



Health App

A True Health Assistant: Your Health, Tracked. Guided. On Time.

Agenda

Monitoring and Reminders:
The Global Health Problem

User Journey Map and user
Persona

Outcome Mapping and Value
Generation

Wireframing and UX

Feature Discovery and GTM

Detailed Feature Analysis: Key
Risks and Mitigations


Detailed Feature Analysis: Key
Metrics


Monitoring and Reminders: The Global Health Problem


About Health AI

Health AI is a health companion AI built to bring **clarity, context, and reassurance** to the moments when healthcare feels silent and overwhelming. Created by a **team of doctors, engineers, and data scientists** who understand the system from both sides, Health AI interprets prescriptions, explains medical terms, and makes sense of scattered lab reports

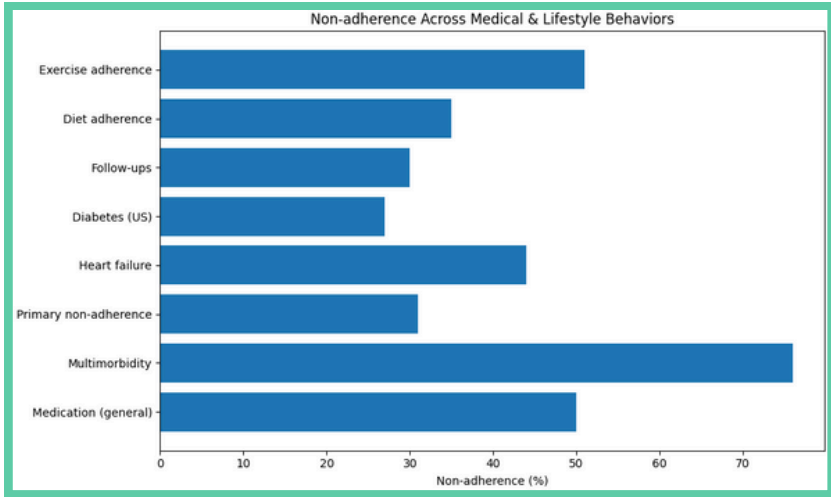
Magnitude and Impact of Non-Adherence

 Approximately **30%–50%** of patients do not take their **prescribed medicines as recommended**, with non-adherence varying by stage¹

 Non-adherence contributes to treatment failures in **~50%** of cases and up to **~25%** of hospital admissions²

 in the U.S., non-adherence costs the healthcare system an estimated **\$100–300 billion per year** through hospitalizations, emergency care, and avoidable complications³

Non-adherence is seen at multiple stages



Why Solve Now?

Pain Point	User Impact	Opportunity for Product
Forget forgetting meds	Poor disease control, more clinic visits	Timed reminders + compliance tracking
Skip lifestyle changes	Slow or no health improvement	Contextual nudges (diet, activity)
Miss follow-ups	Delayed diagnosis & treatment	AI scheduling + potential hospital integrations + telemedicine
Lack of progress visibility	Low engagement	Biomarker tracking + predictive insights

Outcome-driven, not just an AI Interface

To build real trust, **accuracy has to be complemented with outcomes**. Just like how self-motivation shoots up after seeing results from consistent gym workout, actual health improvements, consistent tracking and monitoring shows true **user care and empathy**



Accuracy + Outcomes = Trust

- Players like **Medisafe, CareZone, MyTherapy** are doing well in the remote monitoring and reminder space, but a complete **hyper-personalised health assistant** is still lacking
- Simple audio/textual reminders have shown to improve adherence by **11.6%**⁴, **contextual nudging and personalised journey mapping** can lead to much more

1. [Frontiers](#) 2. [PMC](#) 3. [MDPI](#) 4. [PMC](#)

User Journey Map and user Persona



Rahul is a 32 year old man living in Mumbai working in Investment Banking. Due to a stressful job and hectic life, he usually eats **junk food** at **odd times**, **doesn't exercise** and does not get **proper sleep**

Take a look around, you must have seen this happen with yourself or someone you know



Symptoms: Since the past 2 months, Rahul was experiencing fatigue, short breath and pale skin. He decides to get blood test done.

