Topic: 3 Business Case Study

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Section:61_M

My idea is First aid application app
Headline will be: First aid is better than Last!

Features will be like given,

- Videos, Animations.
- Toolkit feature to record patients medical needs.
- Useful tips and signposting to further information.
- Information about all medications in various languages .
- Information about doctors chambers for an appointment
- Directory of hospitals, diagnostics centers, ambulance services and blood banks etc.
- Suggestion about relevant physician based on signs and symptoms

Special Features:

- Alarm for medication doses
- Calculating the prices of medication
- Specialist physicians in your area
- Different health tips on healthy lifestyle, food and nutrition, exercise, diseases, maternal and child health, primary healthcare etc.
- Different calculators for food, vaccines and ideal weight etc.

I have found 3 related applications

IFRC First Aid

Patient Aid

Baby and child first aid

Headline:

IFRC First Aid : Save lives, be a hero. **First Aid** in your pocket. Simple. Free. It can help save lives.

Background

- When trained, people can provide basic medical care to treat minor injuries and preserve life until professional medical help arrives. They believe first aid is a humanitarian act, vital to supporting healthy and resilient communities. It should be accessible to everyone, everywhere without discrimination. The IFRC acts before, during and after disasters and health emergencies to meet the needs and improve the lives of vulnerable people. They are an international membership organization that unites 191 Red Cross and Red Crescent Societies and supports them through a global secretariat.

Key Features and Innovations

- **Household Kit :** First aid and disaster preparedness kits can help us be prepared should a disaster or emergency occur.

- **Lighting items**: Candle wax, 2 Waterproof matches, Torch or flashlight with spare batterie

- **Personal Protection and Hygiene Items:** Disposable non sterile gloves , Soap for hand washing, Small re-sealable plastic bag, Towel

- **First Aid Kit-** Instruments and essential items: 1 Scissors, Splinter forceps or tweezers, Safety pins, Cold / ice pack.

- **First Aid Kit-** Dressings: Crepe or roller bandages, Triangular bandages, Gauze bandages, Gauze compresses (sterile and non-sterile).

Introduction

- The Fundamental Principles express the values and practices of the International Red Cross and Red Crescent Movement. They are: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

- The official IFRC First Aid app gives instant access to the information you need to know to handle the most common first aid emergencies and safety tips for crisis situation. With interactive quizzes and simple step-by-step everyday first aid scenarios, it's never been easier to learn first aid.

The IFRC community engagement strategy:

The IFRC is committed to community engagement and accountability throughout all of our work. This means: Taking the time to understand a community's context and listen to people's needs, thoughts and feelings.

The International Federation of Red Cross and Red Crescent Societies (IFRC) Strategy 2030 calls for an urgent shift of leadership and decision-making to the most local level – placing local communities at the very center of change so that our actions are effective, inclusive, and sustainable.
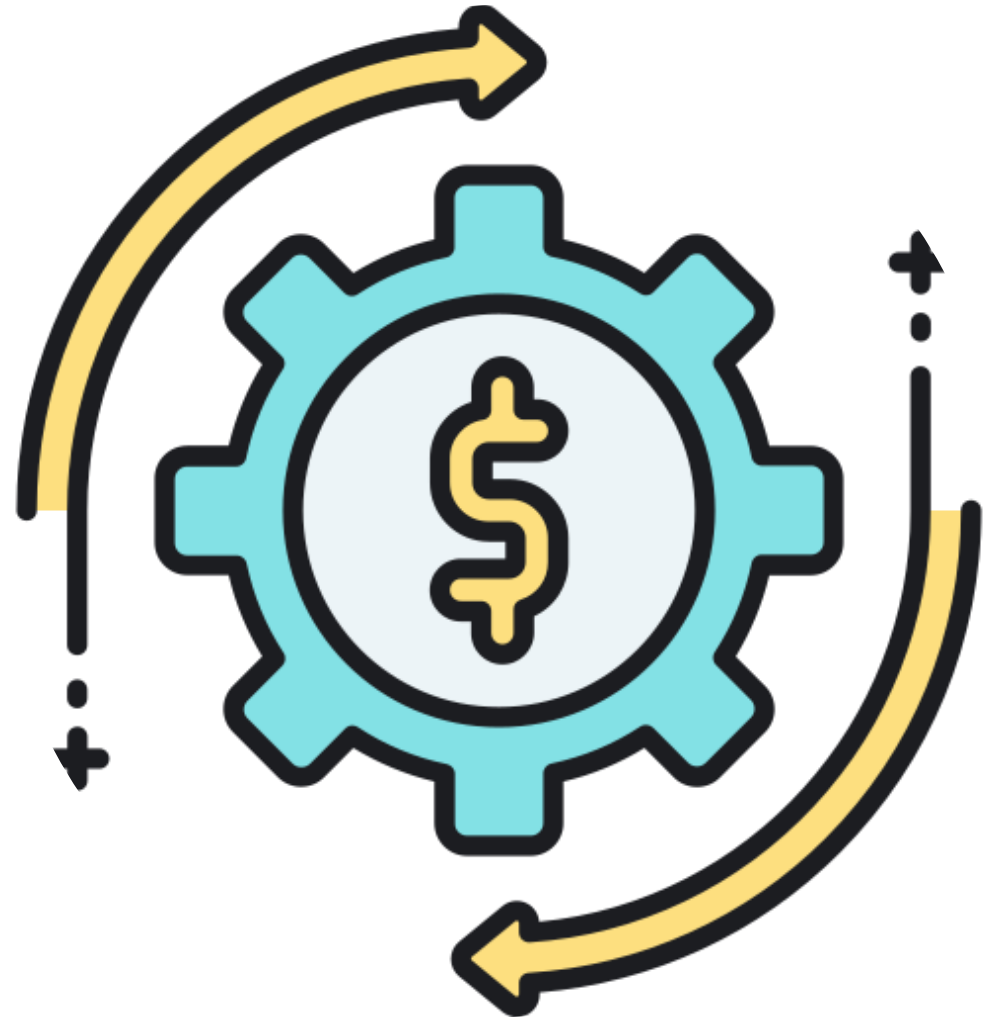

