



Grandpa Ming
82 years old
Hobbies: gardening,
fixing household
appliances, and raising
pet birds

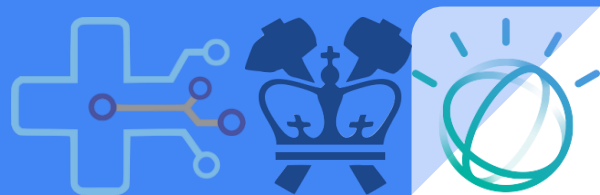
Social History

Instrumental Activities of Daily Living (8 in total)

- Telephone Use
- Housekeeping
- Laundry
- Shopping
- Food preparation
- Transportation
- Managing Finances
- Medications

OCRx

Get better, faster.

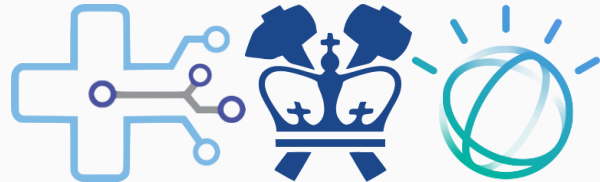


Customer

Everyday Americans

48.7% of people used at least one prescription drug in the past 30 days¹

1. "Therapeutic Drug Use." Centers for Disease Control and Prevention. Centers for Disease Control and Prevention, 19 Jan. 2017. Web. 09 Apr. 2017.

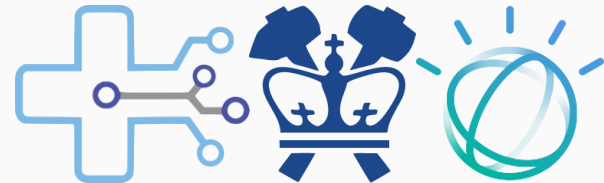


The Problem - Medication Nonadherence

\$300 billion avoidable health care costs²

Forgetfulness, reported by **1 in 4 people**, is the most frequently reason for nonadherence²

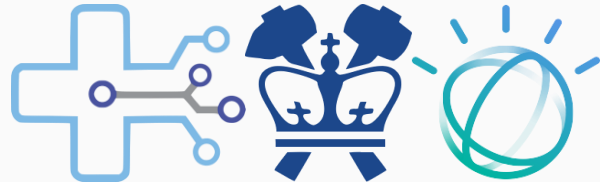
2. Iuga, Aurel O., and Maura J. McGuire. "Adherence and Health Care Costs." Risk Management and Healthcare Policy. Dove Medical Press, 2014. Web. 09 Apr. 2017.



The Problem - Lack of Prescription Literacy

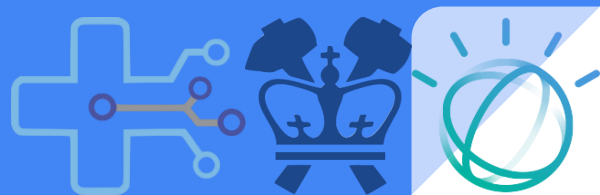
60% of people incorrectly understood “Take 1 pill by mouth every 12 hours” which caused medication nonadherence³

3. Davis, Terry C., et al. "Improving Patient Understanding of Prescription Drug Label Instructions." Journal of General Internal Medicine. Springer-Verlag, Jan. 2009. Web. 09 Apr. 2017.



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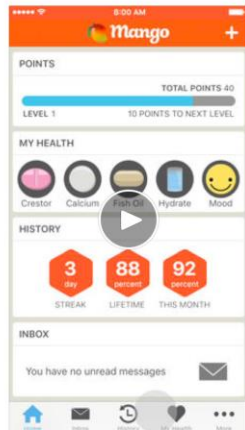
Existing Products



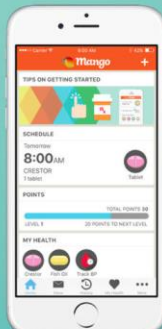
Mango Health -
Medicine Manager, Pill...
Mango Health
★★★★★ (67)