Biomarkers:

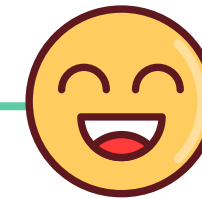
- Iron profile **low**
- Haemoglobin and RBC **low**



Diagnosis: After clinical evaluation, Rahul is diagnosed with **Anemia** by the doctor

Treatment:

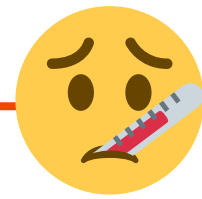
- Medication - Iron & folic, Vit C
- Dietary - iron rich foods, avoid caffeine



Resolution: After 7-8 weeks of following doctor's advise, Rahul's blood reports come normal

Neglect:

- Iron levels were **borderline** normal
- He **stopped following** doc's recommendations without follow-up



Recurrence: With a busy routine, he forgets taking medications and following diet and symptoms reoccur

Non-adherence impact:

- **Inconsistent** and **ill-informed** decisions cause worsening health
- Event that could have been **avoided**

Lack of knowledge:

Individuals lack **contextual awareness** when it comes to differentiating between '**healthy**' and '**normal range**' levels

Tendency to get complacent:

In the **illusion** of everything at healthy levels, individuals often proceed as per will **without medical guidance**

Tendency to forget:

With the hustle of metro cities, it's easy to forget necessary **dietary and lifestyle** recommendations for healthy living

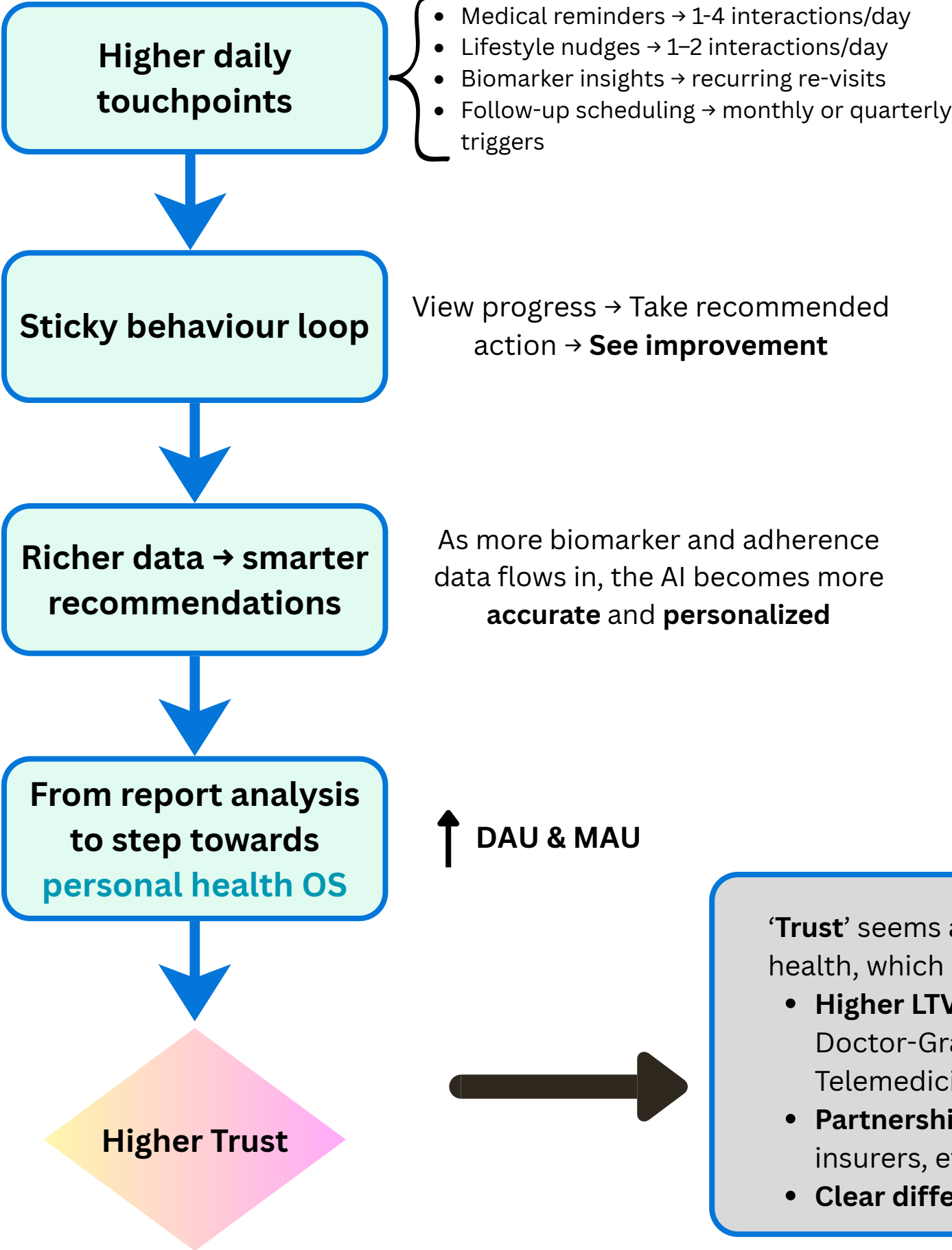
Nudging:

