UIF & Red Arrow Labs

Health Challenge Workshop

Healthcare in the United States
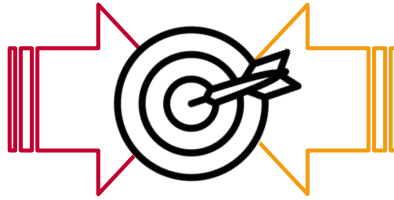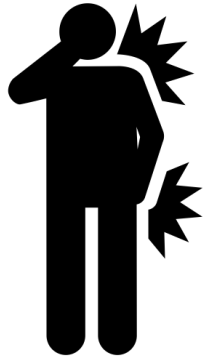

$55B
PREVENTABLE
HEALTH CARE
SERVICES

$210B
UNNECESSARY
HEALTH CARE
SERVICES
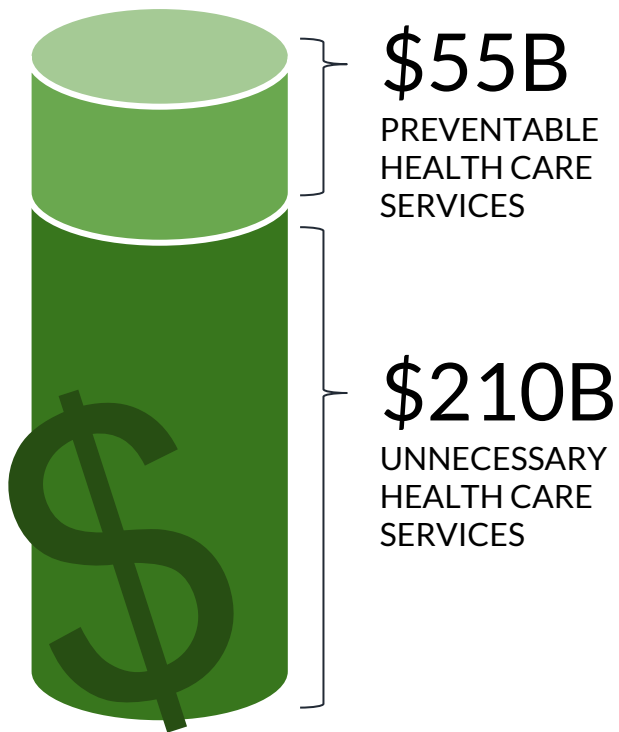
Significant cost of preventable and
unnecessary care spending

Variety of contributing factors:

1   Reactive vs. Proactive Approach to Health

2   Low Health Literacy

3   Lack of Engagement/ Power to the Patient

80% of American adults have at least one chronic condition

80% of American adults have access to the internet
(70% have smart devices)

Majority of Americans...

How might Red Arrow Labs build technology that engages patients to make better health decisions?

Reactive & Redundant Care → Proactive & Preventative Care

How do you engage someone to use new technology?

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Provide a benefit/ value

Create Delight

Promote a change in behavior

Empower the User

" Technology is a significant enabler for change "

How might we build technology that engages patients to make better health decisions?

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TAKE CONTROL OF...

Health

- Physical health
  - Weight, blood pressure
- Mental health
  - Anxiety, depression
- Managing a disease or injury
- Medication adherence
- Health literacy
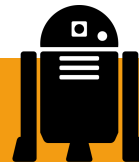- Appropriate use of the healthcare system

Wellness

- Lifestyle
  - Nutrition, exercise, sleep, stress
- Balancing aspects of health
  - Physical, mental, intellectual, social
- Being a part of a health/ wellness community
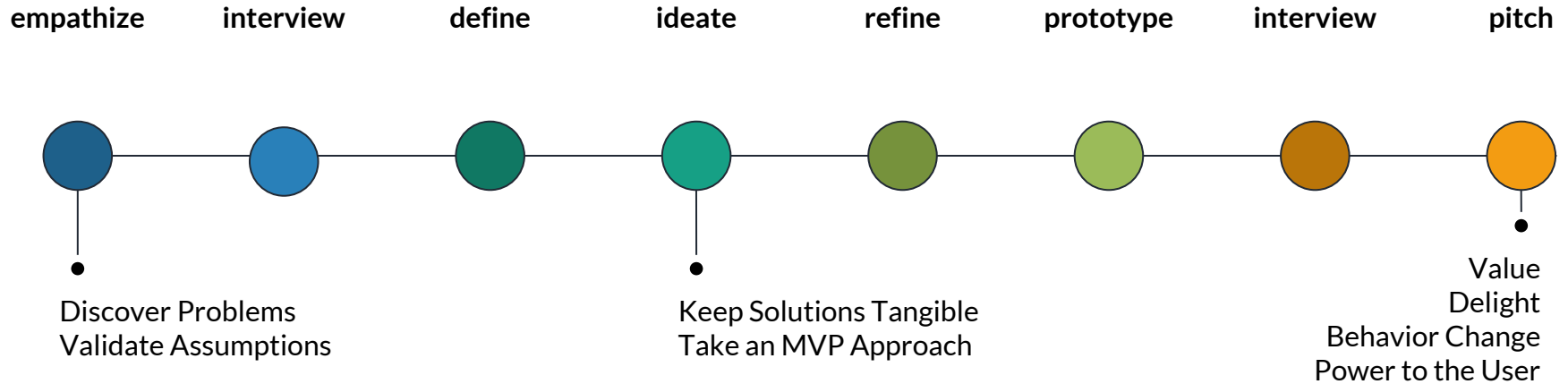
...BY LEVERAGING

