
TEAM - 5

BABYSHIELD WELLNESS

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How might we effectively reduce newborn mortality rates globally?

How might we effectively reduce newborn mortality rates to enhance both maternal and neonatal care?

- **Problem Statement:** High newborn mortality rates globally stem from inadequate healthcare access, insufficient maternal and neonatal care.
 - **Solution:** Develop a cost-effective wearable monitoring device for low-resource settings. Integrate vital sign measurements, user-friendly interfaces, and intelligent algorithms to reduce false alarms. Ensure compatibility with Kangaroo Mother Care for continuous monitoring, aiming to improve detection and intervention for critical newborn conditions and reduce mortality rates.
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WHAT WE ACTUALLY DO AT BABYSHIELD WELLNESS?

- **Goal:** End preventable neonatal and maternal deaths in developing regions.
 - **Approach:** Develop affordable, accessible monitoring solutions using wireless sensors and analytical algorithms.
 - **Implementation:** Provide continuous monitoring and preventive care in hospitals and homes.
 - **Methodology:** Utilize design thinking to create life-saving technologies.
 - **Transformation:** Revolutionize healthcare delivery with innovative monitoring solutions.
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The core issues we are tackling are...

NO TIMELY INTERVENTION

Lack of accurate detection of conditions and alerting for timely intervention required to prevent injury

LACK OF RESOURCES

Early discharge due to lack of family and institutional resources increases the risk

SKILL INTENSIVE DEVICES

Multiple devices for assessing vital signs are too complex for low skilled healthcare workers.

FALSE ALARMS

Current devices are expensive with high rate of false alarms.

DELAYED ATTENTION

In low resource setting, due to lack of manpower, attention to apnea and hypothermia is delayed or absent.

BULKY DEVICES

Bulky, wired devices that cannot be used during Kangaroo Mother Care and are not portable.

- Value Proposition

- **Telectronic device from Wellness:** Revolutionizes newborn and maternal care in resource-constrained settings.
 - **Continuous Monitoring:** Wearable gadget ensures timely detection of abnormalities.
 - **Alert System:** Notifies healthcare providers for prompt intervention.
 - **User-Friendly and Affordable:** Accessible for both facilities and home use.
 - **Versatile Application:** Functions seamlessly in diverse healthcare settings.
 - **Data Management:** Efficiently manages data for remote monitoring.
 - **Life-saving Impact:** Saves lives and improves health outcomes.
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- Based on the research:

The report shows that global spending on health continually rose between 2000 and 2018 and reached US\$ 8.3 trillion or 10% of global GDP.

Sales: 35% driven by demand for affordable healthcare in low-resource settings.

Consumers: 29% prefer user-friendly healthcare devices.

Parents: 36% emphasize continuous monitoring for newborn and maternal care.

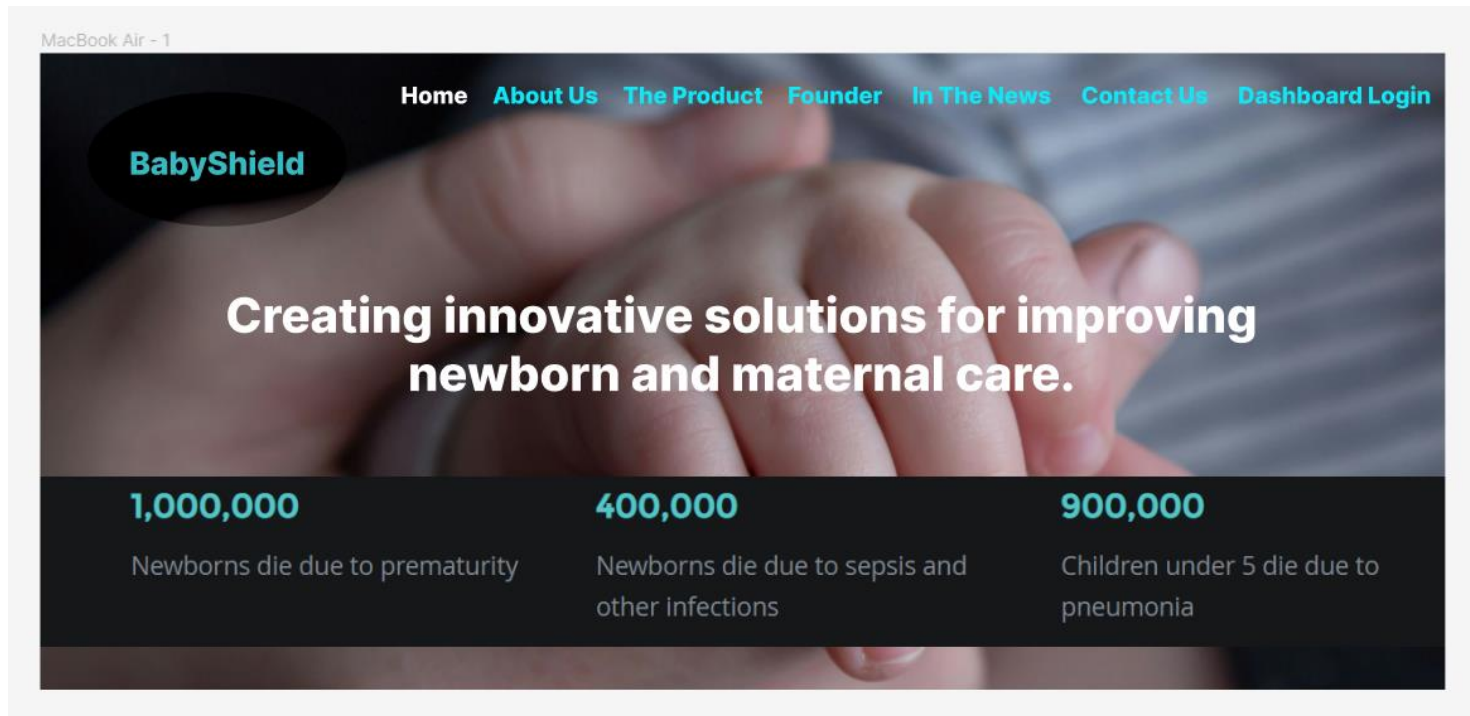
- Decide, Select

Summary: The product is a wearable monitoring device integrating vital sign monitoring into a user-friendly dashboard for newborn healthcare. It streamlines processes, centralizes data, and improves efficiency and accessibility.

