

D'source Challenge

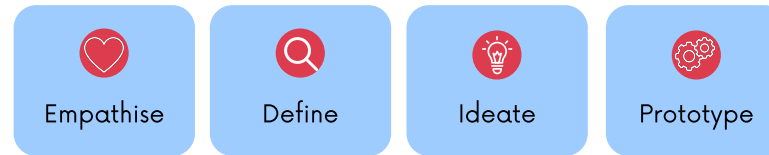
SDG 3: Good Health and Well Being
Problem Domain- Mismanagement in rabies healthcare



TEAM TURO
PREKSHA GUPTA | LAVANYA ARYA

Problem Statement

Design Thinking Process: Our Framework



17.4 million

Dog Bite cases per annum in India

20 thousand

Rabies death in India yearly-
world's highest

30 million

Stray dogs in India & further rising



Problem

Dog Bites are highly prevalent in India with Category 3 cases rising at alarming rates. Lack of treatment protocol awareness and repository pose further issues.



**How might we enable an efficient
healthcare management system to improve
patient outcomes in dog bite cases**



Solution

An application capturing all patient records, sharing correct treatment protocols with doctors, and generating reports for standardized medical aid.

[CLICK HERE FOR RESEARCH OVERVIEW](#)

Manual report filling, previous healthcare details need to be recalled & record compilation is hectic



Dog Bite Stage

The victim is bit by dog and is given experimental first aid by nearby passersbys. Someone suggests calling healthcare.



People are unaware of the first aid procedure



Medical Record

Printed report with complex details is given to the patient without updating and compiling digitally stored records.



Reporting Case

A passerby tries calling nearby healthcare facilities and registers the dog bite case. The patient is taken to the hospital.



The vaccination stock is not in check & rabies case is overlooked



Vaccination Phase

The medical staff is negligent about giving Post-exposure vaccination, along with immunoglobulin vaccine which is in shortage in hospital.



Multiple hospital needs to be called



Treatment

The patient is taken to the general ward, after long waiting wounds are not cleaned according to protocol. The patient is asked for medical history & personal details.



Protocols are not followed & registering patient takes time

Current Situation

Analysis & Sequence model

- 01 First aid procedure
- 02 One-tap emergency helpline
- 03 Treatment protocols Adherence
- 04 Autoupdate previous healthcare details
- 05 Enabling digitisation of medical records



Interview Insights



Dr. Aparna Gandhi, 53yrs
(Vaccination Expert)

Cases

"We receive at least 65 dog bite cases a day. The majority of the dog bite victims were in the age group of 10–40 years."
- Dr. Aparna Gandhi

Insight: The younger and working groups are major dog bite victims.



Dr. Jay Kapadia, 51yrs
(General Ward Head Doctor)

Treatment

"81% of rabies deaths can be prevented with timely medical aid and proper treatment protocols but none is in place"
-Dr. Jay Kapadia

Insight: The dog bite cases are on the rise everyday without protocol adherence.



Sarika Madan, 46yrs
(Dog Bite patient mother)

Vaccination

"The human rabies immunoglobulin which must be used in combination with a rabies vaccine isn't available in hospitals."
- Sarika (Patient)

Insight: The vaccine and medicine availability isn't in check by the healthcare.



Rajesh Acharya, 34yrs
(Dog Bite patient)

