Proposal

Summary statement

Team name   Team A

Pitch   Currently when elderly people come into the pharmacy with their questions, we cannot adequately help them. Our plan is to be able to refer them to a (branded) resource in a trustworthy location (our pharmacy, churches, library), where they can - in their own time - get reliable and relevant information that will help them manage their disease. Such a kiosk will further enhance our pharmacy brand as a trustworthy companion in managing/taking care of health issues.

Strategic fit   Our project aligns with the pharmacy's strategic goal to obtain a reputation as a health provider/contributor.

Market

Problem   How to enable the aging to manage their health? When diagnosed with a disease, elderly often are overwhelmed. They have difficulty absorbing what their physician is telling them and don't have similar access to internet resources as the younger generation. Physicians and nurses don't have the time to explain everything multiple times, while caregivers may not always be there to listen to the given instructions. Meanwhile access to preventative educational resources are known to prevent the onset of diseases like diabetic retinopathy. Elderly currently come to the pharmacy with their questions and concerned, where we cannot help them because we don't know all the answers, nor can offer an appropriate (private) setting.

End-users	**A**	**B**
End-user	Elderly just diagnosed with a common severe health issue	Caregivers (untrained) of these elderly
Job	Cope with disease	Support their loved ones
Addressable market	$2,500,000	$3,400,000
Total market size	$10,000,000	$34,000,000

Business model

Costs   Costs for non-compliance to diabetes to the insurer is about $2340 per patient per year

| Revenues	We expect only indirect revenues and plan to find money for the development through grants, medicare/medicaid prevention funds. We as a pharmacy will unlikely be reimbursed for providing information and enabling disease management.
Impact	Our plan is to have impact in terms of proof of concept in the first year (usage and contribution to pharmacy reputation), and in terms of reach (metrics: number of people using the kiosk to manage their disease(s)) in three years, and by then figure out a business model that shows how these cost savings for society/insurance/health system can be turned into a sustainable service (metrics: additional revenues generated due to reputation effects)

Technology or service

Solution	Disease-specific kiosks that provide high-level and detailed information to elderly patients. Information that will enable these elderly to manage their disease and prevent the onset of avoidable medical conditions. These kiosks will be placed in trustworthy locations (our pharmacy, churches, library, doctor's office), where patients and caregivers can - at their convenience - access the kiosk and information, and print information if needed.
Excel	Become the reliable resource - with easy-to-retrieve information - that will enable an elderly patient to manage their own disease
Good enough	Retrieve and find back general information / personal input. Socialize about found information with caregiver/patient (small group)
Disregard	Ability to respond quickly to peer pressure or media hypes (because system will have proven concepts only)

Comparison of alternative solutions
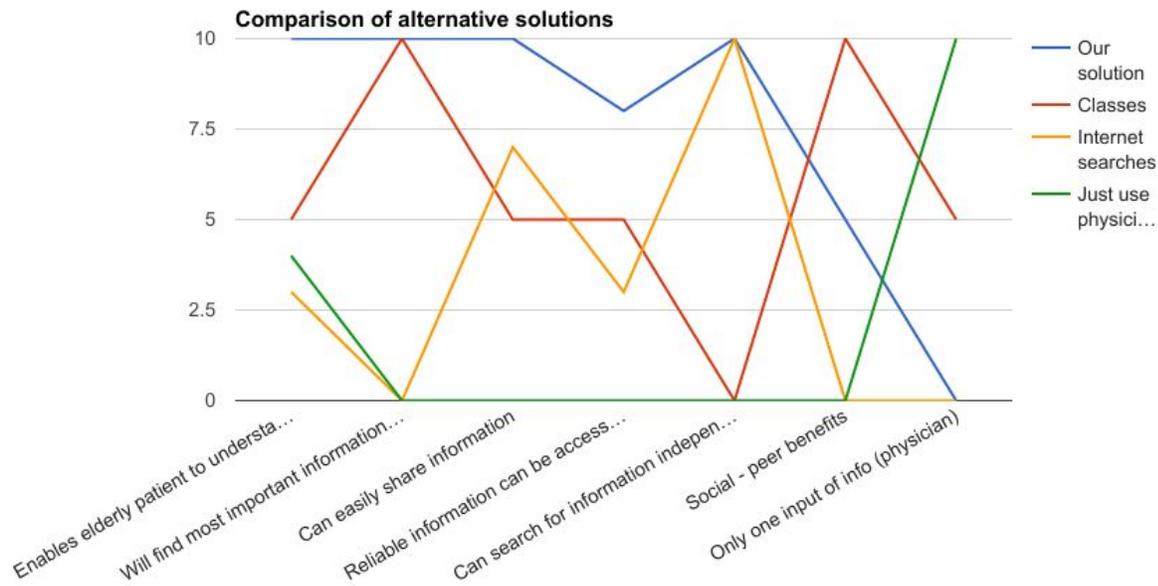
Organization

