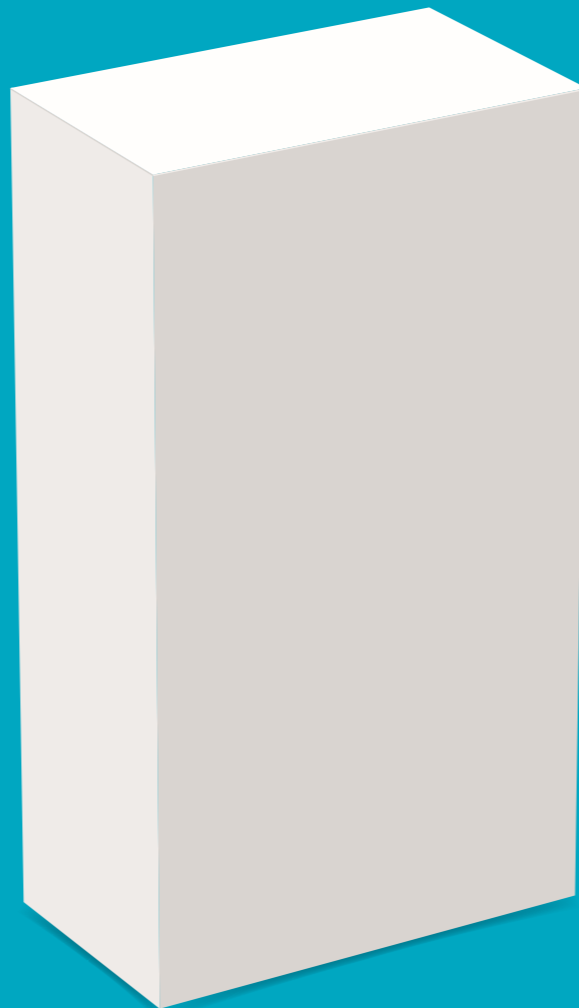


DON'T THINK OUTSIDE THE BOX
THINK WHAT YOU CAN DO WITH THE BOX



THE STORY

The Global market for pharmaceutical products will reach 1.12 trillion dollars by 2022.

Pharmaceutical companies have long and complicated supply chains with as many as 30 handovers between factory and patient. This has led to three major problems which effect both the industry and their customers.

Counterfeiting.

The World Health Organization (WHO) and the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) describe counterfeits as drugs which have been falsely labeled regarding their identity and/or origin to deliberately scam customers. In some countries in Eastern Europe, the proportion of fake medicines can be more than 20 percent, and in some areas in Africa, Asia, and South America even 30 percent. These numbers, however, are not representative of the entire area. The issue of counterfeited drugs varies between regions of a country and can depend on temporary supplies. However, dubious online pharmacies which conceal their true origin, deliver up to 50 percent counterfeits into the entire world – and thus also reach countries such as Germany or the USA. Counterfeiting has grown more than 400 percent in the past decade.

Storage

Despite the best efforts of doctors and pharmacists, as much as one third of medication is corrupted by the time it is used. The poor storage of temperature-sensitive medicine makes it less effective. Recent research with the University of Maastricht suggests less than 10% of medicines are being stored correctly. A further 10% was stored so poorly as to render it useless. If medicines are not stored properly they may not work in the way they were intended, and so pose a potential risk to the health and wellbeing of the person receiving the medicine. Medicines should be stored under conditions which ensure that their quality is maintained. The temperature of storage is one of the most important factors that can affect the stability of a medicine.

Diversion

Drug diversion is the transfer of a prescription drug from a lawful to an unlawful channel of use, for example theft or fraud. Revenue from illicit sales of otherwise legal drugs equals one third of the legal retail value of pharmaceutical products.

THE SOLUTION

“MedSafe” is a secure, trackable temperature and humidity monitored Smart Box. It reads tags and labels on pharmaceutical packaging so it knows exactly

- what it contains
- if the medication is genuine and not counterfeit
- the expiry date of each medicine
- it could send alerts to its users to take their medicines, renew prescriptions or to dispose of damaged or out of date medication.
- its geolocation and smart lock ensures security on site and when in transit
- the “MedSafe” has many different use cases including hospitals, doctors, community nursing, pharmacies, patients themselves as well as veterinary medicine

The following is just one potential use case, you maybe able to think of others

PERSONA



Matthew Day

“Helping one person might not change the world, but it might change the world for one person”

AGE : 36

JOB : Community Practice Manager

EDUCATION : Master of Business Administration in Healthcare Administration

EXPERIENCE : 8 years

STATUS : Married to Tara, a teacher. They have one 3 year old son, Josh.

