Vision: Angie’s List, but for Healthcare

Differentiator: Addressing disparities and leveraging resources to address patients that are socially or economically disadvantaged

* Rehabilitation
* Food Kitchens
* Shelters
* Social Services
* Urgent Care
  + What services do they provide?
* Mini-clinics
  + Available in retail stores
  + Walmart/Target, etc
  + What services do they provide?

Start off in Atlanta, but eventually expanding to additional urban areas

Specs:

Guided UI asking for symptoms

Ability to rank search results by cost

Make app easy to use, less-literate option (Visual -> pick body part not feeling well)

Creating general app for not-insured, underinsured, underserved population

Show addresses of dental/medical facilities, phone numbers, website information

Research if it would be possible to make an appointment directly from the app

* Underserved communities might not have this tech available

App should be built by the end of October (prototype)

* **Skeleton application**
  + Focused on Atlanta area to start
* **Patient Downloads App on Phone**
* **Put in symptoms**
* **Pull up relevant resources/social services**
* Range of cost for each service
* Wait time before being seen {Research if possible}

Do Beta testing by the first week of November

Brooklyn, Chicago, LA for next cities

Market Research:

1. What currently exists out there
2. Whatever currently exists
   1. How can we build upon the current app?
   2. What improvements can we make?
3. Any research on whether people actually use these apps?
4. What are the current barriers to use?

Create an abstract for conference, would like a prototype by then

1. Society for Academic Emergency Medicine

May 16-19 (Orlando, FL)

Abstract by November

1. American Public Health Association

November 4-8 (Atlanta, GA)

Project Plan

* Dates, milestones, contact info, responsible party for each section
* Map out what the user experience will be like

Touch base once a week, every week for status update

* **Next Sunday, October 9 @ 7PM CDT**

Testing

* Test with a variety of different health care utilizers
* Tested with the patient population to get real feedback from target audience