Team	Members		Background
1	Olivia	Innovate	linkedin.com/oliviainnovate
2	Oliver	Invest	linkedin.com/oliverinvest
3	Olga	IT	linkedin.com/olgait

Our team	Our team will excel because we all contribute different aspects, yet are aligned in our goals to deliver a proof of concept for our kiosk idea, meeting the set expectations for success, on time and within budget. We are also all dedicated to put in a similar amount of time and effort (3 hours/week to create the proposal) and thereafter to make the project successful.
Stakeholders	Private Insurance Companies	Primary care provider (PCP)
Strategy	Get an insurance company to be advisor or collaborator for this project	Reach out to primary care physician to get their input for the information patients would need, or information they like to be reiterated

Next milestone

Objective	Figure out whether a kiosk is actually the appropriate tool to reach elderly people with healthcare questions and who have troubles managing their disease. It today's information overload, will a kiosk be noticed? We have achieved our next milestone, if our concept kiosk gets traction and these elderly or their caregivers indicate that

receiving reliable information from our kiosk could be a useful tool to help them manage their disease.

Hypothesis (1)	If our concept is placed in a trustworthy location (pharmacy, library, church), then elderly people with questions about managing their diabetes will walk up to the kiosk to learn more, because they are actively looking for ways to get reliable information on how to manage their disease.
Hypothesis (2)	If our concept is placed in a trustworthy location (pharmacy, library, church), then caregivers of elders, that have questions about managing diabetes, will walk up to the kiosk to learn more, because they are actively looking for ways to get reliable information on how to manage the disease of their loved one.
Experiment	We plan to test our concept in three different locations on three different high-traffic times. The concept kiosk will be staffed during these times, so we can engage in conversations to learn who is attracted to such a kiosk and the type of information they are looking for. To find support for our hypotheses, more than numbers of visitors, we seek to understand who is interested in the kiosk concept and why, how they plan to use information on diabetes to better manage their health, and how they perceive the reliability of such information when branded as provided by our pharmacy.
Concept	Clearly marked DIABETES INFO kiosk (cardboard version) to understand who would approach such a kiosk and why. We can place/move this kiosk to different locations to see where response is best and whether it still we be associated / enhance the reputation of our pharmacy
No go	If nobody notices or pays attention to the kiosk during the experiment, this project will be a no-go. Or, if those who engage in a conversation don't give us sufficient confidence that our kiosk will be a value add to manage a disease like diabetes, we will not continue with the project either.

Budget and support requests

Affordable loss	We can spend 21 hours - using available funds - to develop and test a prototype. The goal would be to demonstrate a proof of concept, so that we can apply for external grant funding to support further development.

Budget	Branding and communications				
			hours	Labor costs	Other costs
Total budget needed to reach next milestone		$4,000	= 21	$3,500	$500

| Support | We need support from branding and communications for this community service project, that has as primary goal to help the elderly manage their disease and as secondary goal to enhance the reputation - and thereby profitatbility - of our pharmancy. |

Timeline

	Dates
Earliest	5/5/2017
Most likely	5/15/2017
Latest	6/1/2017

Additional comment

Appendix

Overview of all the information on each tab, per topic (team, mission, end-users etc.): Link disabled