COVID-19 Global Response

RISK COMMUNICATION & COMMUNITY ENGAGEMENT (RCCE) STRATEGY

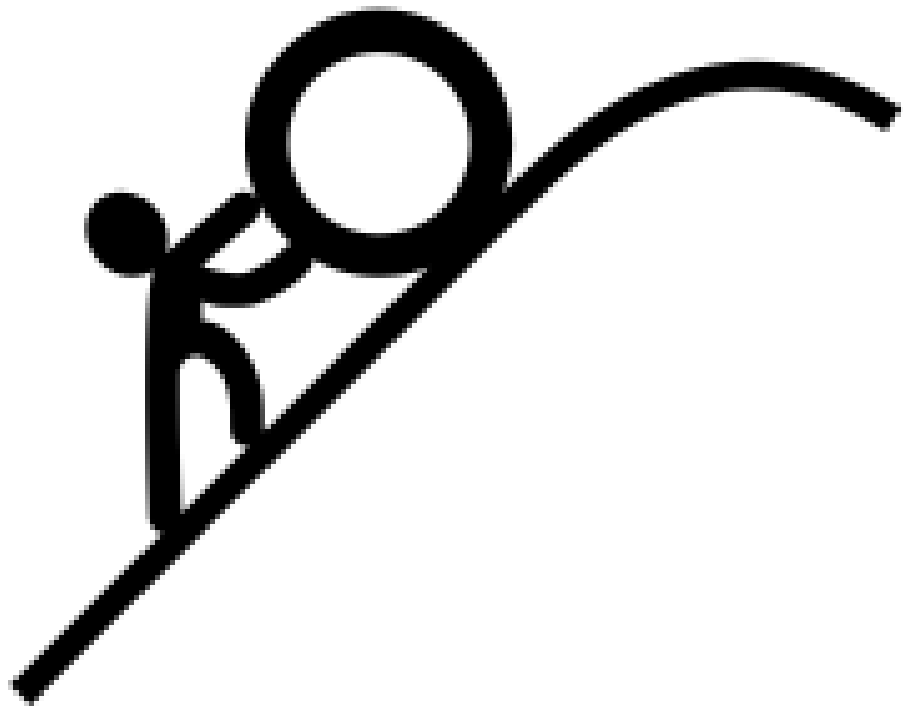IFRC   unicef   World Health Organization

Revenue Generation Strategies:

- By selling various first aid equipment.

- By providing some paid course

- By providing some paid services

- By showing ads

- In-App Purchases

- Partnership and Collaborations

- E-commerce Integration

Crucially, National Societies and governments provide the majority of funding to our regular resources budget—unearmarked funding that gives us the greatest financial flexibility—and to IFRC emergency appeals.

Challenges Faced

- 1. Language limitations.
- 2. Need regular Update.
- 3. Some technical errors.
- 4. Required mid and high configuration device.
- 5. Marketing costs high.