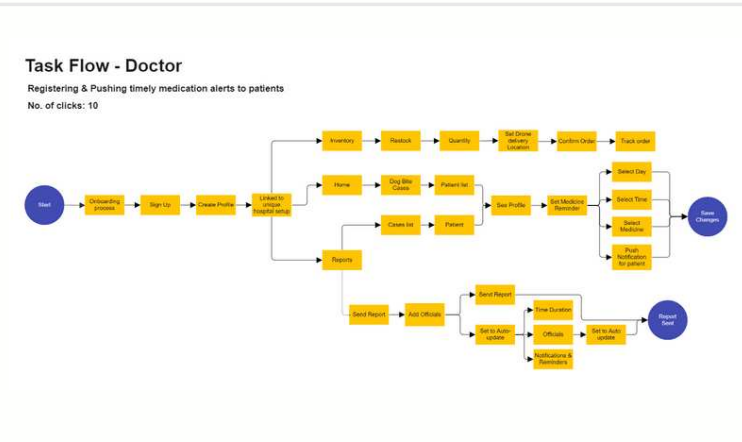
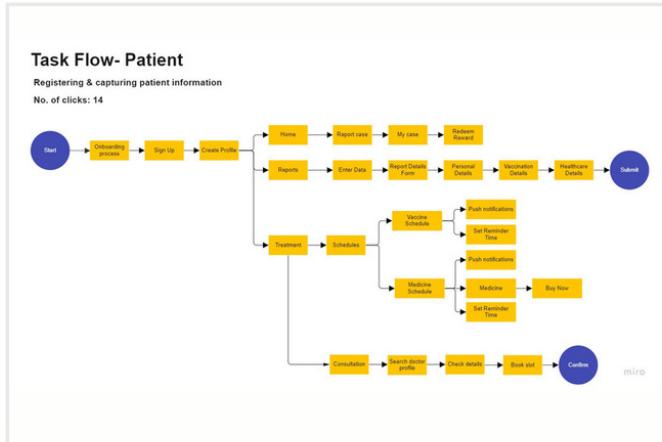
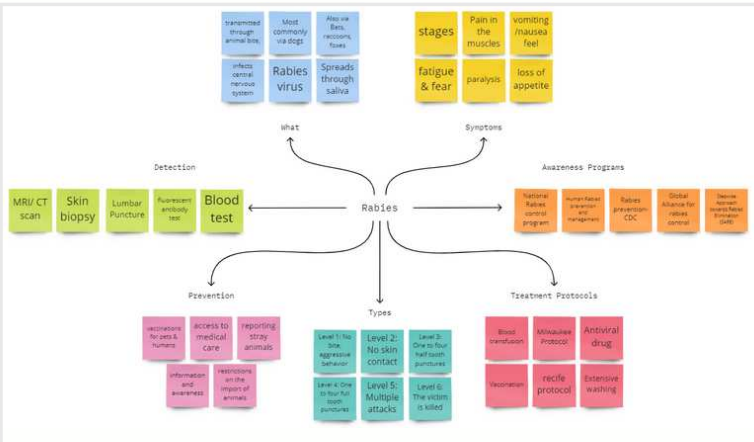
Reporting

"Serious need to improve reporting system to address the issue of data verification, accuracy as the disease burden is not reflected in the hospital data."
- Rajesh (Patient)

Insight: The EHR filling up is done by staff only, hence delay in the process.

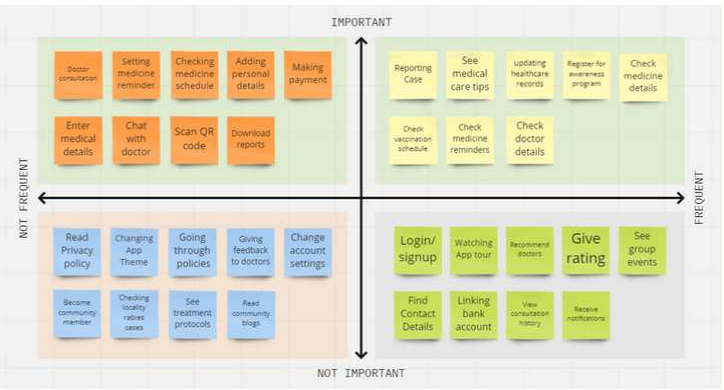
Generative Research

[Generative Research link](#)