Matthew loves his job managing a team of community Doctors and nurses in a big city.

RESPONSIBLE FOR

- Delivery of healthcare
- Staffing and scheduling
- Inventory management
- Ensuring compliance with regulations
- Managing the revenue cycle
- Defining and managing security procedures to protect patients and staff
- Efficiency
- Coordinate care, in collaboration with a wide array of healthcare professionals

NEEDS TO

- Manage the delivery of medication to patients during home visits
- Manage Inventory
- Ensure patient safety
- Keep proper records
- Ensure staff safety
- Comply with regulations
- Communicate to patients and colleagues and other professionals

PAIN POINTS

- Always busy
- Under pressure
- Security
- Record keeping
- Communication
- Report writing

GOALS




- Patient safety
- Inventory management
- Security
- Better communication
- Easier analysis
- More time

POINT OF VIEW



As a Health Care Manager I need a solution that will help me manage and monitor medication during home and off site visits to ensure staff and patient safety, save time and reduce waste.

USER EXPERIENCE

ACTION	Tracking Visits	Security	Inventory Management
MINDSET	There are many different nurses and doctors visiting patients everyday and emergency visits. It can be complicated	Medication needs to be transported securely because of the risk of theft and at the correct temperature to ensure patient safety.	I really dislike this aspect of my job. It takes up a lot of my time
EMOTION			
TOUCH POINTS	Phone Tablet PC Colleagues	Phone Tablet PC Patients Colleagues	Phone Tablet PC Colleagues

MOCK UP

Matthew Day

MedSafe 1
16 degrees Celcius

MedSafe 2
18 degrees Celcius

MedSafe 3
15.6 degrees Celcius

Inventory

Visit Log
New Record

Supplier Information

MedSafe

MedSafe Alert: Warning! Check patient information for John Doe. Prescription conflicts!
Important: March 03 2016

Dr One: I have issued a new prescription for Theresa Green please ensure it is filled at the pharmacy.
Request: March 03 2016

Dr Two: Please double dose for Luke Skywalker
Request: March 03 2016

MedSafe Info: Roche have issued new safety notices.
Information: March 03 2016

MedSafe Info: Bayer have issued new patient information
Information: March 03 2016

Dr One: New prescription for Luke Skywalker

12:00

MedSafe

Dr One: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Important: July 06 2017

Dr Two: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Important: July 06 2017

Nurse Day: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Important: July 06 2017

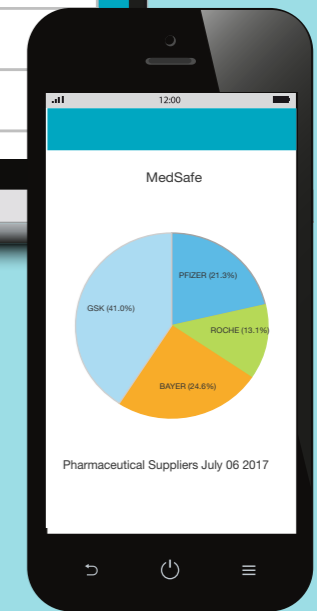
MedSafe Info: Roche have issued new safety notices.
Information: March 05 2017

MedSafe Info: Bayer have issued new patient information
Information: March 06 2017

