

Aesthetics Matter

Jules Sherman, MFA Design

Presentation Agenda

1.) A bit about me.

2.) Examples of designers / companies who put aesthetics at the center of their design process for assistive technologies.

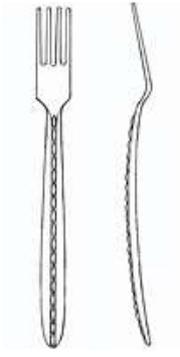
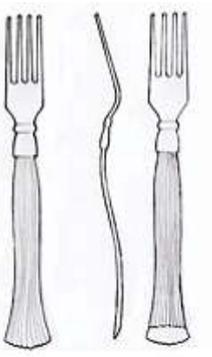
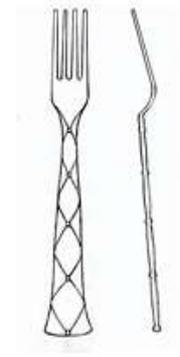
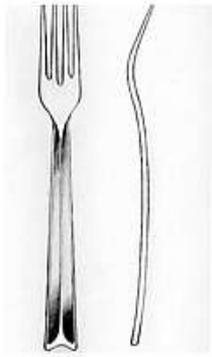
3.) PERS (personal electronic response system) work I have done that confronts the importance of aesthetics and how it affects a user's decision to wear an assistive device.

4.) Maternal / Neonatal Healthcare and opportunities to work on assistive technologies in this space.

















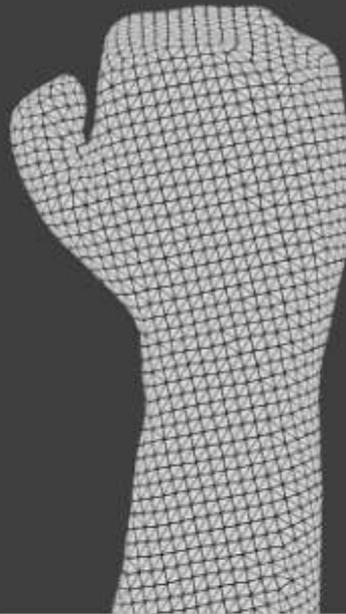
Procedure

X-RAY



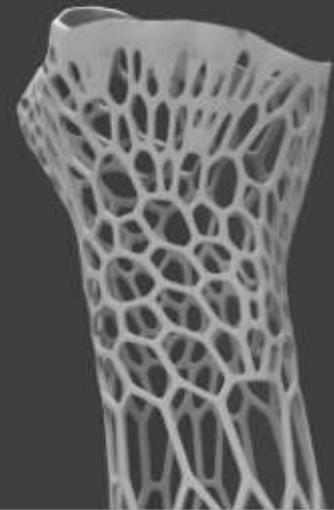
Limb is X-Rayed in order to identify the break and its exact position.