Rabies Mindmap

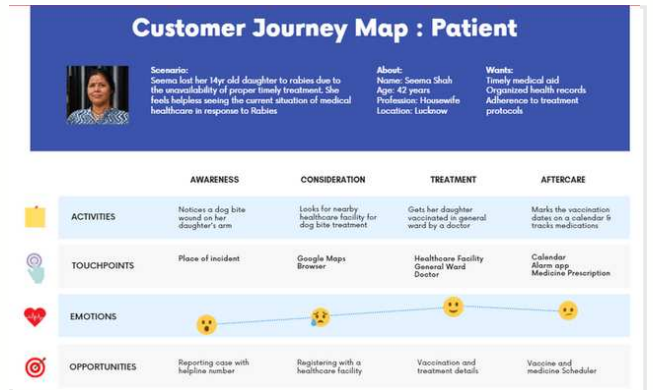
Patient & Doctor Taskflows



Task Prioritization



Doctor Customer Journey map

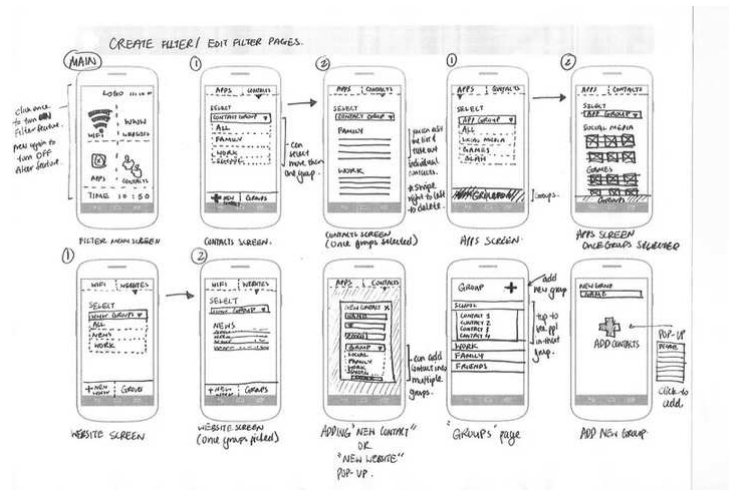


Patient Customer Journey map

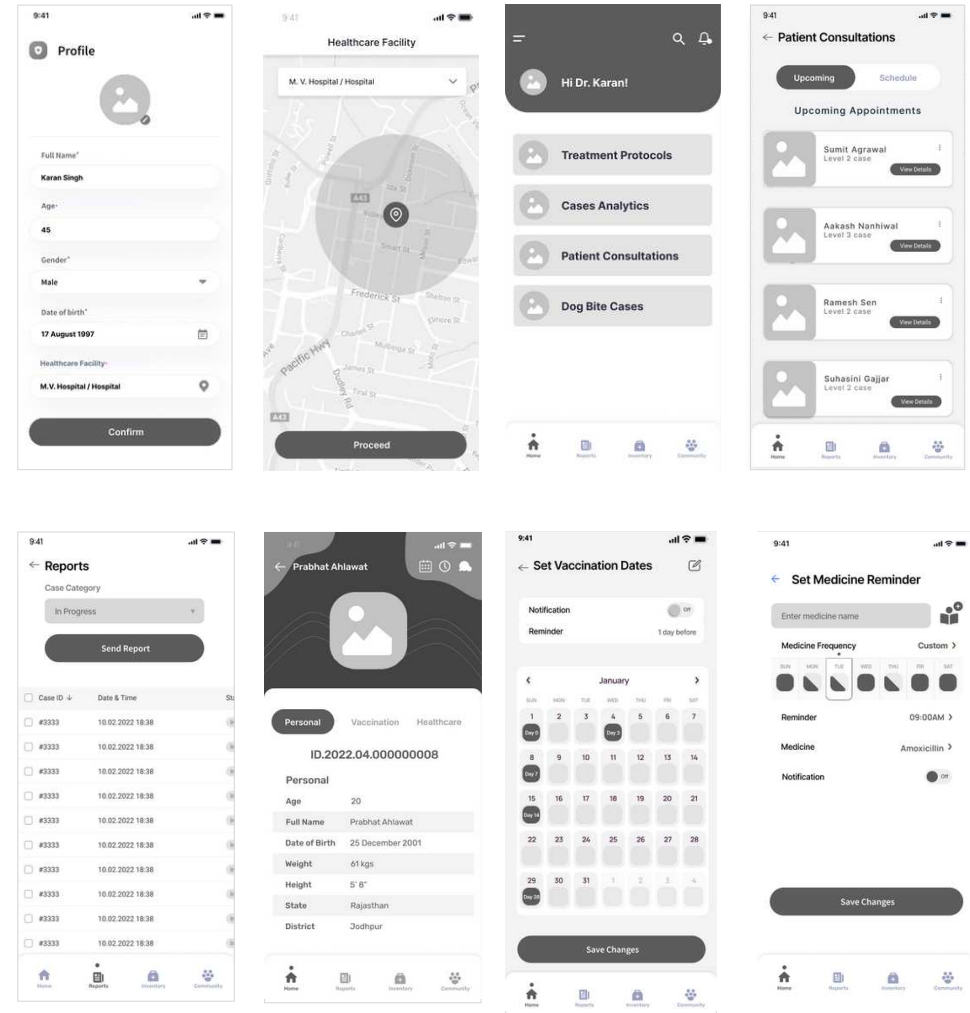
Concept Sketching

Keywords for initial ideation:

- Simple
- Easy to understand
- Efficient
- Clean
- Minimal



Wireframes



Business Model

Problem ?

