

TEAM Malayaliano

WEEK 3

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Contents

01 Opportunitites Identified

02 Final Problem Space

03 Problem Statement

04 Stakeholders

05 Primary Research

06 Insight Summary

07 Preliminary Ideation

08 Future Steps

Opportunities
Identified

Oppurtunities Identified

Over-the-Counter Access to Medicines

Definition and Regulation

Consumer Awareness of risks and usage

Enforcing Prescriptions

Transparency

Patient Medical Info Tracking

Patient Medical History Database

Standardized method of storage of medical history

Tracking patient medication

Tracking Diseases using patient info

Consumer Medication Errors

Awareness of correct usage

Unified Prescription Interface

Making medicine risks clearer

Human errors

Patient education

Post prescription care

Treatment education

Lifestyle choices

Potential Complications

Rural Accessibility

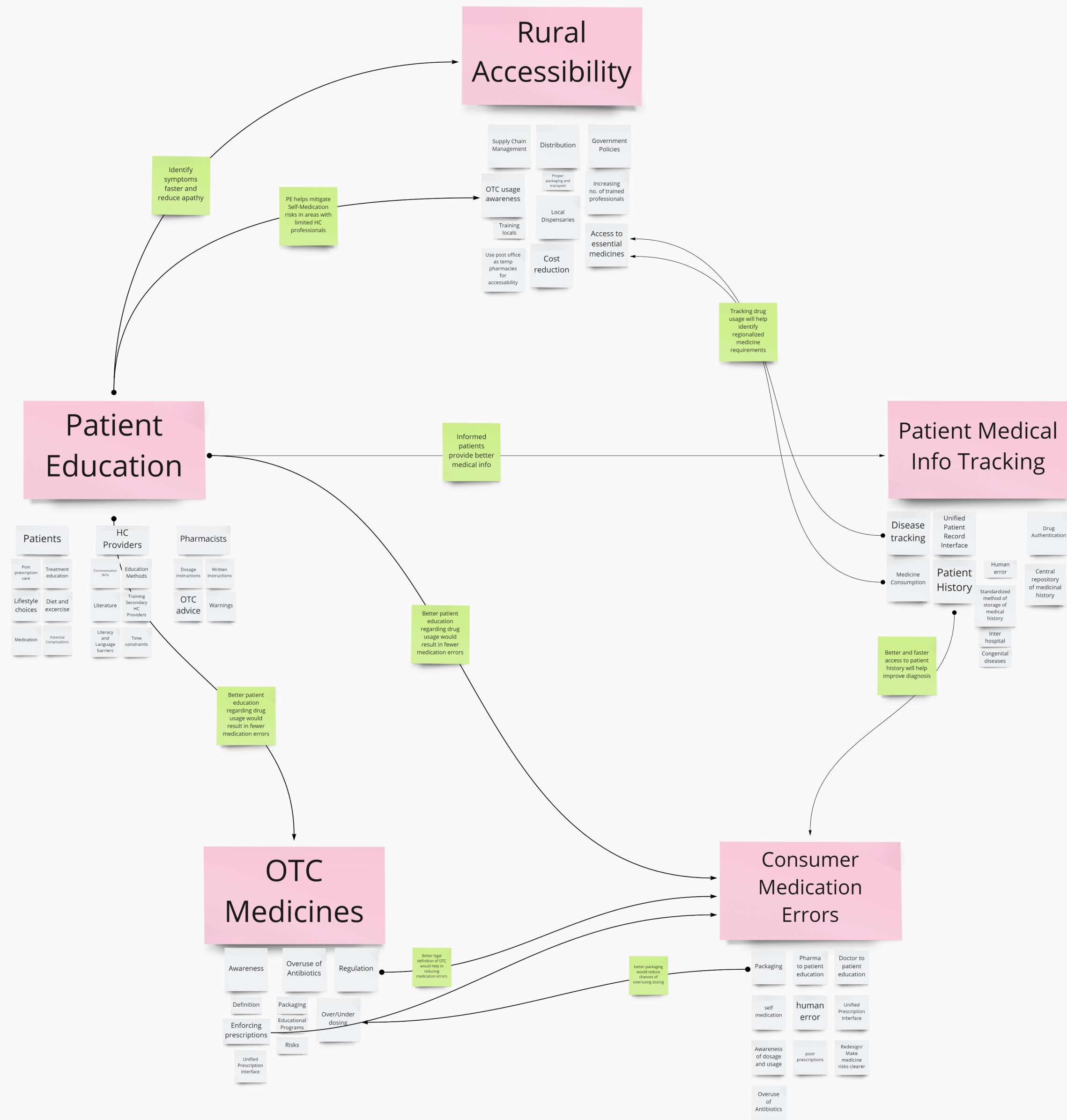
Supply Chain Management

Access to trained healthcare professionals

Access to essential medicines

Affordable healthcare

Oppurtunities Identified



Final Problem Space

Final Problem Space

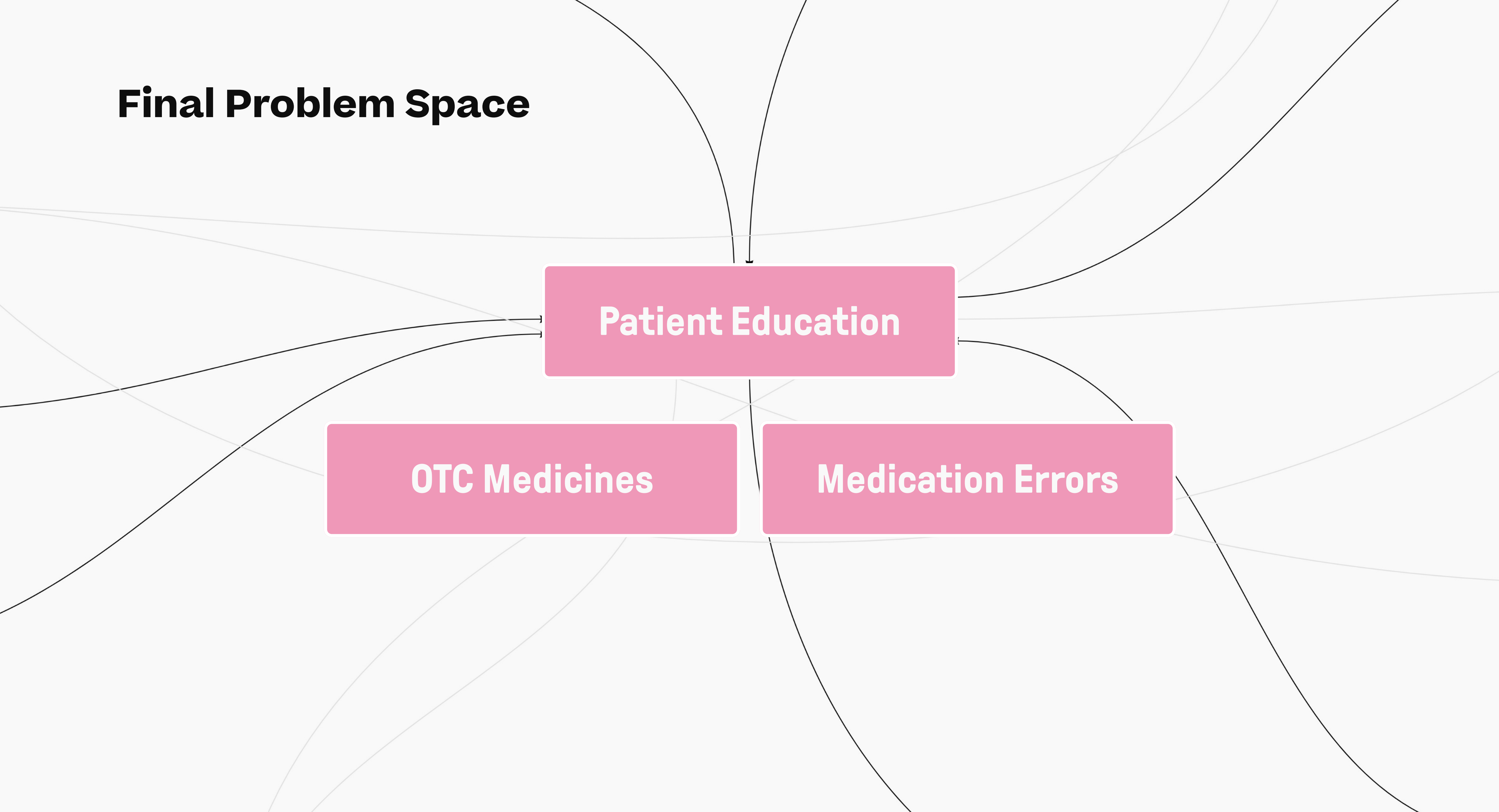
Patient Education

Final Problem Space

Patient Education

OTC Medicines

Medication Errors



Problem Statement

Problem Statement

Patient Education