Impact and Future Outlook:

Impacts:

- Now peoples are aware about fast aid using this app.
- No need to go to the hospital for small injuries. Because people's are know how to take treatment in that situation.
- The risk of death is reduced.

Future Outlooks:

- People's awareness will increase.
- People's will get free medical services.
- Premature mortality will decrease.
- Child and women mortality will decrease.

Conclusion:

- This is immediate help provided to a sick or injured person until professional help arrives .The Sustainable Development Goals' commitment to 'leave no one behind' can be the rallying call for collective action that meets the needs of all people affected by crises, but humanitarianism's own bedrock principles, particularly humanity and impartiality, have long established a similar imperative.

Headline

Precaution is better than cure. 50% of patient harm is preventable. Do your part!

Introduction

- Patient Aid is the first OFFLINE and the LARGEST comprehensive FREE healthcare delivery app of Bangladesh. Patient Aid is backed with the most trusted drug directory, accurate, and up-to-date medicine & healthcare data source for general public and patients from the house of ITmedicus.

Background:

- Patient Aid is the first ever app in Bangladesh which will provide all kinds of health-care related information in an android platform.

- This app contains up-to-date information in both Bangla and English on the latest medications and their dosage, various health tips, sign and symptoms of different diseases along with their treatment and prevention. It also contains information on doctors and healthcare providing institutions.

The features of this app include:

* Information about all medications in Bangla

* Information about doctors chambers and lets you call directly through the app for an appointment

* Directory of hospitals, diagnostics centers, ambulance services and blood banks etc.

* Suggestion about relevant physician based on signs and symptoms

* Alarm for medication doses

* Calculating the prices of medication

* Specialist physicians in your area

* Different health tips on healthy lifestyle, food and nutrition, exercise, diseases, maternal and child health, primary healthcare etc.

* Different calculators for food, vaccines and ideal weight etc.

What's new

Premium features :

-- Ads Free
-- Multiple profile in "My Medicine"
-- Unlimited Bangla Details
-- Cloud Bookmark
-- Daily data update

Other new features :

Online Backup for "My Medicine"
Share my medicine list
Medicine cost share

User Engagement Strategies of patient aid app

- Patient engagement describes the process of actively involving patients in their own healthcare. This includes sharing decision-making, self-management, and partnering with healthcare providers. Relationships among functional, emotional and social drivers of user value
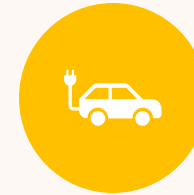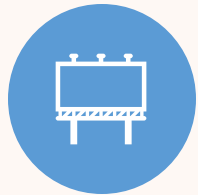
Revenue Generation Strategies

1 Online Consultation

Scheduling of Appointments via Smart Devices

Premium version - is chargeable and provides access to advanced and premium features

In-app advertisements

special offers or discount promotions.

selling medicine

Challenges Faced

- **Privacy of the Patient:** The app face several privacy issues because they store their patient's personal information and their patients' health reports. Therefore, direct data access is extremely vulnerable for hospitals to manage all system data. In addition, there is a growing concern among users that digital data is being used without their consent.

- **Better experience for users:** Like doctors, patients also stop using mobile health apps that are complicated to use. Difficult and problematic to understand applications increase user frustration in today's modern digital world.

- Keep up with market trends

- Implementing AI and IoT

- Competition

Impact and Future Outlook

- The app is somehow essential for both doctor and physician. Most of the people of our country don't follow the dose of a medicine. If it gives some clues to people they will be actual happy and would be happy to know it. A very useful app. It also works on health awareness. Learn about different medicines.

- In the future, in-home patient monitoring will become common as telehealth devices become more affordable. Using connected devices, doctors and clinics will be able to reach patients in various locations and provide care in real-time.

Conclusion:

- This app is dedicated to help you find complete & detail information about Medicines, Diseases, Health Tips, Doctor & Hospital Directory, Doctor's Finder, Medicine Reminder, Medicine Cost Calculator and many more at the ease of your fingertips. Very essential app helps us by providing medicine's details with the amount of the medicine also all medicines of those group. There are also some good features.
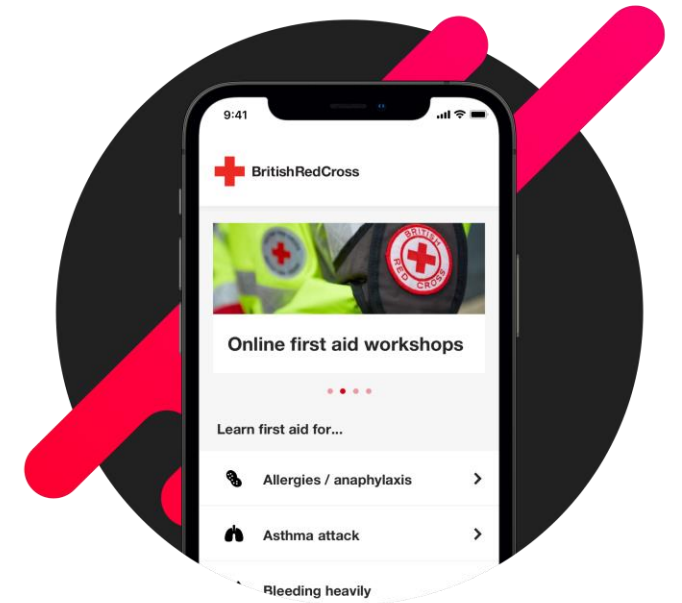
Headline

