



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

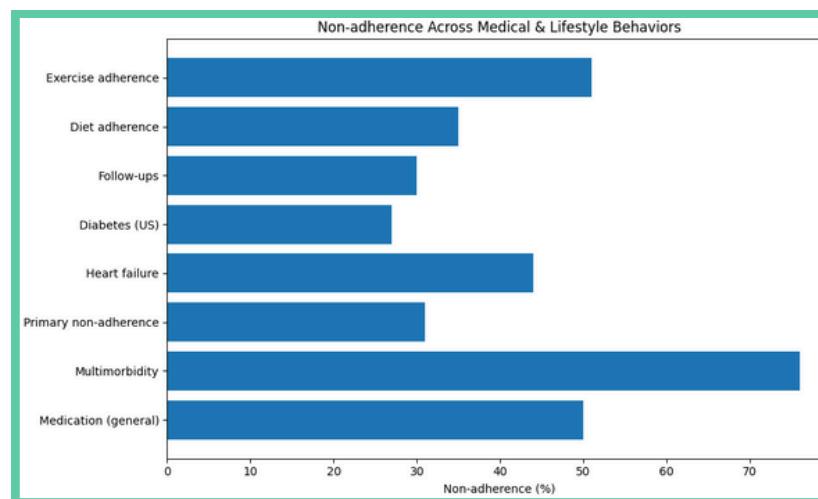
Magnitude and Impact of Non-Adherence

 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

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:

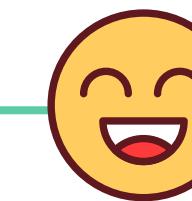
- Iron profile **low**
- Haemoglobin and RBC **low**



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

Higher daily touchpoints

- Medical reminders → 1-4 interactions/day
- Lifestyle nudges → 1-2 interactions/day
- Biomarker insights → recurring re-visits
- Follow-up scheduling → monthly or quarterly triggers

Sticky behaviour loop

View progress → Take recommended action → **See improvement**

Richer data → smarter recommendations

As more biomarker and adherence data flows in, the AI becomes more **accurate** and **personalized**

From report analysis to step towards personal health OS

↑ DAU & MAU

Higher Trust



User Care

Prevented Crisis, not just reminders

When nearly **half of all patients** skip or mistime their medications, Health AI literally **prevents disease progression**

Lifestyle guidance becomes achievable

With **34–52%** lifestyle non-adherence, contextual nudges **increase follow-through** dramatically

Follow-ups become automatic

Missed follow-ups lead to **delayed diagnoses**. A simple reminder prevents this.

Real health buddy

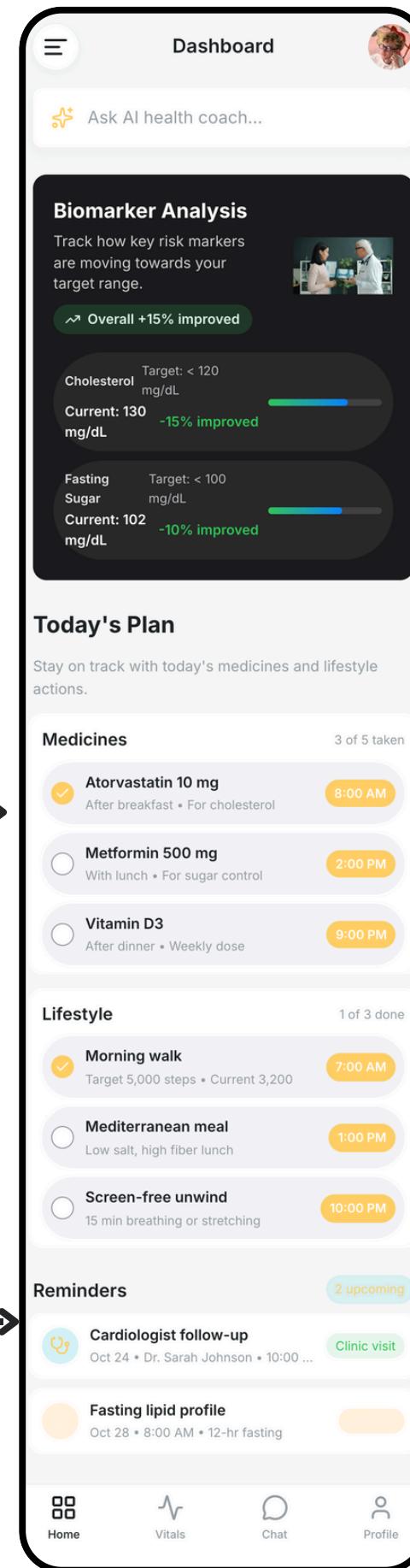
Aligning with Health AI's mission, deep user care is established by actually leading to **better health outcomes**

