Nexletol may help lower LDL levels without the need for statins" (24th February 2023, Hypertension, Blood Pressure) with an image of a woman sleeping.

QnA Page



Medical Guidance

Users can ask questions that require attention from professionals. Questions can be very specific regarding certain procedures or medication. Users may also request for second opinions on the treatments they are currently receiving.

Professional Answers

Only certified professionals will be able to answer the questions on QnA page in our effort to guarantee answer quality.

The screenshot shows a mobile application interface for 'GETBETTR' with a pink header. On the right, a user profile for 'Marliie Bekarram' is shown, indicating she is 'Active'. There is a 'Logout' button and a red 'Ask a Question' button. The main content area displays a question from 'Charles Xavier' about sinusitis, posted on 24th February 2023. The question text is: 'Et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti ?'. Below the question are tags for 'Diabetes' and 'Insulin'. To the right of the question is a large text block with placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.' Below this text are engagement metrics: 22 likes, 5 dislikes, 5 answers, and 32 views, followed by a green 'Answer' button. At the bottom of the screen, there is a modal window with fields for 'Insert Picture:' and 'Select Picture', and a large text area for 'Write answer:' with a 'Post' button at the bottom right. A small note at the bottom right of the screen reads: 'managing my blood sugar levels and preventing complications are my top priorities as someone with type 2 diabetes. I was diagnosed five years ago and have been following a strict diet and exercise regimen, but my A1C levels have been consistently high. I know that this puts me at risk for complications like neuropathy and retinopathy, and I want to take more effective steps to manage my condition. I've been discussing my options with my healthcare provider, including adjusting my medications and trying continuous glucose monitoring. I'm hopeful that these changes will help me manage my diabetes better and improve my quality of life. I know that it will take some effort, but'.

Wiki Page



Access to Information

This page will give users access to information about everything medical: diseases, medicines, treatments, doctors etc that is available on the public domain.

Q Knee

Marliie Bekaram Active Logout

Contents

1. Structure
a. Articular Bodies
b. Articular Capsule
c. Bursae
d. Cartilage
e. Menisci
f. Ligaments
i. Intracapsular
ii. Extracapsular
2. Muscles
a. Extensor
b. Flexor
c. Blood Supply
3. Function
a. Extended position
b. Flexed position
4. Clinical Significance
5. Imaging
6. Other animals
7. See also
8. References
9. External links

Knee

In humans and other primates, the knee joins the thigh with the leg and consists of two joints: one between the femur and tibia (tibiofemoral joint), and one between the femur and patella (patellofemoral joint).^[1] It is the largest joint in the human body.^[2] The knee is a modified hinge joint, which permits flexion and extension as well as slight internal and external rotation. The knee is vulnerable to injury and to the development of osteoarthritis.

It is often termed a compound joint having tibiofemoral and patellofemoral components.^{[3][4]} (The fibular collateral ligament is often considered with tibiofemoral components.)^[5]

Structure

The knee is a modified hinge joint, a type of synovial joint, which is composed of three functional compartments: the patellofemoral articulation, consisting of the patella, or "kneecap", and the patellar groove on the front of the femur through which it slides; and the medial and lateral tibiofemoral articulations linking the femur, or thigh bone, with the tibia, the main bone of the lower leg.^[6] The joint is bathed in synovial fluid which is contained inside the synovial membrane called the

Professional Registry



A screenshot of the GETBETTR Professional Registry website. The top navigation bar includes 'Profile', 'Blog', 'Questions', 'Wiki', 'Professional Registry' (which is highlighted in green), 'Insurance', and a user profile for 'Marliie Bekaram'. Below this is a search bar with fields for 'Hospital Search', 'Location', and 'Specialty'. A section titled 'Featured Hospitals' lists ten hospitals with their names, locations, contact buttons, and shortlist buttons. A sidebar on the left shows a 'glObira MEDICAL AND HEALTH CARE AT HOME' advertisement. At the bottom, there are pagination controls for 'Results per page' (10) and '1 - 10 of 1300'.

Users will be able to sort hospitals and doctors based on location, ratings, pricing, and qualification on this page. This will help them find the best medical facilities without exceeding their budgets.

Insurance Page

Donations

The portal will work as a fund for monetary assistance for the patients who require it. This will range from percentage discounts to simple donation all with the assistance from our affiliate partners.

Access to Insurance Information

This page will host a list of all available insurance policies based on the patient's profile.

The screenshot shows a user profile for Marlise Bekaram, indicating she is active. The main menu includes Profile, Blog, Questions, Wiki, Professional Registry, and Insurance. The Insurance section is currently selected. A sidebar for Globira Medical Services offers medical and health care services at home, including vaccination, lab testing, health treatment, and physical check-ups. The Alltiall Insurance section provides information about their packages, which include Individual and Family Plans, Medicare Plans, Employer Group Plans, and dental, vision, and behavioral health insurance options. The Iinsurance section also lists packages like Health Savings Account (HSA) Plans, Preferred Provider Organization (PPO) Plans, and Exclusive Provider Organization (EPO) Plans. A button labeled "Apply for Donation" is visible on the right side of the screen.