Hyper-personalised and **contextual nudges** can help in mitigating unnecessary health risks

Outcome Mapping and Value Generation



Product Outcomes and Business Growth

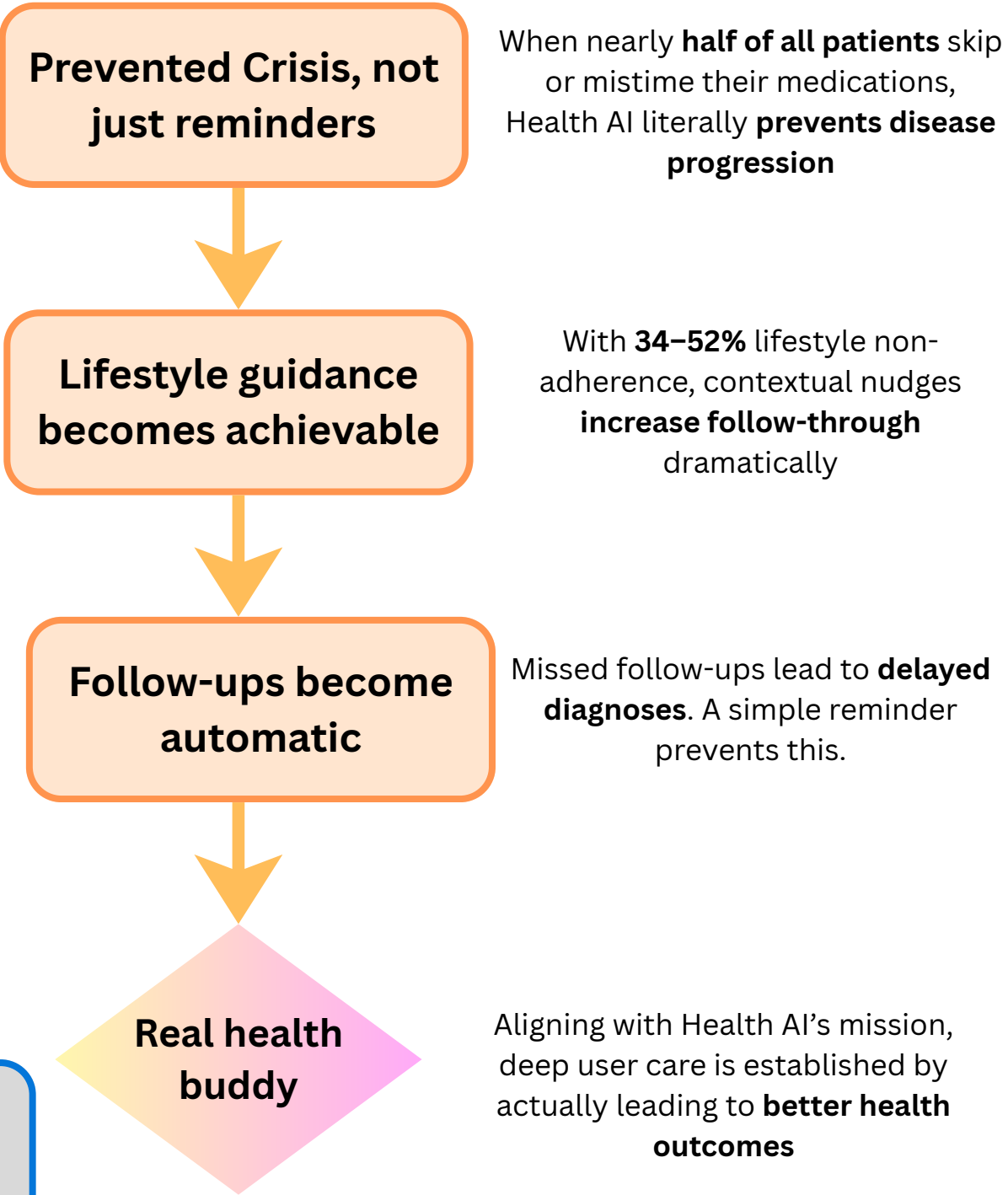


‘**Trust**’ seems a small word, but in health it is built on better health, which is **paramount**. When trust is built, it enables:

- **Higher LTV** via **premium features** like Advanced Insights, Doctor-Grade Dashboards, Family Monitor Add-Ons and Telemedicine
- **Partnerships** in healthcare ecosystem: hospitals/clinics, insurers, etc.
- **Clear differentiation** from generic health chat-bots