Baby and child first aid: Navigate the techniques of infant and child first aid with our guide.

Introduction:

- The British Red Cross free baby and child first aid app helps you keep your little ones safe. The app provides child and baby first aid advice and is designed to support parents, grandparents, and caregivers to learn 17 first aid skills to help in a first aid emergency. It can Keep your little ones safe with the British Red Cross baby and child first aid app. It can packed with useful videos, easy to follow advice and a test section – it's free and simple to download. There is also a handy toolkit where you can record your child's medication needs and any allergies.
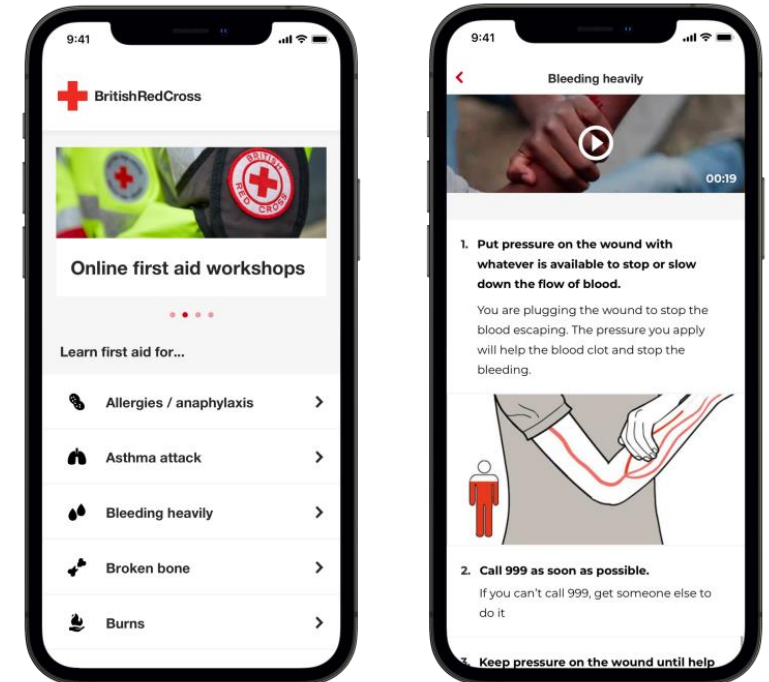
Background

