Assignment #1: Innovative Data Products

Data Product - ImeDone

Overview: The iMedOne® hospital information system (HIS) provides the optimal conditions for clinical networking and saves resources. It relieves doctors and caregivers, makes processes leaner, improves delivery, and is available on mobile platforms to support for example mobile rounds. Telekom Healthcare Solutions is a leading provider of HIS in Germany and has provided clinical information systems to over 240 facilities with a wide range of applications. Our numerous current users now have mobile access as well with the iMedOne® app for smartphones and tablets. It puts all of the data and functions that they need at hand, anywhere and anytime.

- Patient management and invoicing
- Outpatient and emergency management
- Support for holistic care documentation
- Patient-centered document management
- Efficient treatment planning and patient control
- Mobile access to patient data with iMedOne® mobile
- Legally compliant quality management system

Value for the customer:

ImeDone is a data product in the health care industry that provides personalized health recommendations to individuals based on their medical history, lifestyle, and genetic information. The value for the customer lies in the ability to receive tailored guidance on improving their health and wellness, leading to better outcomes and potentially preventing future health issues.

Data technologies:

ImeDone utilizes advanced analytics and machine learning algorithms to analyze large volumes of health data and provide personalized recommendations. It also incorporates genetic testing data to offer more precise insights into an individual's health risks and needs. Additionally, the platform may leverage wearable devices and sensors to track real-time health metrics for a more comprehensive approach.

Type of data product:

ImeDone can be classified as a Data as a Service (DaaS) product, as it provides valuable health recommendations and insights to individuals based on their specific data inputs. The personalized nature of the service makes it more akin to a data-enhanced product, as it adds value to the user experience by leveraging data analytics. Furthermore, by offering actionable insights and recommendations, it can also be considered a Data as Insights product, as it goes beyond just providing raw data.

Business model:

ImeDone can cater to both B2B and B2C markets. For B2B, the platform can be offered as a subscription service to healthcare providers or insurance companies looking to offer personalized health solutions to their clients. For B2C, individuals can pay for access to the platform on a subscription basis. The SaaS model works well for Imedon as it ensures a recurring revenue stream while providing ongoing value to users.

Improvement ideas:

1. Integration with mental health tracking apps: ImeDone could integrate with popular mental health tracking apps like Moodpath or Daylio to provide users with a holistic view of their mental health and productivity. ImeDone could incorporate reminders to take breaks, practice mindfulness, or engage in self-care activities throughout the day to promote mental well-being.

2. Gamification elements: Adding gamified features such as challenges, rewards, and social interaction can increase user engagement and motivation to follow through with the recommended health actions, leading to better outcomes.