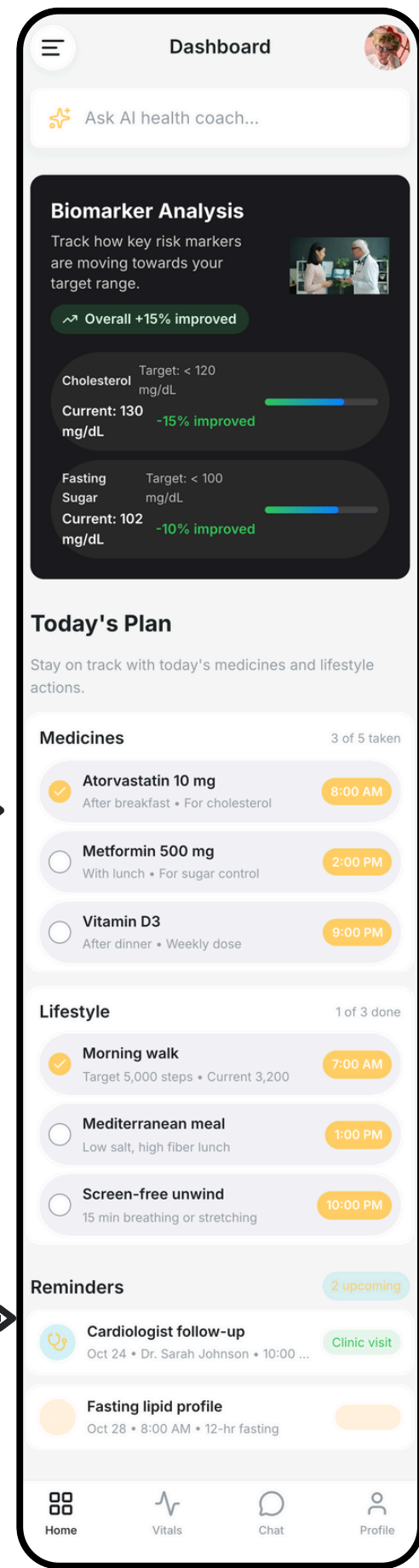


User Care



Wireframing and UX

Dashboard Screen

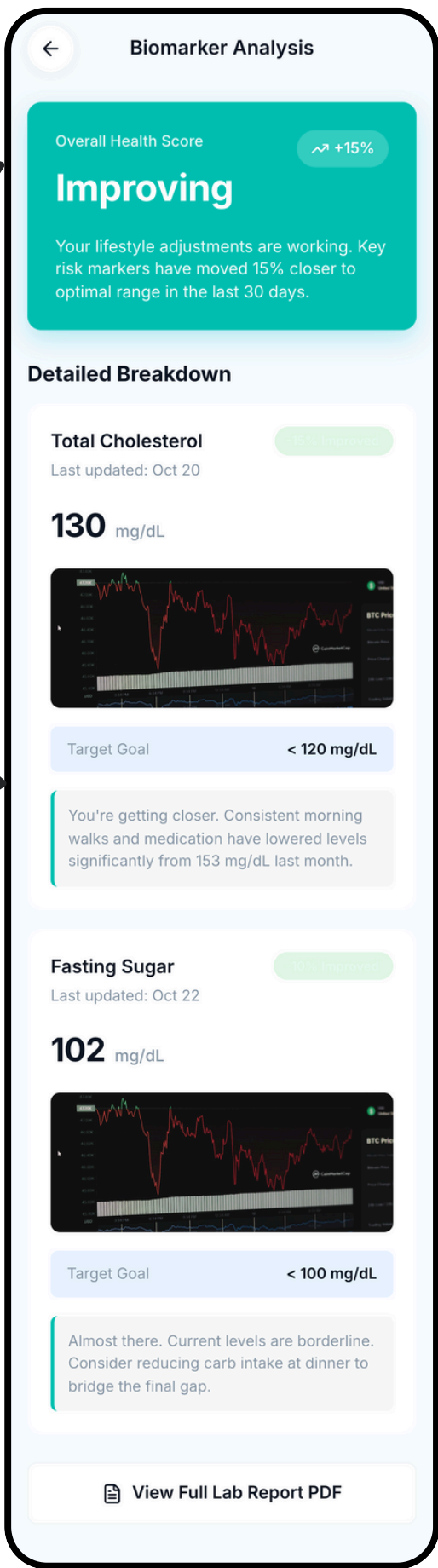


Users are notified of when to take meds, diets, etc.

Follow-up appointments/lab tests notified

The dashboard will have all give an overview of the critical biomarkers based on **previous reports** and the **progress, reminders** for medicines and lifestyle tasks, and follow-up appointments/lab tests

Biomarker Analysis Screen



User can see their overall health progression based on reports


Detailed analysis of target level, any change and what factors led to the change (meds, lifestyle, etc.)


The Biomarker analysis page will give a **detailed breakdown** on the critical **biomarkers' progression** that needed **improvement** and what **factors** have led to any change

Download latest reports


Wireframing and UX

Medication Details



 Medication Detail



2:00 PM

 Scheduled

Metformin
500 mg • Tablet

INSTRUCTION	PURPOSE
 With lunch	 Sugar Control

Adherence	Current Streak	Refill Due
95%	12 Days	in 8 Days

✓ Mark as Taken

Skip this dose



Adherence shows how regular user has been with meds



Action button to keep track of user actions wrt their meds

The medication page will lay out all relevant details related to medicine: **timing, frequency, purpose, adherence** so the user is always informed **why it's important** and **when**