Parenting can be challenging, and in this digital age, first-time parents actively access mobile applications or "apps" to adjust to their new roles. Apps are now technologically-savvy parents' go-to tool for accessing information, tracking their babies' development, editing and sharing photos, and much more. While apps have the potential to make parenting easier, the abundance of low-quality apps makes the process of finding a reliable one arduous for parents. Therefore, the objective of this app review paper was to provide a list of quality parenting apps that parents can use.
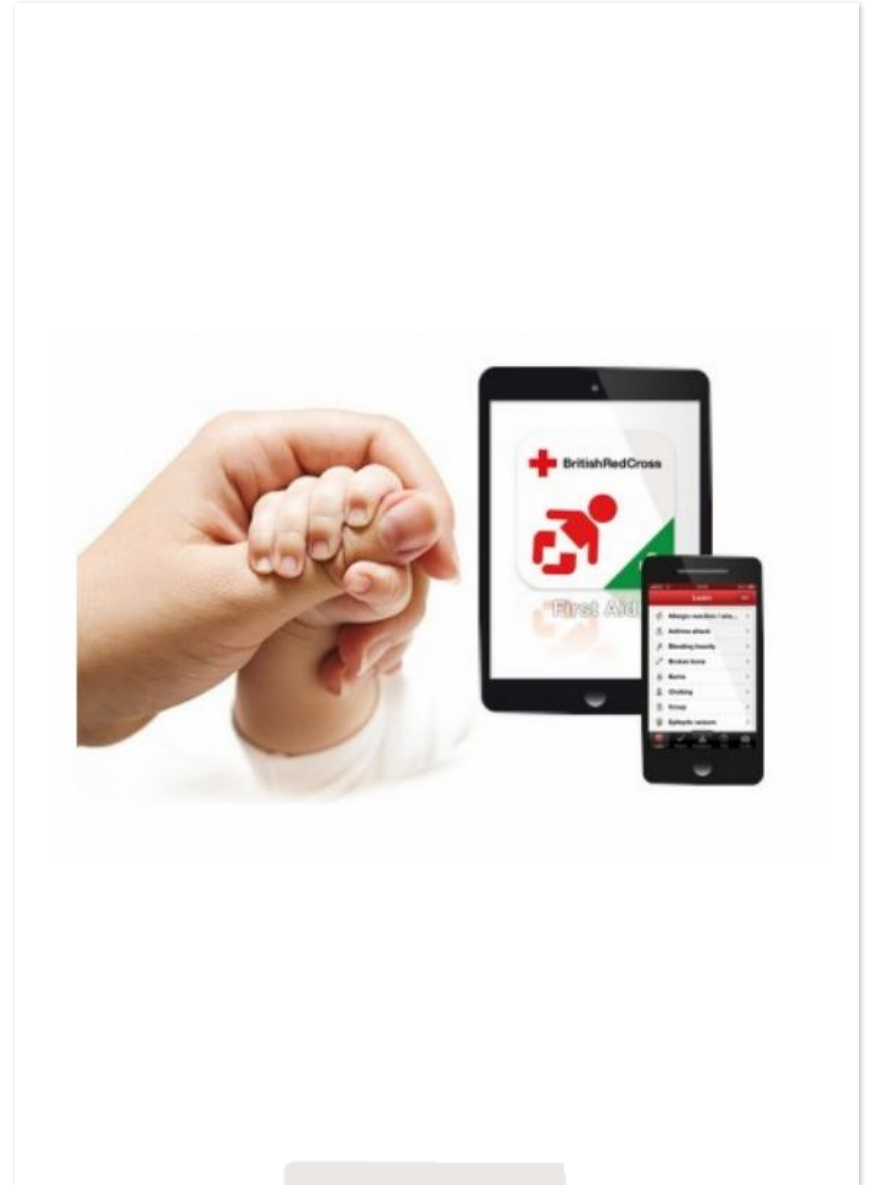
Key Features and Innovations:

- Simple step-by-step skill guides.
- Videos.
- Animations.
- Interactive quizzes.
- Toolkit feature to record children's medical needs.
- Useful tips and signposting to further information.
- First aid course information.

User Engagement Strategies of Baby and child first aid:

This is a baby first aid app that helps keep little ones safe. The app provides baby and toddler first aid tips and is designed to help parents, grandparents and caregivers learn 17 first aid skills. It also provides tips on how to prepare for emergencies at home and out and about. So parents find this app very useful.

Revenue Generation Strategies:

- Baby and child first aid courses.
- Partnership and Collaborations with various baby products companies .
- Data Licensing
- Others

Challenges Faced

- **Privacy of the Patient:** There are several laws enacted by the government to protect data received by healthcare facilities. One of the necessary laws is Health Insurance Portability and Accountability (HIPAA), which contains several guidelines regarding the confidentiality and security of information. Security of personal data and systems is mandatory for healthcare applications in the modern age.

- **Implementing AI and IoT:** IoT is one of the major trends in mobile application development for any industry sector. Over time, each application prefers to work according to the latest trends to meet the needs of application users and professionals. In addition, all applications would like to receive information about the health status of their patients in real-time.

- **Big data management:** In healthcare, big data helps predict epidemics, develop medicine to treat disease, and improve quality of life. With the world's population growing, it is evident that people are living longer. Living a long life is only possible if one gets the right treatment for one's health at the right time,

Impact and Future Outlook

- They make sure they are not vulnerable to any accidents or injuries. First aid promotes a sense of safety. It makes them capable of managing incidents and assessing casualties. The more they are aware of the accidents, illnesses, and treatments, the more they become conscious.

- It's important to learn first aid for kids for a parent or carer. To find out more about first aid techniques and how to get first aid training.

Conclusions:

Apps play an increasingly important role in supporting new parents in their first year of parenthood due to convenience and ease of accessibility. Health care professionals are in an ideal position to support technologically savvy parents in locating good quality apps; therefore, they should support the evaluation of existing parenting apps to ensure that the parents are presented with the up to date and best options.

THANK YOU