Technology

- Wearables
- Virtual/ Augmented Reality
- Telehealth
- Data Tracking/ Big Data
- Zero/ Voice UI
- Mobile Apps
- Artificial Intelligence
  - Chatbots

Workshop Structure

- - - - -

empathize **interview** **define** **ideate** **refine** **prototype** **interview** **pitch**

Discover Problems
Validate Assumptions

Keep Solutions Tangible
Take an MVP Approach

Value
Delight
Behavior Change
Power to the User

Workshop Structure

- - - - -

empathize   **interview**   **define**   **ideate**   **refine**   **prototype**   **interview**   **pitch**

Talk with your group about the
challenge. Develop assumptions.

Deliverable:
Questions for user interviews

Workshop Structure

empathize   *interview*   **define**   **ideate**   **refine**   **prototype**   **interview**   **pitch**
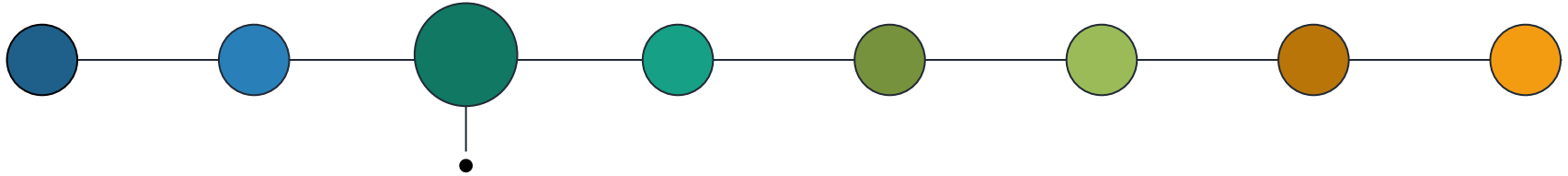
Conduct interviews

Deliverable:
Many Problem Statements

Workshop Structure

- - - - -

empathize　　**interview**　　*define*　　**ideate**　　**refine**　　**prototype**　　**interview**　　**pitch**
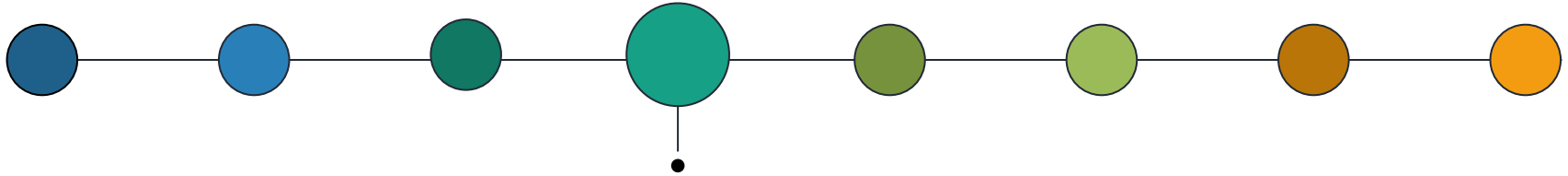
Discuss interviews, decide on problem

Deliverable:
One Problem Statement

Workshop Structure
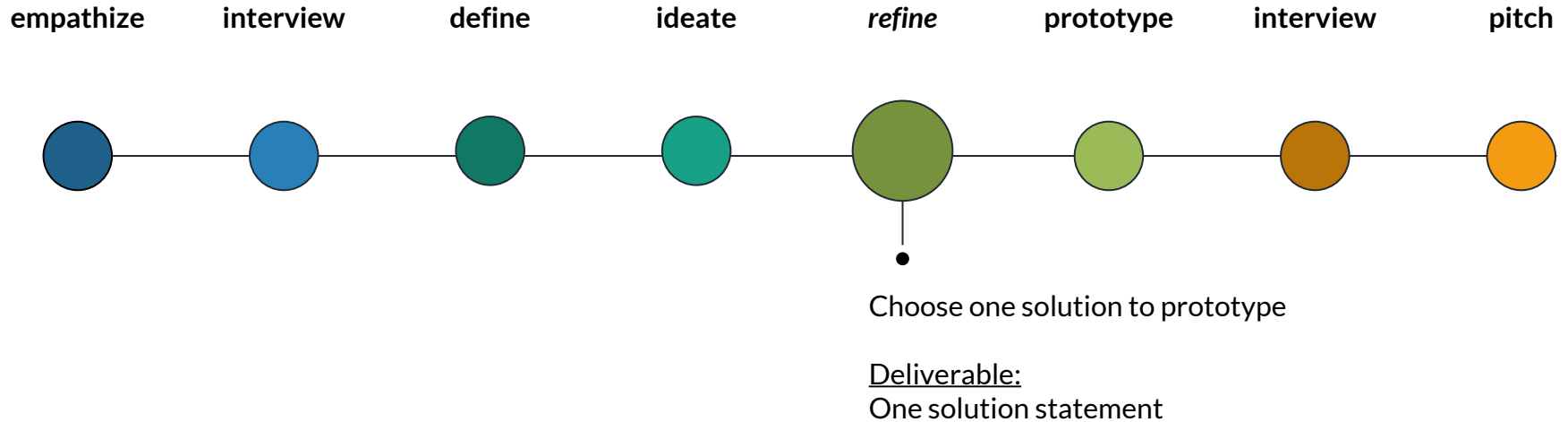
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empathize   interview   define   *ideate*   refine   prototype   interview   pitch