Patient Effort

Communication

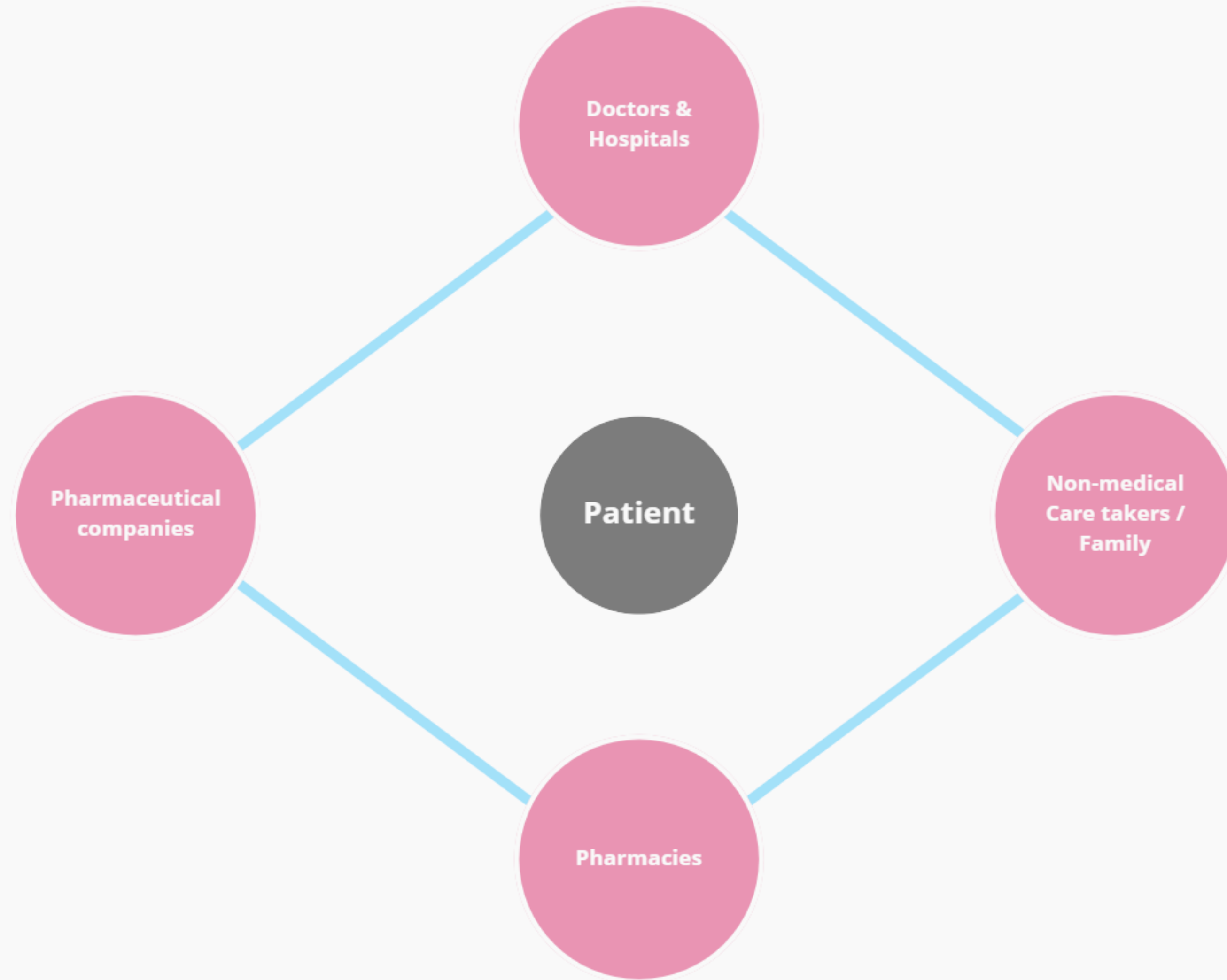
Insufficient Attention

Problem Statement

Ineffective communication between doctors and patients leaves patients with insufficient understanding of their condition, treatment and leaves them unable to perform subsequent self-care. Doctors have to diagnose on incomplete or inaccurate information.

Identifying Stakeholders

Stakeholders



Primary Research

Primary Research



Patients



Doctors



Pharmacists

Primary Research



Patients

Adults

Young Adults

Chronic

Acute

Primary Research

3

Doctors

General Practitioner

Specialist

Medical Student

Primary Research



Pharmacists

