TEAM Malayaliano

WEEK 3

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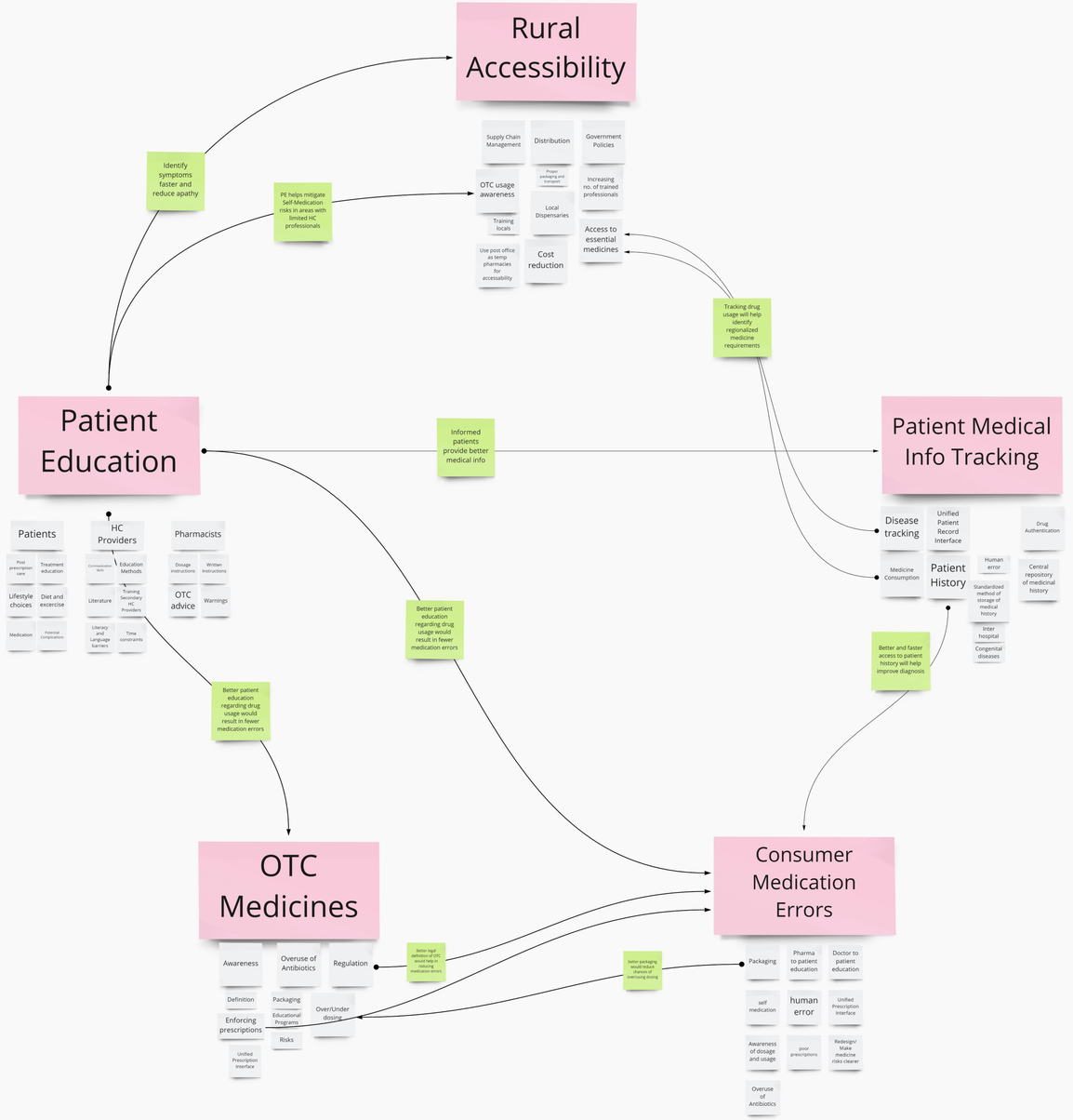
Opportunities Identified