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Solution

An application capturing all patient records, sharing correct treatment protocols with doctors, and generating reports for standardized medical aid.

Unique Value Proposition

Patient:

- Online Doctor Consultation & discount incentive on registering through our app
- Report Cases
- Check for locality case count
- Vaccination scheduler
- Report downloading

Doctor:

- Receive Dog Bite cases
- Report sharing with govt
- Patient consultation
- Adhere treatment protocols
- Inventory restocking through drone delivery
- View Case Statistics
- Community Connect

Existing Solutions

- Apps-
 1. Rabies
 2. Rabies shot calculator
 3. React
 4. Rabies SES
 5. Anti Rabies
- NGOs

Key Metrics

- Consultations per day
- Cases reported
- NGO program enrollment
- Actual adherence to protocols
- EHR maintenance

Demographics

Patients-

- All gender
- Mostly between 10-40yrs
- Urban setup: Tier 1, 2, and 3 cities
- Rural setup: Villages

User Segment

Primary:

- Patients
- Doctors

Secondary:

- Medical Staff
- Health Operators
- Medication Suppliers
- Gov and NGOs

Channels

- Direct marketing
- NGO Events
- Gov Awareness programs
- Social media
- Advertisements
- Partnerships

Revenue Streams

- Consultation Fees
- Collaboration with NGO
- Commission through a tie-up with medicine brands like 1mg, Apollo, etc
- Team up with CSR