Profile
Blog
Questions
Wiki
Professional Registry
Insurance

ALLTIALL

Alltiall is a leading health insurance provider in the United States, offering a range of coverage options for individuals and families. Their packages include:

- Individual and Family Plans: Alltiall Insurance offers a variety of health plans to meet the needs of individuals and families, including HMO, PPO, and high-deductible plans.
- Medicare Plans: Alltiall Insurance offers Medicare Advantage plans, Medicare Supplement plans, and Medicare Part D prescription drug plans to help seniors cover their healthcare costs.
- Employer Group Plans: Alltiall Insurance offers group health plans for businesses of all sizes, with options for self-funded plans, fully insured plans, and consumer-directed health plans.

Alltiall also offers dental, vision, and life insurance coverage.

glo**bira**
MEDICAL AND HEALTH CARE AT HOME

- Vaccination
- Lab Testing
- Health Treatment
- Physical Check-up

About us

Apply for Donation

Marliie Bekaram
Active
Logout

Iinsurance

Iinsurance is one of the largest health insurance providers in the United States. Their packages include:

- Health Savings Account (HSA) Plans: HSA plans allow you to save pre-tax dollars in a health savings account, which you can use to pay for medical expenses.
- Preferred Provider Organization (PPO) Plans: PPO plans give you the flexibility to choose your healthcare providers and hospitals from a network of preferred providers.
- Exclusive Provider Organization (EPO) Plans: EPO plans require you to use healthcare providers and hospitals within a network, but do not require you to select a primary care physician.

Iinsurance also offers dental, vision, and behavioral health insurance options.

Technologies Used

Web Frontend

HTML5, CSS and Bootstrap, and JS and jQuery all go in to creating a responsive website that will work well on all screen sizes and devices.

Web Backend

A MySQL Database with NodeJS

AI and ML

Machine Learning and Artificial Intelligence will be used in user feed moderation, answer finding, insurance suggestions, donation calculator etc.

Big Data Analytics

We will use big data analytics to recommend doctors and hospitals to patients based on their medical history, economic background, geographical location etc.

Cloud Computing

We will use the Amazon Web Services to host our website

Business Model

Monetary Discussion

Revenue Stream

Advertising: Healthcare businesses

Listings: Advertisement for Hospitals and Doctors

Affiliate Marketing: Hospitals and Insurance Companies

Relevant Healthcare Facilities: Gyms, Health Club etc.



Cost Structure

Technology: Money goes in to create and maintain the platform including web development, hosting, and security.

Personnel: Employ developers and customer support staff

Marketing and Advertising: Create and run advertisements

Legal and Compliance: Invest in these services to ensure protection

Business Model

Non-Monetary Discussion

Key Events

Development and Maintenance of the platform which include web development, UI/UX, and security

Build a network of partnership among the healthcare professionals and the insurance companies

Providing high-quality medical information, forums, and Q&A features for users.

Key Partnership

Healthcare providers and clinics

Insurance companies

Relevant health-related businesses such as gyms

Customer Segment

Patients

Hospitals and Clinics

Doctors and Healthcare Professionals

Insurance Companies

Business Model

Value Proposition

Comprehensive support is available for patients with non-communicable diseases including forums, Q&A, second views, and individualized health coaching.

Provide access to a network of medical professionals and clinics, as well as patient ratings and reviews.

Provides the ability to easily compare and buy insurance products through the platform.

Offers options for companies in the healthcare industry to advertise their goods and services to a specific clientele.

Market Segment Analysis

Geographic Segmentation

Since non-communicable illnesses are more widespread in low- and middle-income nations due to poor access to healthcare and bad lifestyle choices, our project will have the biggest impact these countries. But, industrialised nations also have an increasing need for NCD prevention and management strategies.

Demographic Segmentation

Although people of all ages can be affected by NCDs, old people, smokers, heavy drinkers, and people from families with a history of such diseases are more vulnerable. So our product will put a special focus on these demographics.

Behavioral Segmentation

Certain behaviors put people at elevated risks. Our product will again put special focus on people who participate in both high volume of physical activity, unhealthy diet as well as people who rarely exercise, work in dangerous environments such as construction etc.

Competitor Analysis

	Blog	QnA	Registry	Insurance information	Insurance calculator	Global reach
	✓	✓	✓	✓	X	✓
	X	✓	X	X	X	✓ 
	✓	X	✓	X	X	partial
	✓	X	X	✓	X	X
	X	X	X	✓	✓	X

Improvement Plans

GOING FORWARD

Continuous user feedback

We wish to implement functionalities for users to provide feedback which we will use to improve our portal.



Telemedicine

It would be beneficial to integrate this technology into our platform to offer remote consultations for users who cannot physically visit a healthcare facility, given the growth of telemedicine.

Improvement Plans

GOING FORWARD

Insurance comparison system

We wish to implement an insurance comparison calculator for users to choose the best insurance for their needs

Enhanced data analytics

We can more effectively tailor our services to our users' needs by strengthening our data analytics capabilities, which can help us better understand their needs and preferences. Better results with more data.

Gamification

Introducing gamification features into our platform can help increase user engagement and motivation, encouraging them to take an active role in their healthcare. Example: badges, roles etc.

Improvement Plans

GOING FORWARD

Mobile app development

A mobile app version of the portal will make it more convenient and accessible for our users who wish to use our services on the go.

Increasing collaboration

We wish to expand our collaboration and include more healthcare professionals such as gyms, healthy food services etc.

Language Support

We wish to incorporate support for multiple languages which will enable us to reach broader audience

Thank
you!