The appointment details page will show the user all the relevant details related to their **upcoming appointment** so no **context** and **document** is missed out

Appointment Details


 Appointment 


Dr. Sarah Johnson
Cardiologist
 Confirmed

DATE	TIME
Oct 24	10:00 AM


 Location


Heart & Vascular Center
Suite 405, 4th Floor

 Reason

Regular Cholesterol Follow-up

Preparation

 Please bring your latest blood test reports from August 2023.

 Arrive 15 minutes early to complete check-in formalities.

Reschedule

Get Directions


User can see when and how to take the meds, purpose and frequency

Relevant details like time, date, location, doctor name and reason for visit

Important documents and reports are listed so the user doesn't forget


Feature Discovery and GTM

In-chat discovery



I've scanned the prescription you uploaded from your doctor. Here's what I found and how it fits into your health dashboard.

Uploaded prescription



Dr. Sarah Johnson
Oct 24 · Cholesterol & sugar management

Summary

- Atorvastatin 10 mg — 1 tablet at night for cholesterol.
- Metformin 500 mg — 1 tablet with lunch for sugar control.
- Follow-up visit recommended in 6 weeks.

Do you want me to create medicine reminders and follow-up appointments from this prescription?

No

✓ Yes, create

Yes, please set reminders based on this prescription.