Oppurtunities Identified

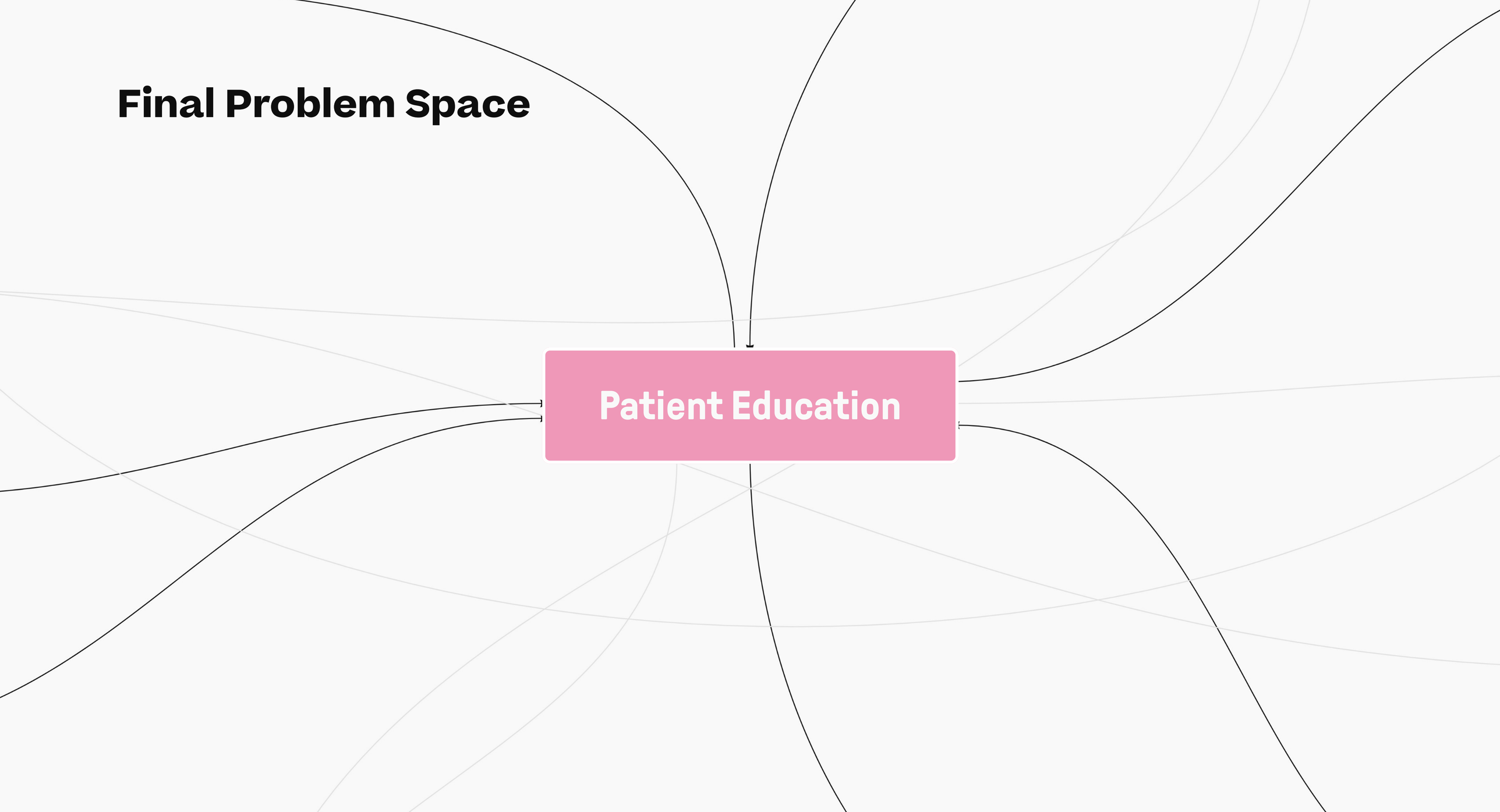
Over-the-Counter Access to Medicines	Patient Medical Info Tracking	Consumer Medication Errors	Patient education	Rural Accessability
Definition and Regulation	Patient Medical History Database	Awareness of correct usage	Post prescription care	Supply Chain Management
Consumer Awareness of risks and usage	Standardized method of storage of medical history	Unified Prescription Interface	Treatment education	Access to trained healthcare professionals
Enforcing Prescriptions	Tracking patient medication	Making medicine risks clearer	Lifestyle choices	Access to essential medicines
Transparency	Tracking Diseases using patient info	Human errors	Potential Complications	Affordable healthcare