3D SCAN



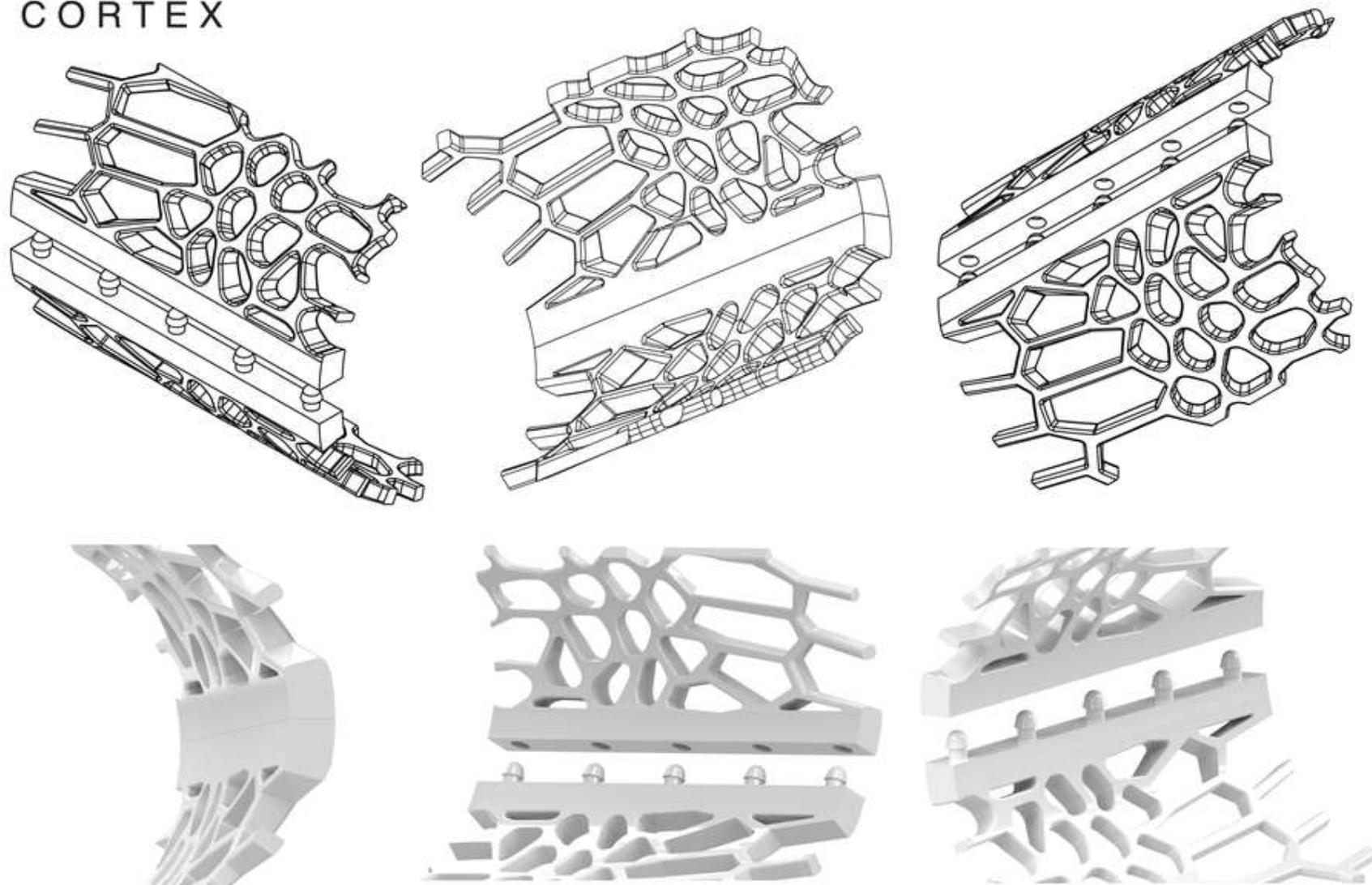
Arm is 3D scanned in order to define the exact dimension of the limb.

3D PRINT



Dimensions and data are fed into the computer. Cast is generated with optimal support for vulnerable areas and to the exact limb size for a snug fit.

CORTEX





The Cortex Exoskeletal cast shown fitted snugly on the patient's arm giving lightweight but super strong support exactly where needed for this particular wrist fracture. No more heavy weight, malodorous bulk for this lucky patient.