Style guide

Colour Palette

Theme Color



Primary
rgba(14, 92, 165, 1)
#1E82C5

Secondary
rgba(242, 136, 244, 1)
#F288F4

Success
rgba(0, 203, 179, 1)
#00CBB3



Danger
rgba(235, 87, 87, 1)
#EB5757

Warning
rgba(242, 189, 25, 1)
#F2BD19

Info
rgba(242, 189, 25, 1)
#F2BD19



Light
rgba(247, 247, 247, 1)
#F7F7F7

Dark
rgba(247, 247, 247, 1)
#F7F7F7

Monochrome Color



Black
rgba(7, 29, 44, 1)
#071D2C

Gray
rgba(73, 92, 93, 1)
#5D5C5D

Gray2
rgba(190, 190, 190, 1)
#BEBEBE



White
rgba(255, 255, 255, 1)
#FFFFFF

Icons



Navigation



Buttons



Typography

Inter

AaBbCc

H1- Heading
H2- Sub Heading
H3- Text

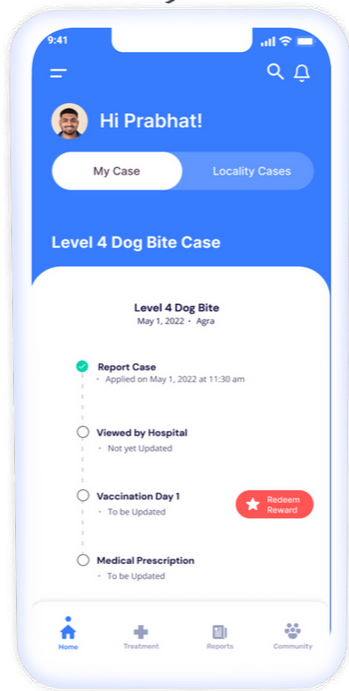
Aa Aa Aa
Bold Regular Thin

Illustrations

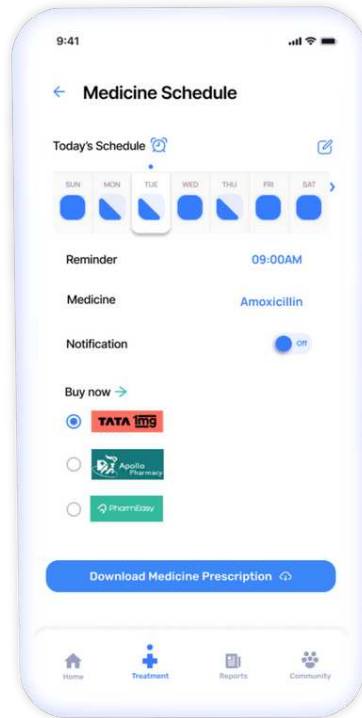


High Fidelity

Report Cases: Track them and redeem rewards on reporting



Home

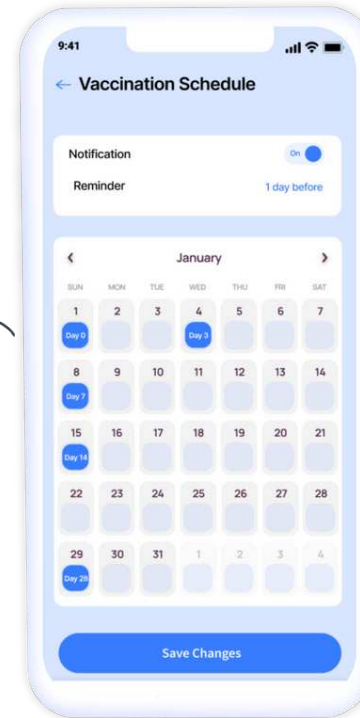


Medicines

Schedule reminders:
Set your medicine
taking time

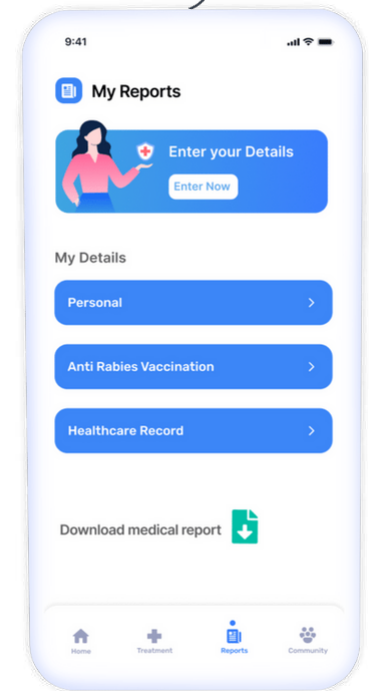
Notify: upcoming
vaccination dates

Order: Medicines
via 3rd party apps
like 1mg, apollo



Vaccination

Record: All healthcare
records and medical
reports in one place.