'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

Wireframing and UX

Dashboard Screen



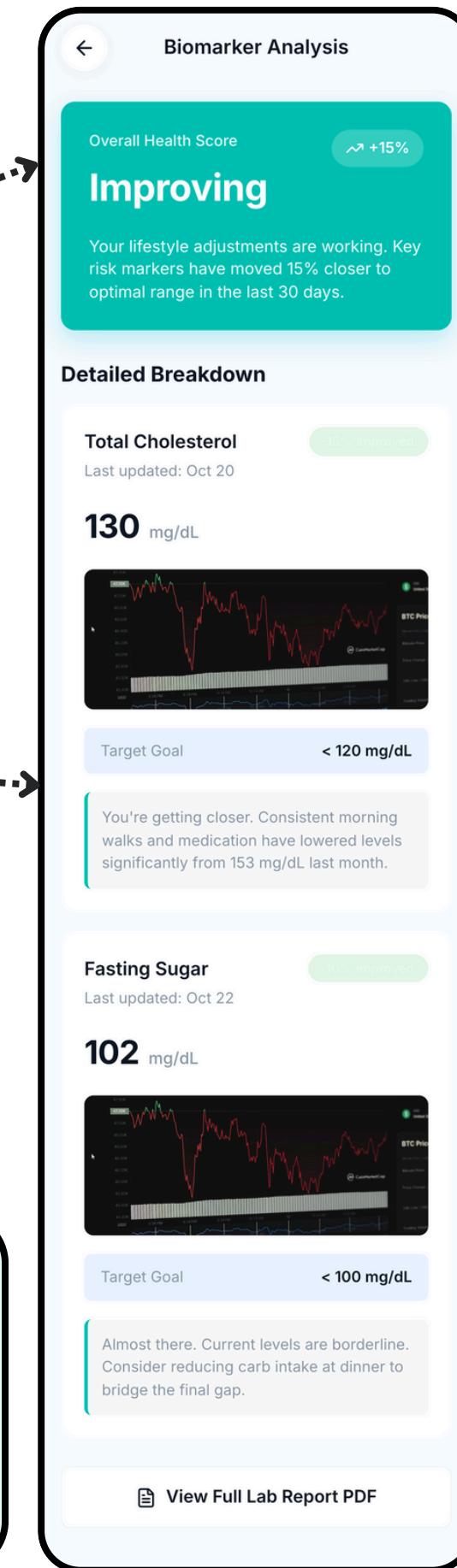
Users are notified of when to take meds, diets, etc.