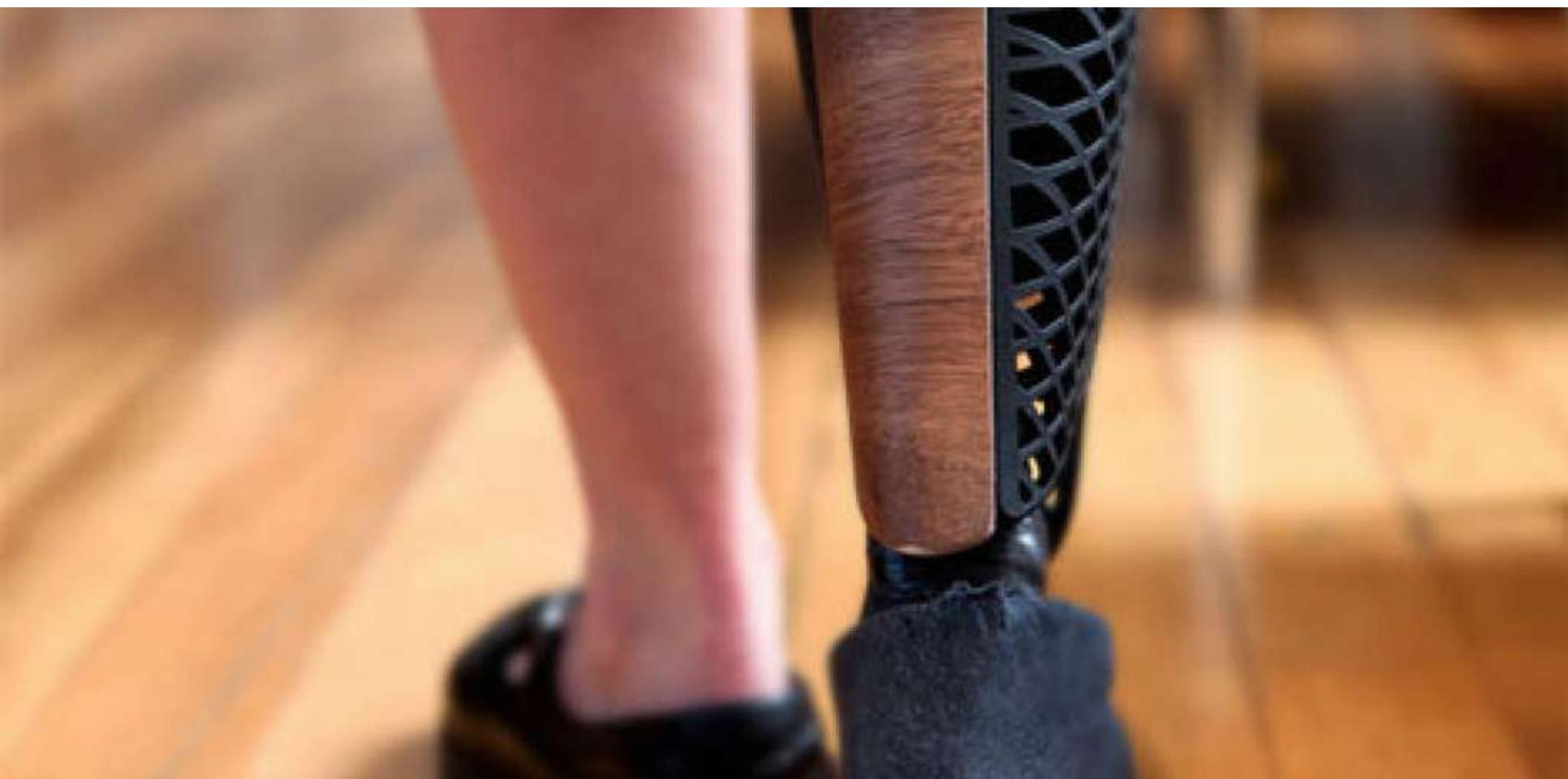


Discreet and thin there is no problem wearing a shirt and suit jacket over the Cortex Exoskeletal cast.



Fully washable and shower friendly and eco friendly too.