GET

Offers Apple Watch App



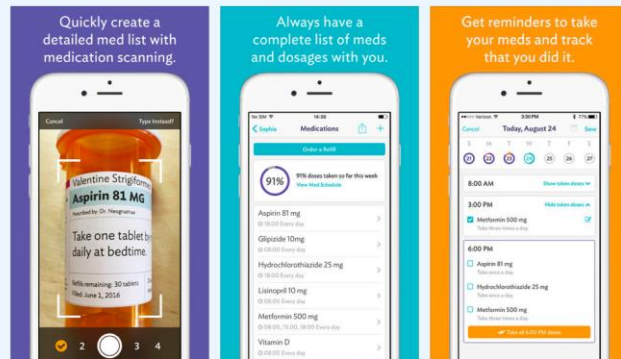
Simplify your health



CareZone | Health Info
Organizer
Ad CareZone

OPEN

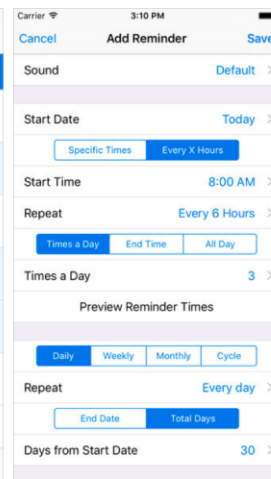
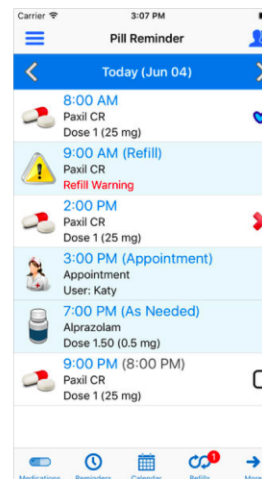
Offers Apple Watch App



Pill Reminder - All in
One, Medication Remin...
Sergio Licea
★★★★★ (123)

GET

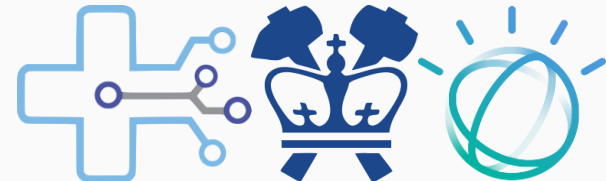
In-App
Purchases



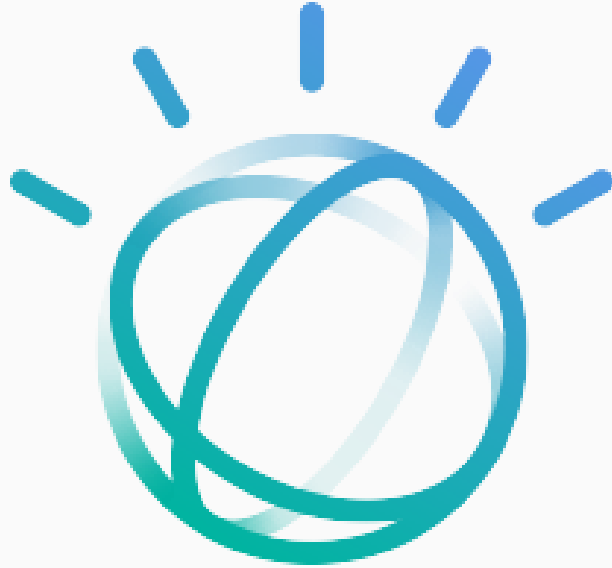
Innovation and Utility – Existing Products

Existing App's Workflow

1. Inputs information from pill bottle (manually, sometimes via photo)
2. Reads instructions
3. Interprets instructions
4. Sets own alarms for reminders
5. Reminder rings