Brainstorm technology solutions
based on your problem statement

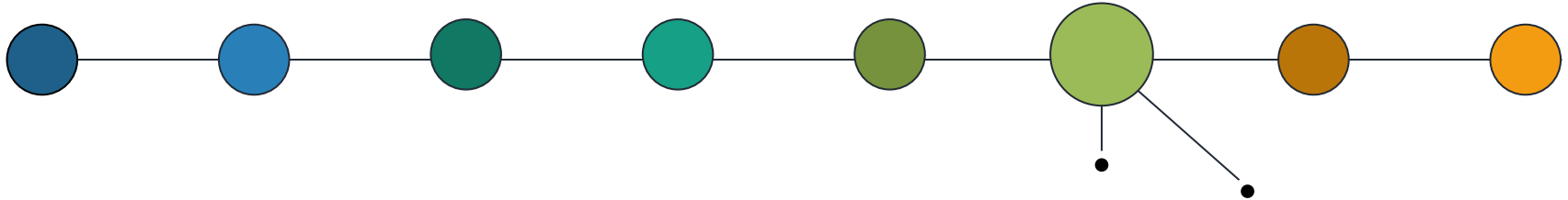Deliverable:
Many potential solutions

Workshop Structure

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empathize   interview   define   ideate   *refine*   prototype   interview   pitch

Choose one solution to prototype

Deliverable:
One solution statement

Workshop Structure

– – – – –

empathize   interview   define   ideate   refine   *prototype*   interview   pitch

Use your whiteboard to write and draw out your problem and solution
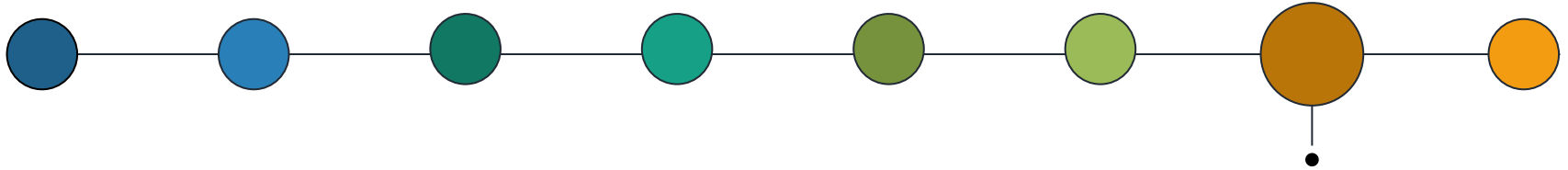
<u>Deliverable:</u>
2 minute pitch, whiteboard visuals

Provide a benefit/ value   Create Delight

Promote a change in behavior   Empower the User

Workshop Structure

– – – – –

empathize   **interview**   **define**   **ideate**   **refine**   **prototype**   *interview*   **pitch**

Meet with your user and get
feedback on your pitch

<u>Deliverable:</u>
Refined pitch, visuals

Workshop Structure
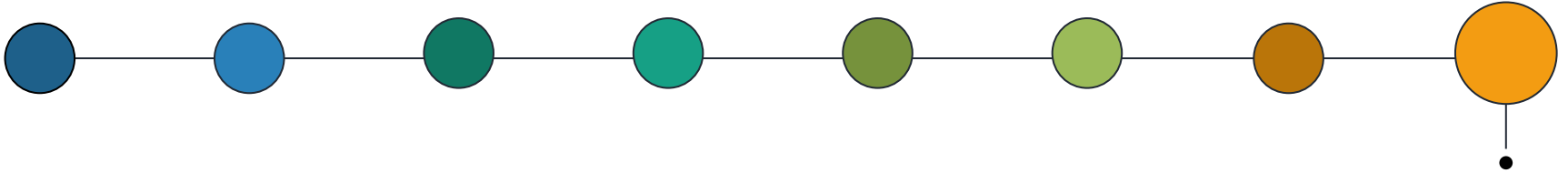
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empathize   interview   define   ideate   refine   prototype   interview   *pitch*

2 minute pitches

LETS DO IT!!