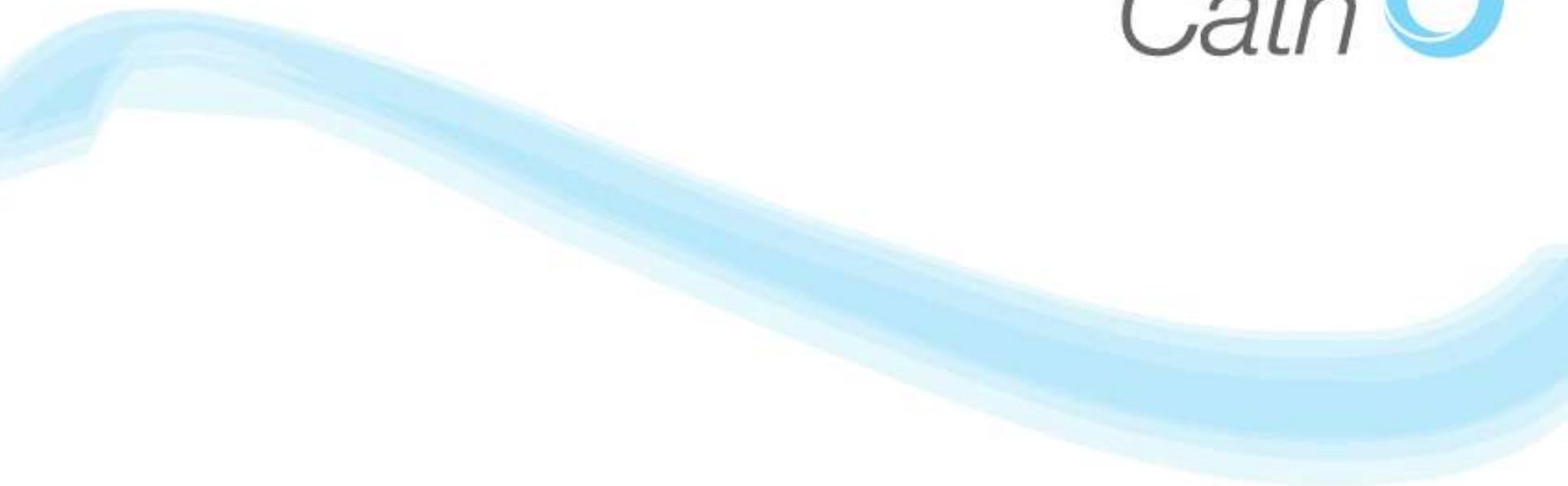








Compact
Cath 



New Design for Intermittent Urinary Catheters

Privacy, hygiene and health in the palm of your hand

Current Catheters



Big, Bulky,
Noisy, Messy.

Not catheterizing
often enough

50%

61%

Ranked discretion
as #1 reason

Compact *Cath*



Compact
& Discreet

More
Hygienic

Easy to store,
use & dispose



Patients & opinion leaders say...

"important improvement"



Misty Blue
Nurse, Blogger, Self-Cath

"I like it, I like it!
I Can't believe
how tiny it is"



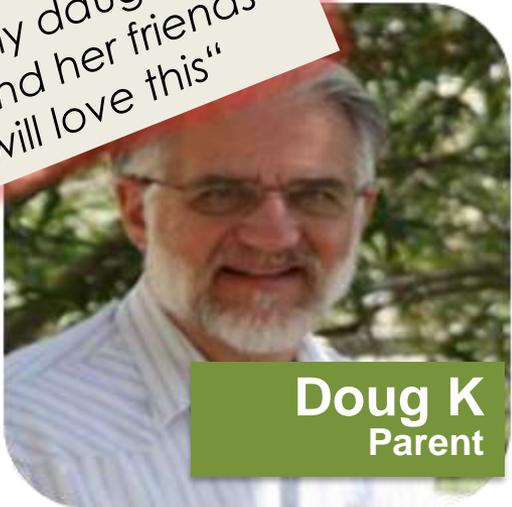
Amy Driscoll
Urology nurse
Former SUNA President

"most disruptive
innovation"



Dr. Bill Kennedy
Chief Pediatric Urologist
Stanford, LPCH

"my daughter
and her friends
will love this"