Innovation and Utility – OCRx



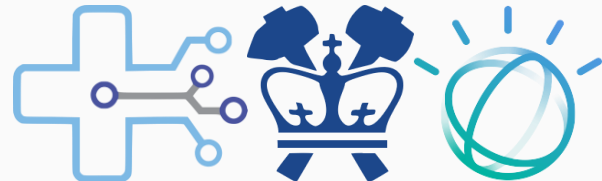
Innovation and Utility

Existing App's Workflow

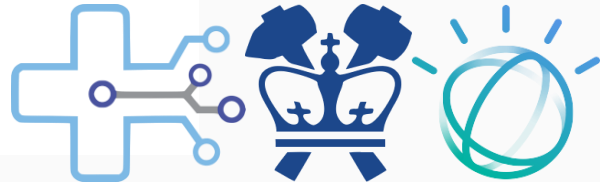
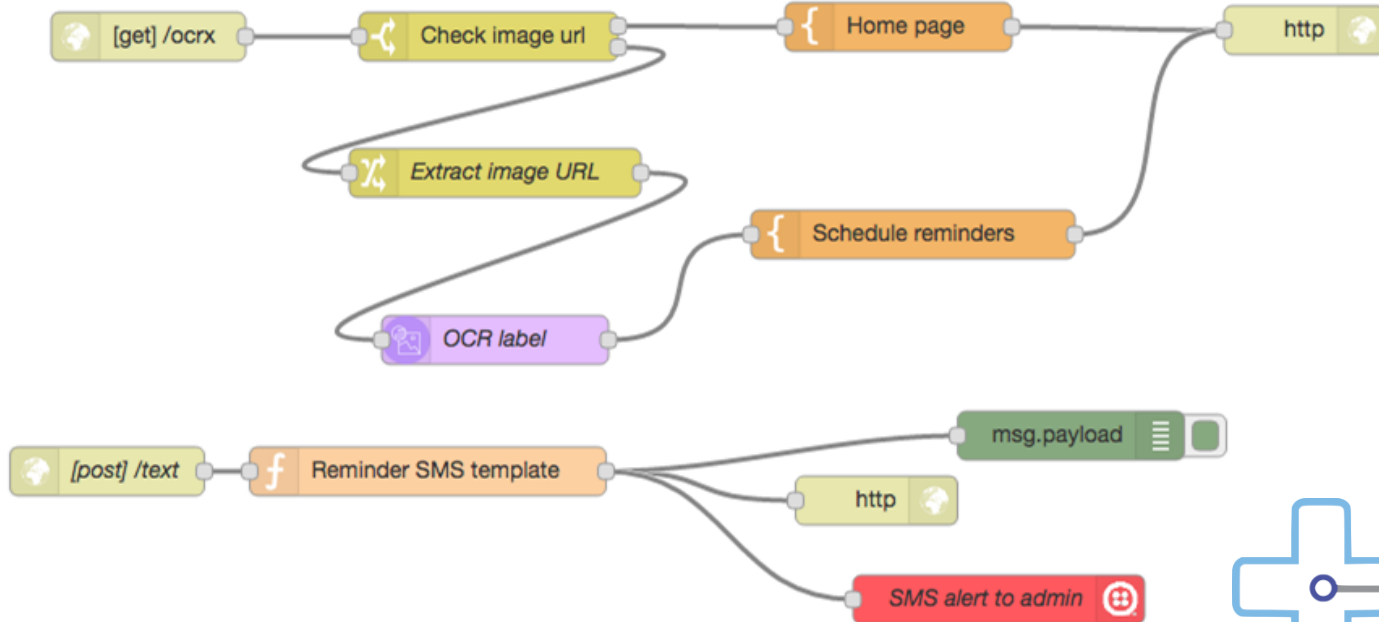
1. Inputs information from pill bottle (manually, sometimes via photo)
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OCRx

1. Takes photo of prescription bottle
2. Reminder rings at appropriate times and days



Engineering Design - Node-RED



Demo

OCRx

Get better, faster.



**Take a picture of your
prescription**



**Watson and OCRx will
extract the instructions**



**Get reminders added to
your calendar instantly!**

With just a photo of your prescription label, we'll set up automatic reminders for your personalized schedule!

Image URL

[Schedule my reminders](#)

[Upload](#)

<https://medicine-reminders.mybluemix.net/ocrx>



Wat
Rx:
Dr. Jo
Hydra
Take
orange

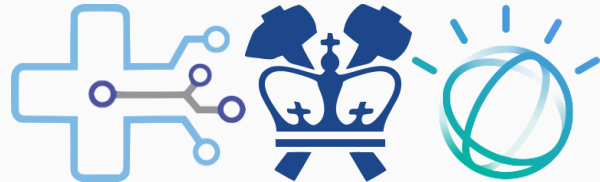
Market Potential and Economic Feasibility

Market Potential

- 325 million people living in the United States

Economic Feasibility

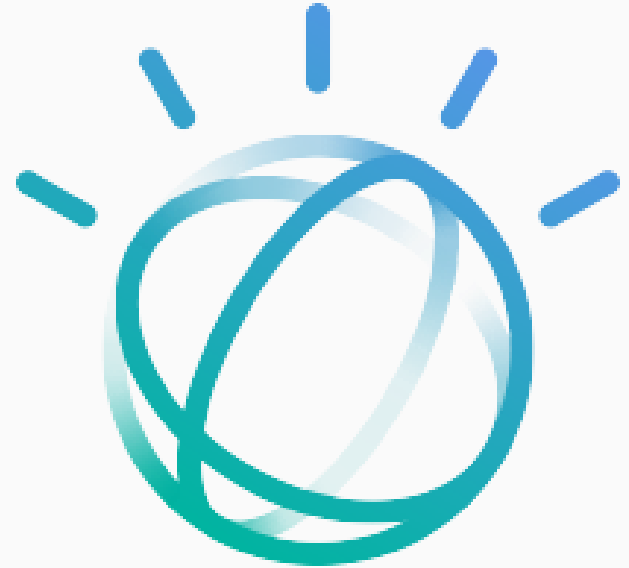
- Ad Hosting
- Potential acquirement by larger company



Future Applications

Family of products that takes the guesswork out of medical instructions for patients

- Over the counter medication
- Discharge papers
- And many more...



THANK YOU

John, Saad, Organizers, Speakers, Judges, Volunteers, Staff and other HealthHackers!

OCRx

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