Follow-up appointments/lab tests notified

User can see their progress based on past reports

The dashboard will have 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

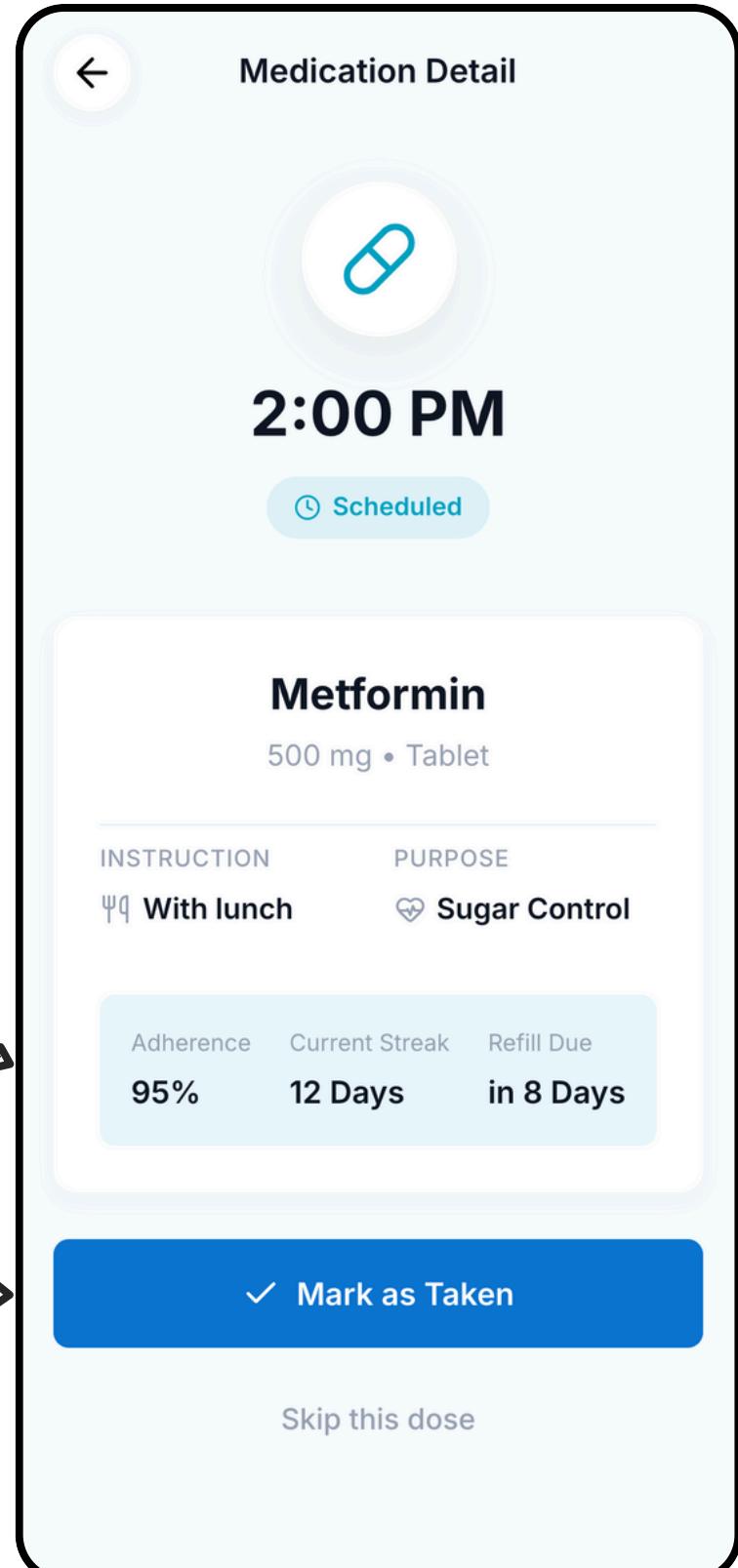
Detailed analysis of target level, any change and what factors led to the change (meds, lifestyle, etc.)

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



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**

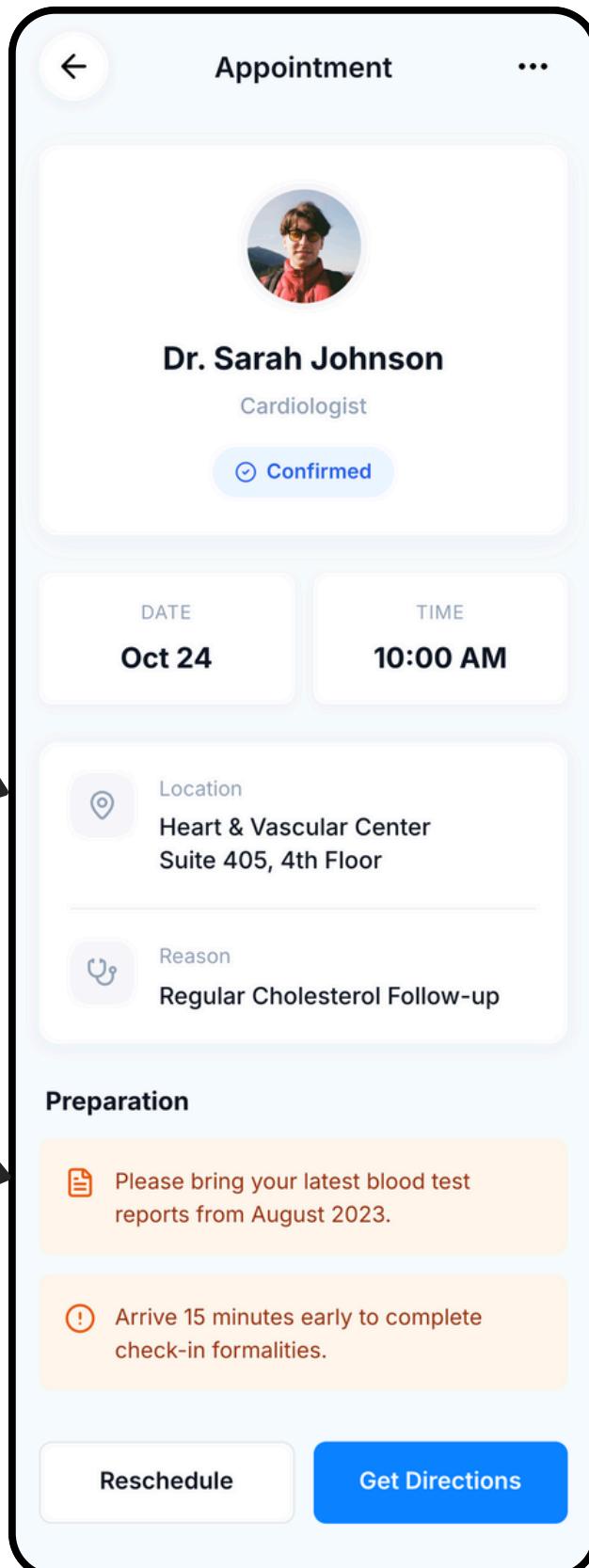
User can see when and how to take the meds, purpose and frequency