Oppurtunities Identified

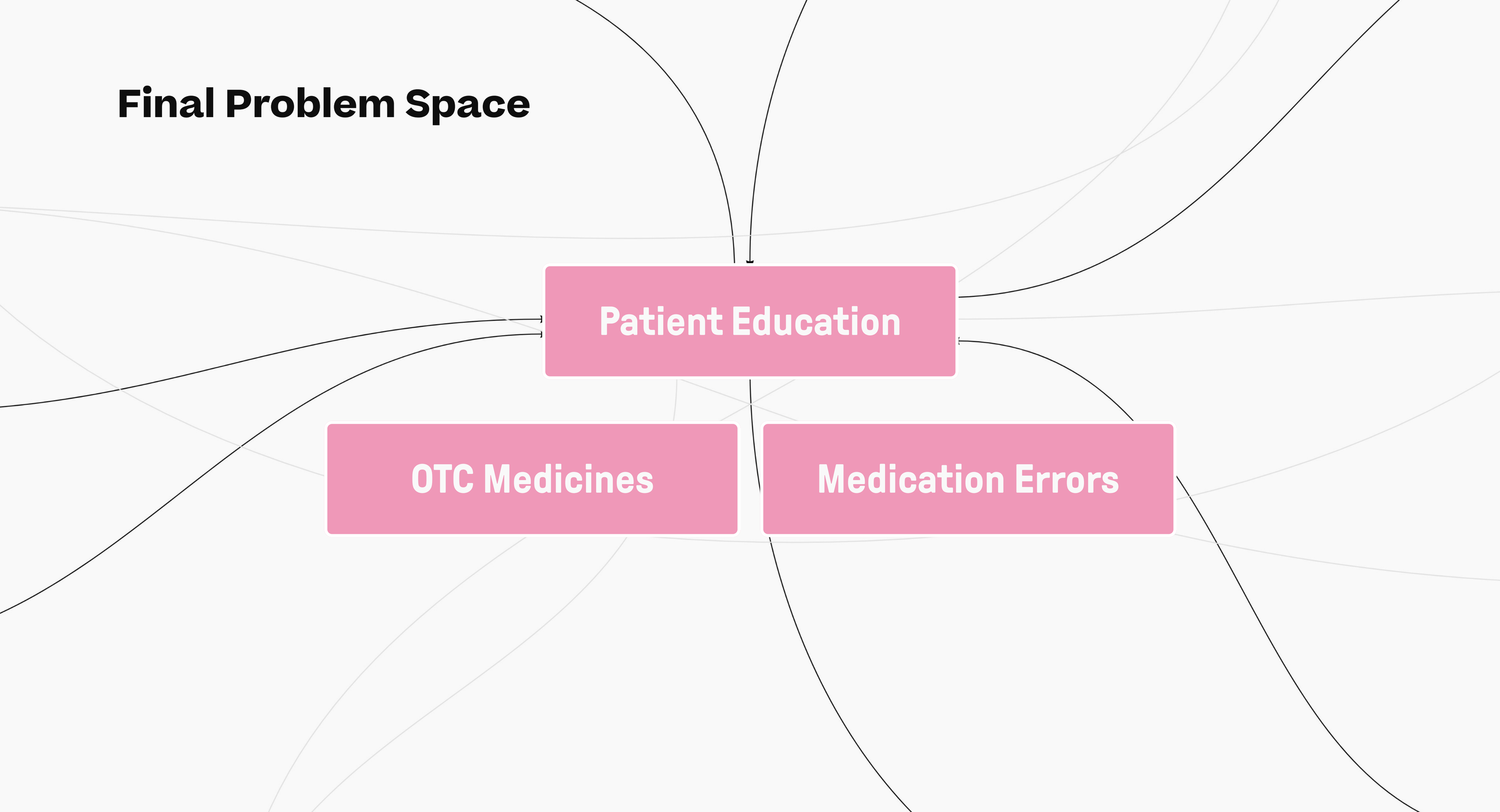


Final
Problem Space

Final Problem Space



Final Problem Space



Problem
Statement

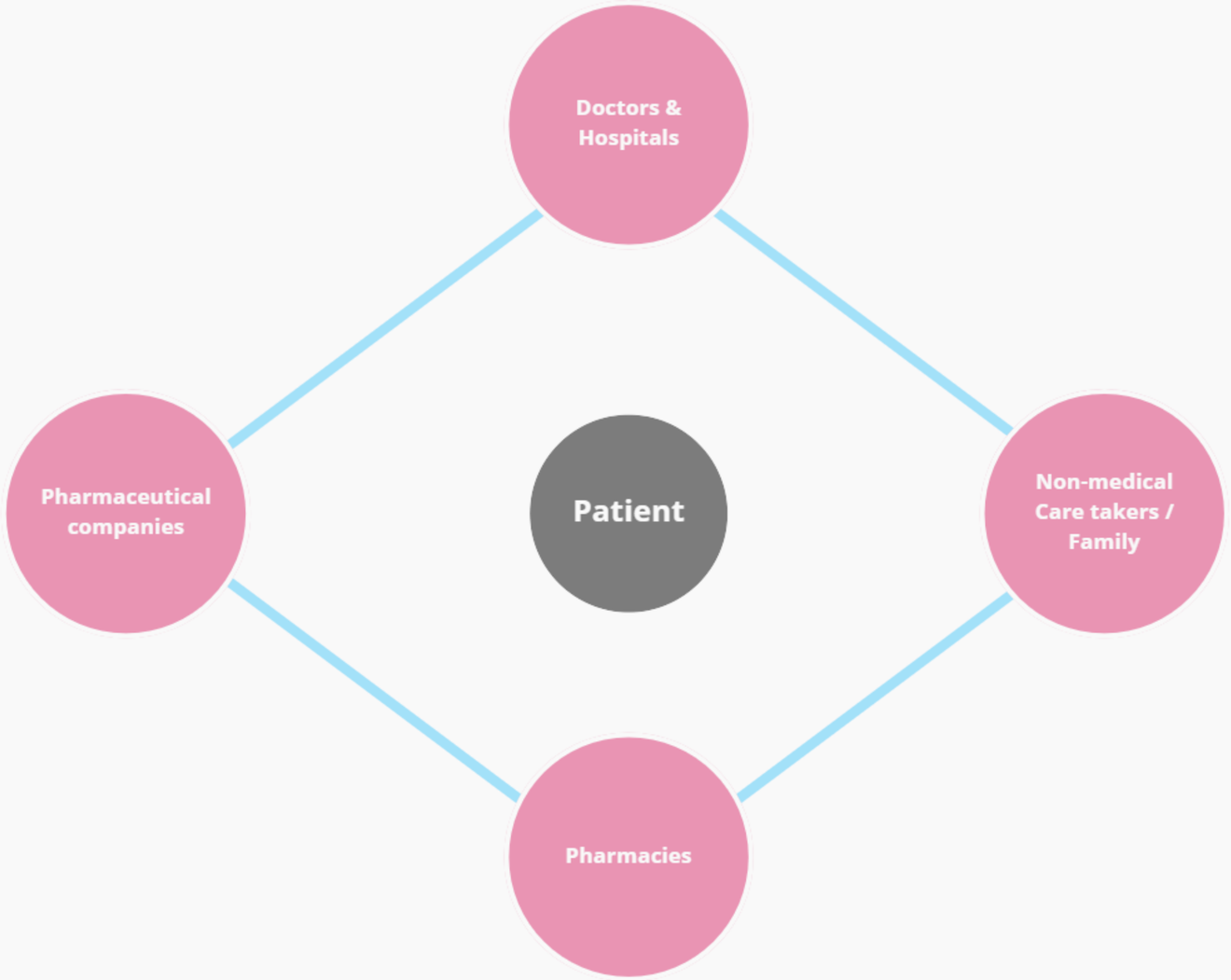
Problem Statement

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

Primary Research

Patients

Adults

Young Adults

Chronic

Acute

Primary Research

Doctors

General Practitioner

Specialist

Medical Student

Primary Research

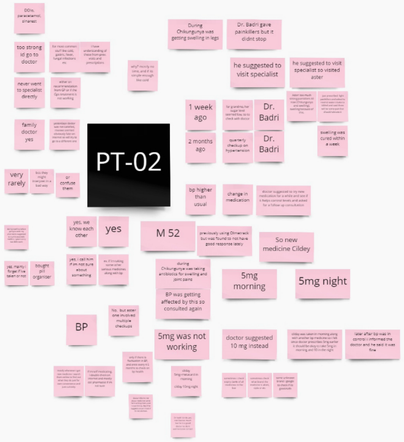
Pharmacists