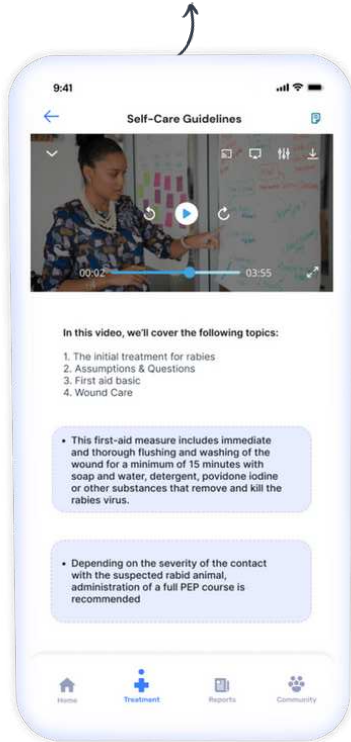


Reports

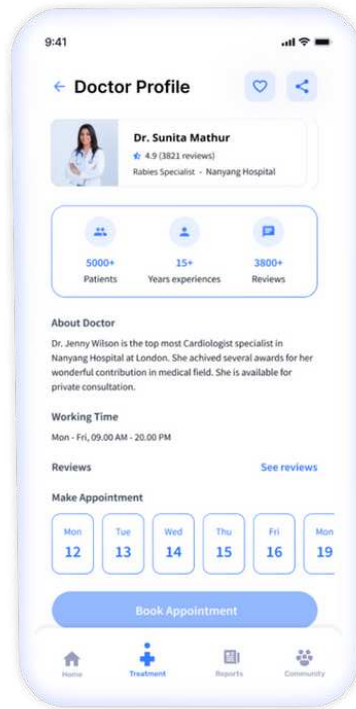
Prototype Link

High Fidelity

Treatment: Get to know the basics of treatment protocols through videos & notes



Treatment Protocol

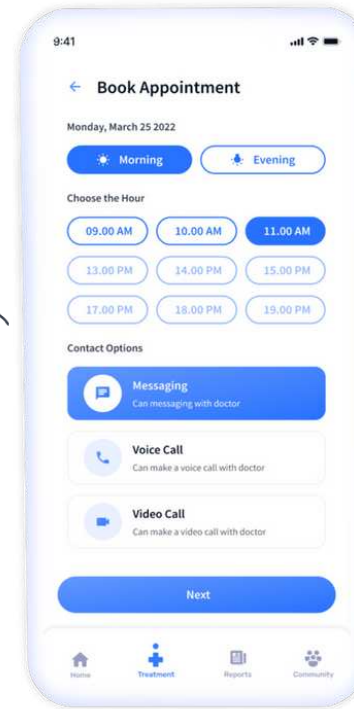


Doctor Profile

Doctor details: Check all verified details

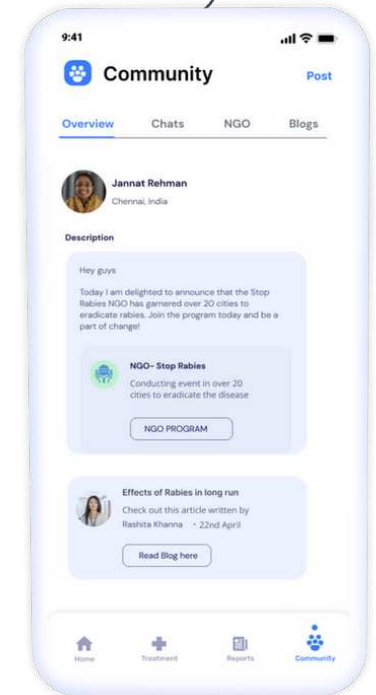
Schedule consultation: Pick a slot according to your convenience

Reviews: Check what other patients say



Book Appointment

Engage: via content sharing, blogs, chats and NGO help in Rabies



Community

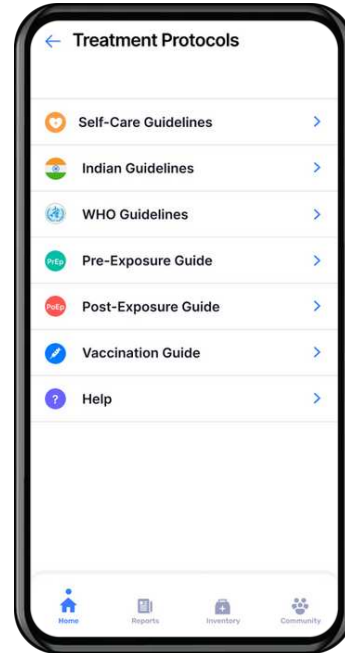
[Prototype Link](#)

High Fidelity Screens

Different categories for consultations & treatment. Global nav options: Home, Reports, Inventory & Community

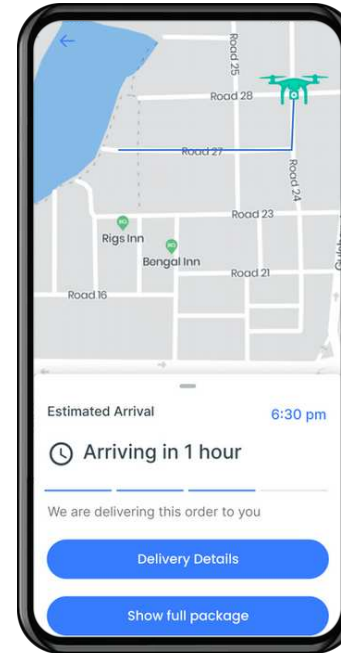


Home



Treatment Protocols

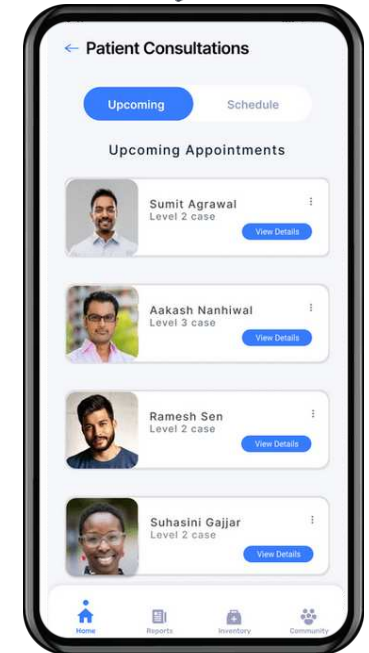
One stop accessible updated protocols for healthcare staff.