Data and Technology: The product employs wireless wearable sensors and analytical algorithms for continuous vital sign monitoring, with a centralized dashboard interface for real-time data access and analysis by healthcare providers.

Addressing the HMW: The product offers a cost-effective, portable solution for monitoring newborns in low-resource settings. Its user-friendly interface and intelligent algorithms enable timely interventions, reducing newborn mortality rates. timely interventions and ultimately reducing newborn mortality rates.

- Prototype



From this page customers can buy the product and choose there subscription plans as it is B2B and B2C business both.











new value 1

Buy this product

Subscription Plans

LOGIN PAGE

 Home	 Product	 About	 Portfolio	 Team	 Features	 Support	 Contact
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Dashboard Login

Username

Password

Login

[Forgot Password ?](#)

The dashboard login page is for doctors and nurses only.

- Prototype

Feature: Streamlined Vital Sign Monitoring for Newborn Healthcare Management

Dashboard Hypothesis Summary: The dashboard aims to revolutionize newborn healthcare management by integrating vital sign monitoring into a user-friendly interface. Anticipated outcomes include increased efficiency in monitoring multiple newborns, enhanced accuracy in detecting health concerns through real-time updates, and improved accessibility by centralizing vital sign data for healthcare providers.



- Customer Feedback Summary:

- **Efficient Layout:** Customers appreciated the dashboard's streamlined design for easy monitoring.
 - **Prompt Interventions:** Feedback highlighted the dashboard's role in enabling timely actions for improved outcomes.
 - **Real-time Updates:** Customers valued the dashboard's real-time updates for accurate health monitoring.
 - **Centralized Data:** The accessibility feature centralized vital sign data, simplifying monitoring from one location.
 - **Positive Reception:** Overall, customers showed enthusiasm and validation for the dashboard's potential in newborn healthcare management.
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- Tester Feedback



Pankaj Narula

Occupation: Registered Nurse Age: 32
Type of User: Healthcare Professional

- "The dashboard's streamlined interface greatly enhances efficiency in monitoring newborns, making my job much easier."
- "Real-time updates and visualizations are invaluable for **Quote 2** detecting health concerns early and providing timely interventions."



Hrithik

Occupation: Pediatrician Age: 45
Type of User: Healthcare Professional

- "The accessibility feature of centralizing vital sign data is a game-changer, allowing for seamless monitoring from anywhere in the facility."
- "Overall, the positive reception among healthcare professionals validates the dashboard's potential to significantly improve newborn healthcare management."



Saiyam

Occupation: New Parent Age: 28
Type of User: Parent

- "As a new parent, I feel reassured knowing that the dashboard enables healthcare providers to monitor my baby's health closely."
 - "The user-friendly interface and real-time updates provide peace of mind, especially during the critical newborn stage."
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- Tester Feedback

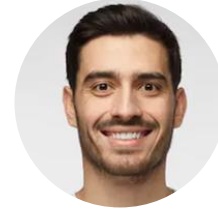


Rajat

Occupation: Hospital Administrator Age: 50

Type of User: Healthcare Administrator

- "The dashboard's efficiency in streamlining monitoring processes aligns with our goal of improving patient care and outcomes."
- "The positive feedback from healthcare professionals confirms the dashboard's potential to revolutionize newborn healthcare management."



Yunky

Occupation: Medical Technologist Age: 37

Type of User: Healthcare Professional

- "The dashboard's accessibility feature allows for better coordination among healthcare providers, ultimately improving patient care."
 - "Real-time updates and visualizations are essential tools for detecting and addressing health concerns promptly."
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Technical

- **Input:**

- Data input consists of vital signs collected from wireless wearable sensors worn by newborns.
- Additionally, contextual information and user inputs may be provided through the dashboard interface.

- **Output:**

- Output includes real-time updates and visualizations of vital sign data presented on the dashboard.
- Alerts and notifications are generated in case of abnormal vital sign readings, prompting healthcare provider intervention.

- **How it works:**

- The wireless wearable sensors continuously monitor vital signs, transmitting data to the centralized dashboard.
 - Analytical algorithms process the data to detect patterns and anomalies in vital signs.
 - The dashboard interface provides healthcare providers with real-time access to vital sign data and alerts, enabling timely interventions to address newborn health concerns.
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Sprint insights

Learning one: Integrating vital sign monitoring into a user-friendly dashboard enhances newborn healthcare efficiency.

Learning two: Real-time updates and visualizations improve health concern detection accuracy.

Learning three: Centralized vital sign data accessibility empowers healthcare providers for streamlined monitoring.

Surprise Learning 1: Positive reception validates the dashboard's revolutionary potential.

Surprise Learning 2: Dashboard streamlining aligns with healthcare goals for better patient care.

- Team Member



Tushar Ahuja



Sandeep



Shashank



Mihir