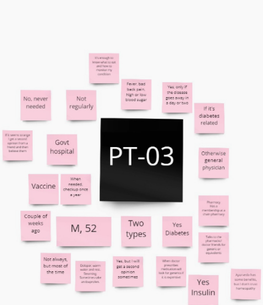
Retail

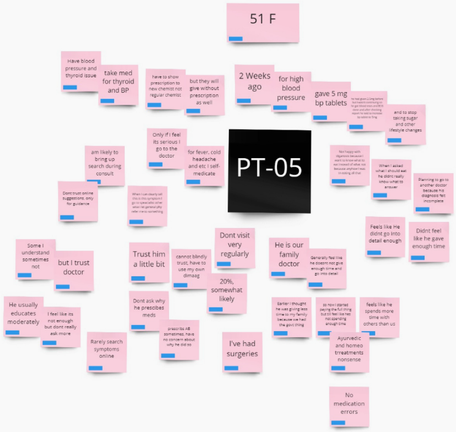
Franchise

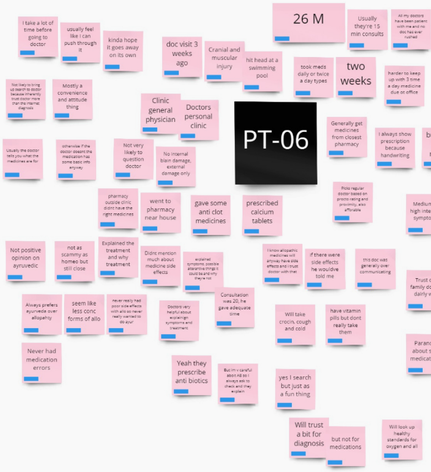
Insight
Summary

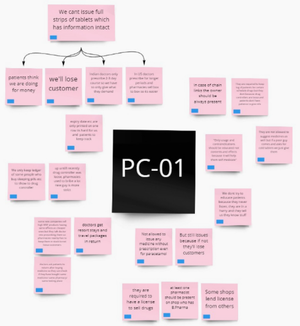
Insight Summary

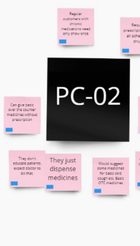


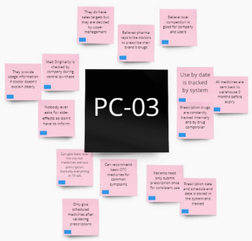












Insight Summary

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 dialouge

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

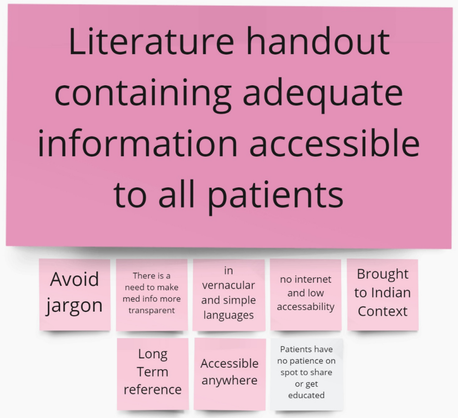