Retail

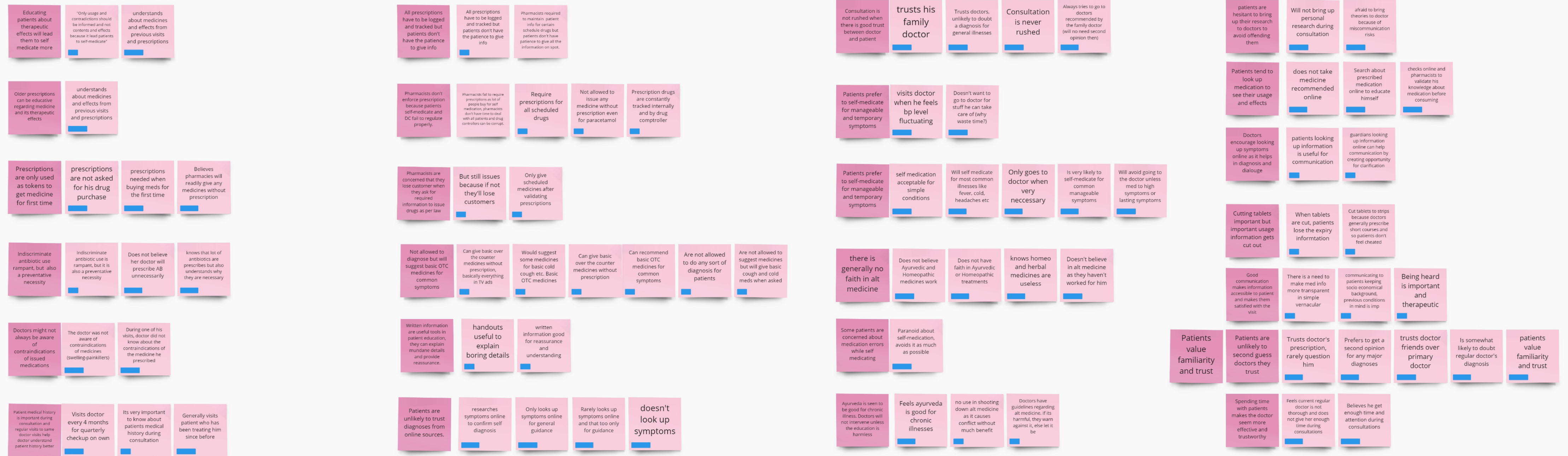
Franchise

Insight Summary

Insight Summary



Insight Summary



Insight Summary

Educating patients about therapeutic effects will lead them to self-medicate more

All prescriptions have to be logged and tracked but patients don't have the patience to give info

Consultation is not rushed when there is good trust between doctor and patient

patients are hesitant to bring up their research to doctors to avoid offending them

Older prescriptions can be educative regarding medicine and its therapeutic effects

Pharmacists don't enforce prescription because patients self-medicate and DC fail to regulate properly.