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

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

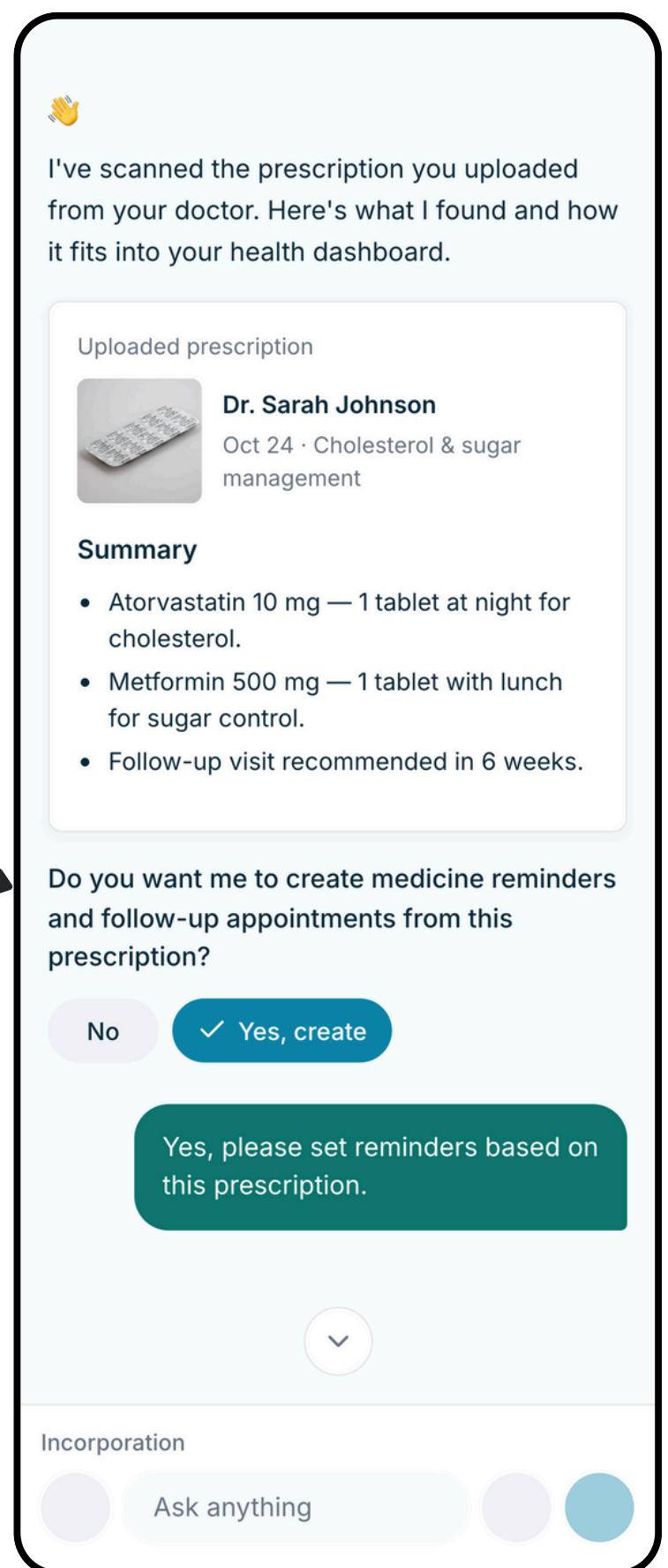
The appointment details page will show the user all the relevant details related to their **upcoming appointment** so no **context** and **document** is missed out