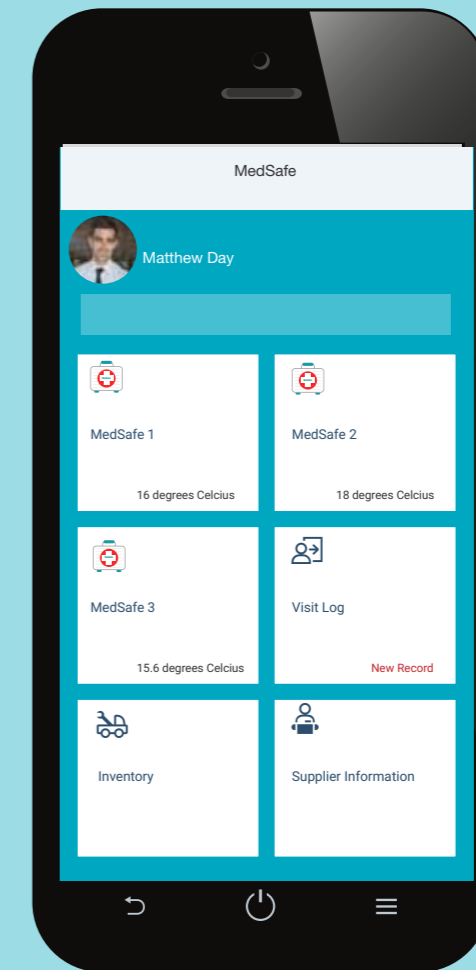
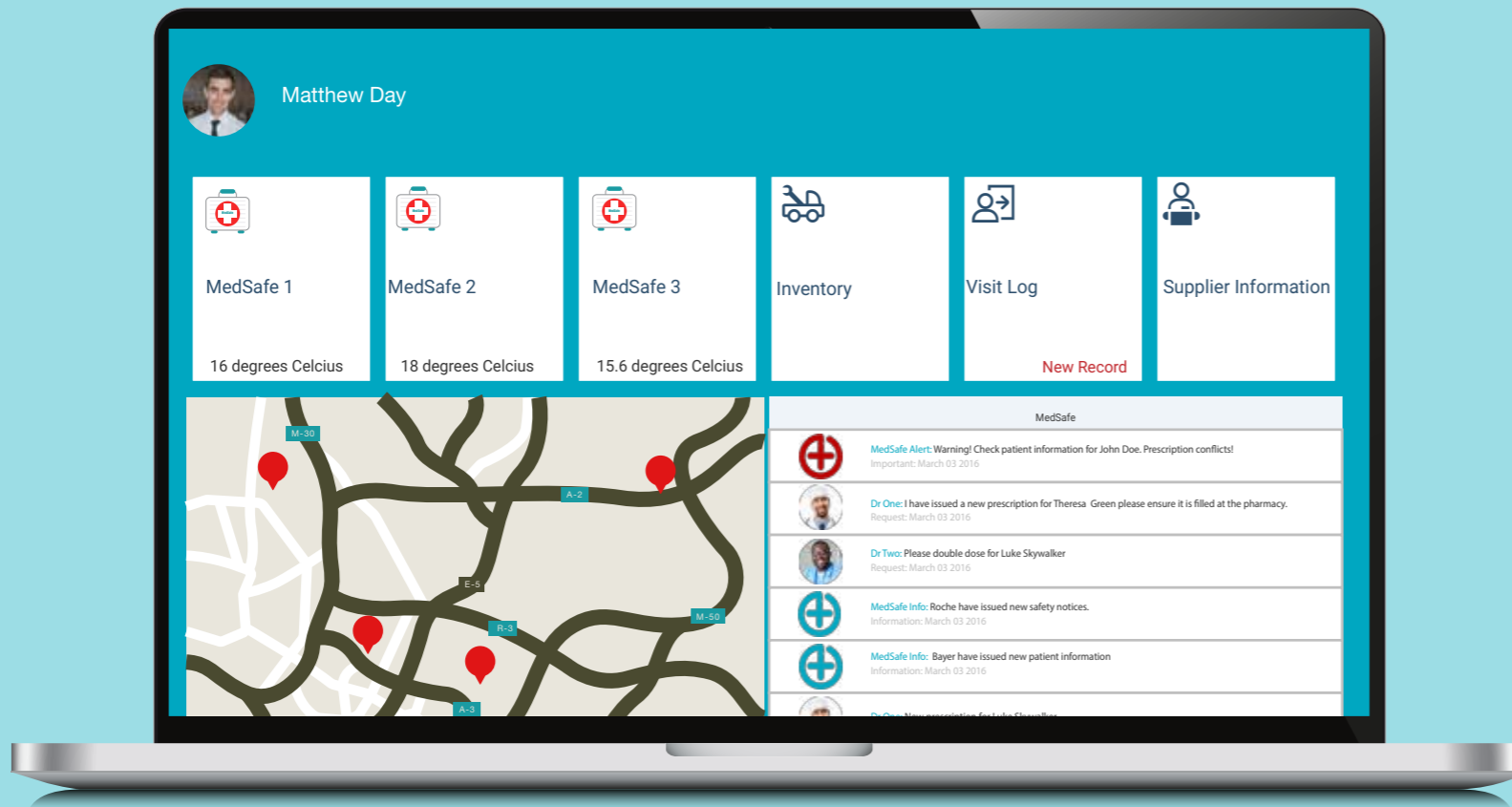
Pharmacy: New prescription ready for collection
Reply: July 06 2017

Nurse Day: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Important: July 06 2017

Dr One: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Important: July 06 2017



MOCK UP



Thank you for your time



Please find the Build here:

https://standard.build.me/prototype-editors/api/public/v1/snapshots/bfba19e686260c050e1a7940/artifacts/latest/index.html#/launch_page