Incorporation

Ask anything


User can be prompted to take action via a simple yes or no to create a reminder for any prescription or report they upload

For users who had previously uploaded or might upload any prescriptions, they are notified of this new feature via notifications

Discovery via notifications


Wednesday, October 25

09:41

 .august



Now

New: Smart health reminders
You can now set reminders for your prescribed medicines, daily lifestyle recommendations, and follow-up appointments.

 .august

15 min ago

Your new plan is ready
A new prescription and lifestyle plan has been added. Open the app to review and turn on reminders.



Detailed Feature Analysis: Key Risks and Mitigations

Risk Area	Key Risks	High-Impact Mitigations
LLM Output & Accuracy	<ul style="list-style-type: none">• Misinterpretation of reports/prescriptions• Hallucinated medical advice• Wrong biomarker trends	<ul style="list-style-type: none">• Rule-based + verified extraction; user confirmation• Safety rails blocking dosage/diagnosis• Confidence scoring + explainability
Safety & Clinical Reliability	<ul style="list-style-type: none">• False positives → anxiety• False negatives → missed deterioration• Over-sensitizing alerts	<ul style="list-style-type: none">• Clinically validated thresholds• Multi-signal checks (rules + anomaly detection)• Severity-based escalation
Reminders & UX	<ul style="list-style-type: none">• Wrong med timing/dosage reminders• Alert fatigue → disables system	<ul style="list-style-type: none">• Extract verbatim only + confirm with user• Smart batching, quiet hours, personalization
Data Quality & Integration	<ul style="list-style-type: none">• Poor uploads; wrong units/lab ranges• Missing/incomplete records	<ul style="list-style-type: none">• Quality checks + prompt re-upload• Lab normalization + low-confidence flagging
Regulatory & Privacy	<ul style="list-style-type: none">• HIPAA/DPDP non-compliance• Classified as a medical device• PHI security risks	<ul style="list-style-type: none">• Data encryption, minimization, geo-fencing• Stay in CDS exemption zone (informational only)• Strong access controls & audit logs

Detailed Feature Analysis: The North Star Metric for this feature can be ‘% of users with adherence above 90%’

L1: Direct Drivers of NSM

Medical Adherence Rate:

% of scheduled medication reminders acted upon within the correct time window.

Lifestyle Adherence Rate

Completion rate of nudged actions (steps, hydration, food prompts, exercise routines)

Biomarker Improvement Rate (for monitored conditions)

% of users whose flagged biomarkers show improvement after X weeks of monitoring + reminders.



NSM

% users with adherence > 90%

- Adherence based on completion rate of all reminders (medicine, lifestyle, follow-ups)
- Correlates strongly with product stickiness
- Measures user behavior signals

Non-functional metrics

Performance & Reliability

Target 99.9% for reminder scheduler + monitoring services

Throughput Capacity: Max reminders/second system can generate

User Trust and Safety

False alarm rate

Missed alarm rate

L2: Behaviour and Retention

Reminder Quality & Engagement

Reminder open rate (push/WhatsApp/in-app)

Notification fatigue indicators (opt-out rate, reduced engagement)

Retention

30/60/90-day Retention for feature users vs. non-users

Churn Reduction for Active Users

AI/LLM metrics

Accuracy & Fidelity

Hallucination Rate

% of outputs validated by medical rules or clinician review.

Context Understanding

LLM's ability to maintain user's longitudinal health context

User Interaction

Multi-turn Task Completion Rate

Safety Layer Metrics

Toxic / unsafe generation rate



Future Roadmap

Monetization with premium features

Family Monitoring Plans: One user account can take care of their **dependents** - aged parents, children, etc.

Integration With Fitness Devices: Health AI's medical grade model **synced with fitness devices** like smartwatches, glucose monitors, etc. can provide **continous insights**

Advanced Analytics: With rich data availability, users can get access to **medical-grade analytics** dashboards

B2B Forray

Hospital Partnerships: With a **skewed ratio of patients per doctor**, Health AI can help with automated patient history and preferential diagnosis **before visit** actually happens

Telemedicine: Till now this has been used as a commercial place which can now be used when **actually needed**: consultancy for which **visits are not required, patient-travel feasibility**

Remote Monitoring: AI + manual care can make **remote monitoring** and **chronic care management** super efficient