Appointment Details



Feature Discovery and GTM

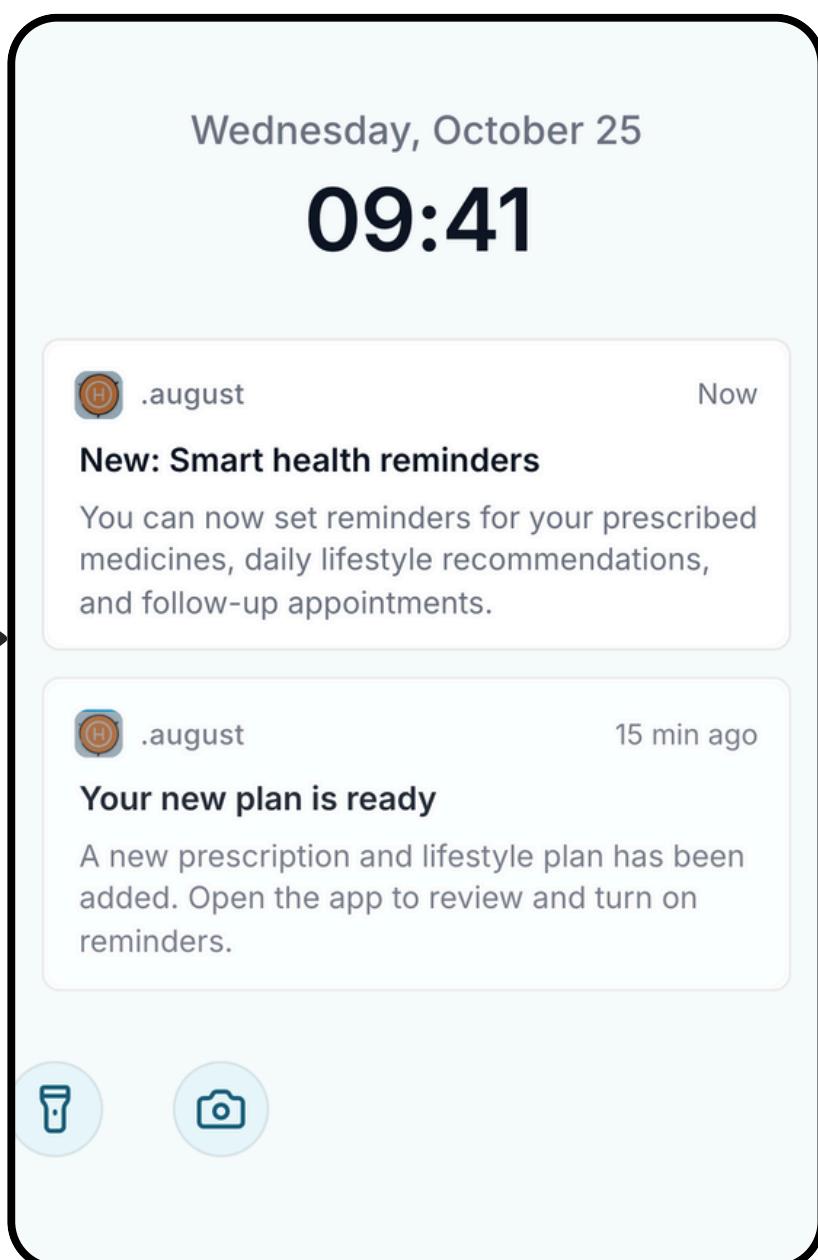
In-chat discovery



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



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/prescriptionsHallucinated medical adviceWrong biomarker trends | <ul style="list-style-type: none">Rule-based + verified extraction; user confirmationSafety rails blocking dosage/diagnosisConfidence scoring + explainability |
| Safety & Clinical Reliability | <ul style="list-style-type: none">False positives → anxietyFalse negatives → missed deteriorationOver-sensitizing alerts | <ul style="list-style-type: none">Clinically validated thresholdsMulti-signal checks (rules + anomaly detection)Severity-based escalation |
| Reminders & UX | <ul style="list-style-type: none">Wrong med timing/dosage remindersAlert fatigue → disables system | <ul style="list-style-type: none">Extract verbatim only + confirm with userSmart batching, quiet hours, personalization |
| Data Quality & Integration | <ul style="list-style-type: none">Poor uploads; wrong units/lab rangesMissing/incomplete records | <ul style="list-style-type: none">Quality checks + prompt re-uploadLab normalization + low-confidence flagging |
| Regulatory & Privacy | <ul style="list-style-type: none">HIPAA/DPDP non-complianceClassified as a medical devicePHI security risks | <ul style="list-style-type: none">Data encryption, minimization, geo-fencingStay 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.

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



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



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 **continuous insights**

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

B2B Foray

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