Spending time with patients makes the doctor seem more effective and trustworthy

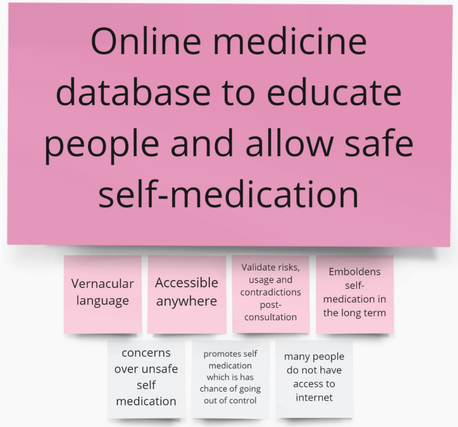
Its very important to know about patients medical history during consultation

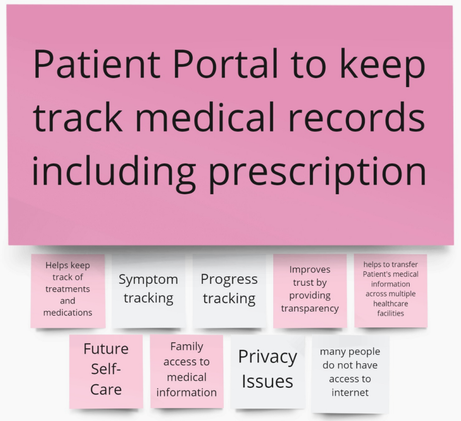
Insight Summary

Prelimnary
Ideation

Preliminary Ideation







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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abhiprāyaṁ *Comments and Feedback*

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