Patients prefer to self-medicate for manageable and temporary symptoms

Patients tend to look up medication to see their usage and effects

Doctors encourage looking up symptoms online as it helps in diagnosis and dialogue

Prescriptions are only used as tokens to get medicine for first time

Pharmacists are concerned that they lose customer when they ask for required information to issue drugs as per law

Patients prefer to self-medicate for manageable and temporary symptoms

Cutting tablets important but important usage information gets cut out

Indiscriminate antibiotic use rampant, but also a preventative necessity

Not allowed to diagnose but will suggest basic OTC medicines for common symptoms

there is generally no faith in alt medicine

Good communication makes information accessible to patient and makes them satisfied with the visit

Doctors might not always be aware of contraindications of issued medications

Written information are useful tools in patient education, they can explain mundane details and provide reassurance.

Some patients are concerned about medication errors while self medicating

Patients value familiarity and trust

Patients are unlikely to second guess doctors they trust

Patient medical history is important during consultation and regular visits to same doctor visits help doctor understand patient history better

Patients are unlikely to trust diagnoses from online sources.

Ayurveda is seen to be good for chronic illness. Doctors will not intervene unless the education is harmless

Spending time with patients makes the doctor seem more effective and trustworthy

Its very important to know about patients medical history during consultation

Insight Summary

Imp

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fairly Imp

All prescriptions have to be logged and tracked but patients don't have the patience to give info

patients are hesitant to bring up their research to doctors to avoid offending them

Older prescriptions can be educative regarding medicine and its therapeutic effects

Consultation feels rushed when there is a lack of trust between doctor and patient

Spending time with patients makes the doctor seem more effective and trustworthy

Patients prefer to self-medicate for manageable and temporary symptoms

Prescriptions are only used as tokens to get medicine for first time

Good communication makes information accessible to patient and makes them satisfied with the visit

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Meh

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There is generally little to no faith in Alt medicine

Indiscriminate antibiotic use rampant, but also a preventative necessity

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Preliminary Ideation

Preliminary Ideation

Literature handout containing adequate information accessible to all patients

- Avoid jargon
- There is a need to make med info more transparent
- in vernacular and simple languages
- no internet and low accessibility
- Brought to Indian Context
- Long Term reference
- Accessible anywhere
- Patients have no patience on spot to share or get educated

Improved medicine packaging for informed risks and usage

- Bad VC and inadequate information
- Indian context of cut tablet sheets
- VC Changes, hierarchy and important info
- vernacular and simple language
- Redesigned containers for safe and exact dosages
- Once you remove a pill from the tablet pack you lose valuable info

Redesigning prescriptions to improve communication

- improved transfer of prescription from doctor to pharmacy
- Avoid jargon
- avoids "doctor writing"
- added information like dosage and side fx

Online medicine database to educate people and allow safe self-medication

- Vernacular language
- Accessible anywhere
- Validate risks, usage and contradictions post-consultation
- Emboldens self-medication in the long term
- concerns over unsafe self medication
- promotes self medication which is has chance of going out of control
- many people do not have access to internet

Central Prescription Database

- Patients have no patience on spot to share or get educated
- Patients are not required to share prescription with pharmacy
- Privacy issues

Patient Portal to keep track medical records including prescription

- Helps keep track of treatments and medications
- Symptom tracking
- Progress tracking
- Improves trust by providing transparency
- helps to transfer Patient's medical information across multiple healthcare facilities
- Future Self-Care
- Family access to medical information
- Privacy Issues
- many people do not have access to internet

Future Steps

Future Steps

THIS WEEK

- 01 Finalise Idea
- 02 Detail Proposed Solution
- 03 Map System Connection
- 04 Design Assets

FINAL PRESENTATION

- 01 Evaluate Proposal
- 02 Map all possible connections
- 03 Identify Consequences
- 03 Address Consequences

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abhiprāyam *Comments and Feedback*

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