Drone Delivery

Vaccines can be maintained at 2-8°C and can be delivered by drones

Upcoming cases of patients given with the Level of dog bite.

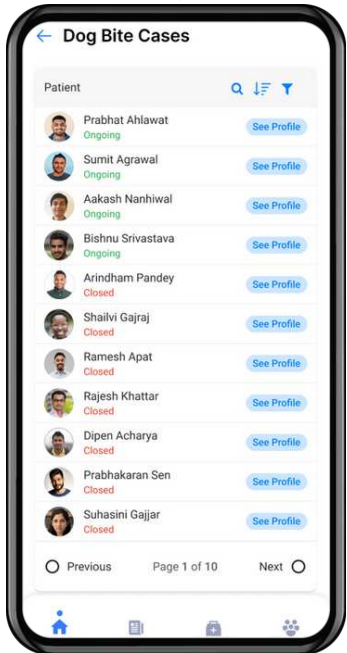


Consultations

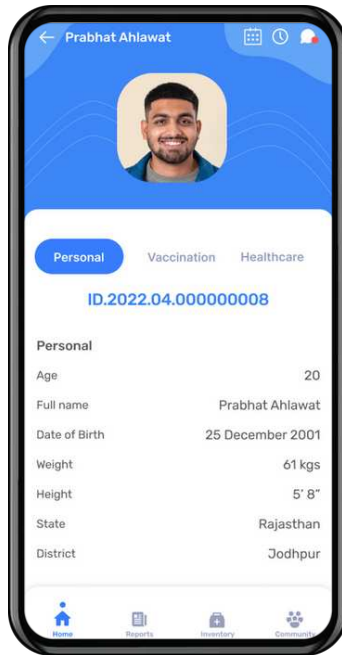
[Prototype link](#)

High Fidelity Screens

Status wise cases can be sorted and patient profile can be accessed.

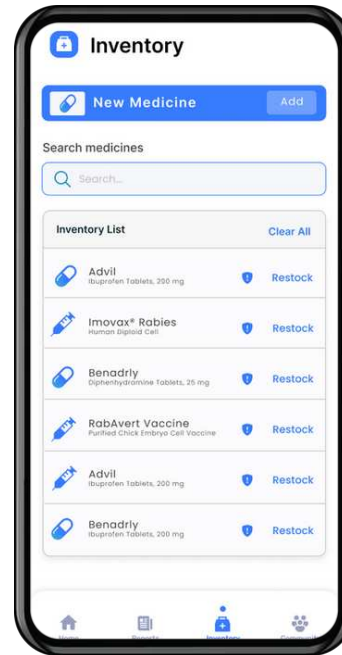


Dog Bite Cases



Patient Profile

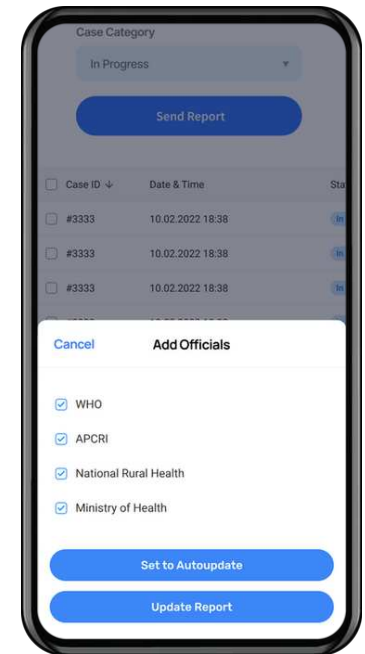
Patient, vaccination and healthcare details pre-filled by patient.



Inventory

Rabies vaccines and medicines can be restocked instantly

The reports can be manually or auto updated to Govt. officials



Reports

[Prototype link](#)