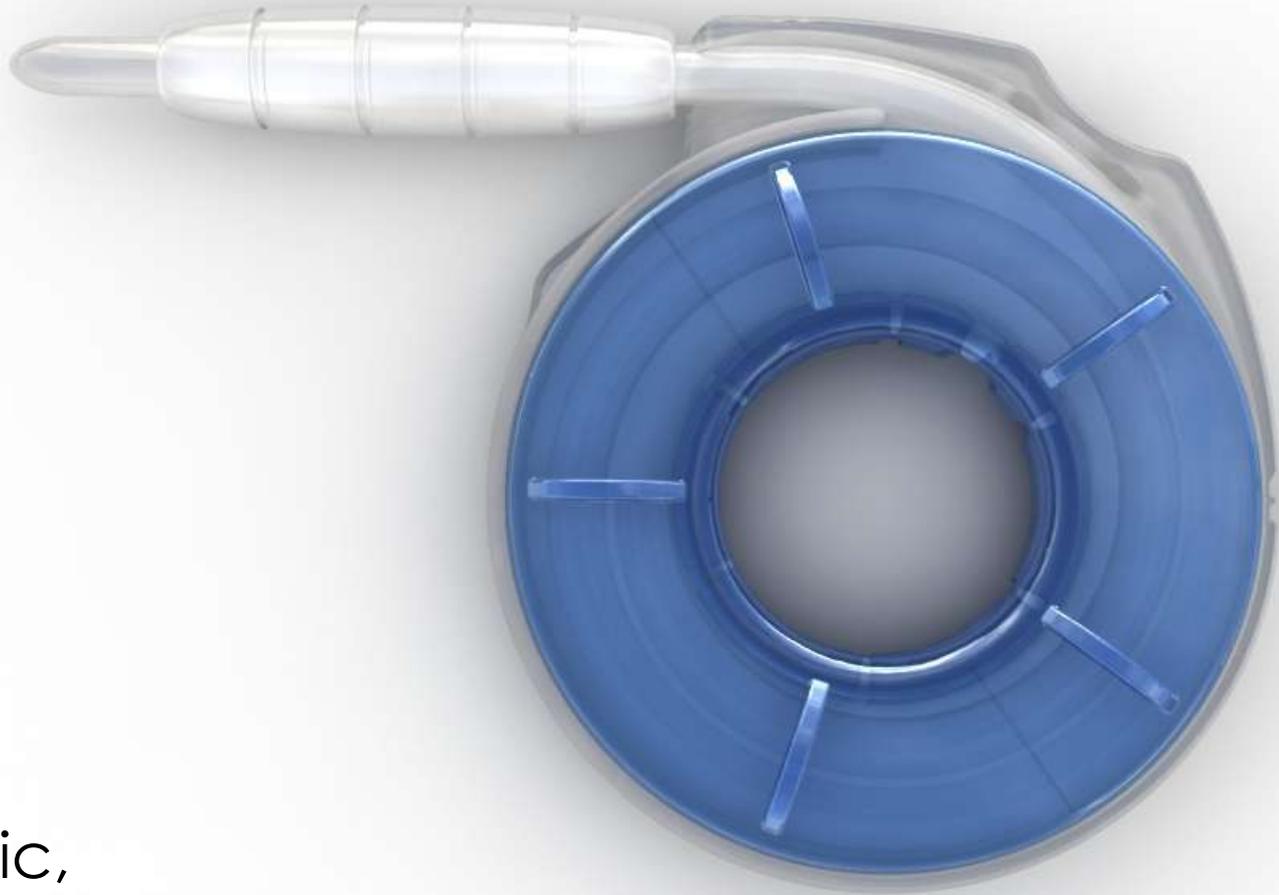


Doug K
Parent

"tots
awesome"



Kylee
Self-Cath



Hygienic,
Discreet & Easy to use
Pre lubricated urinary catheter



Hygiene sheath allows a non-touch insertion

Team

Naama Stauber, *Business*



McKinsey&Company



Daniel Hong, MD



David Janka, MD



Myung Sun Choi, MSME, *Engineering*



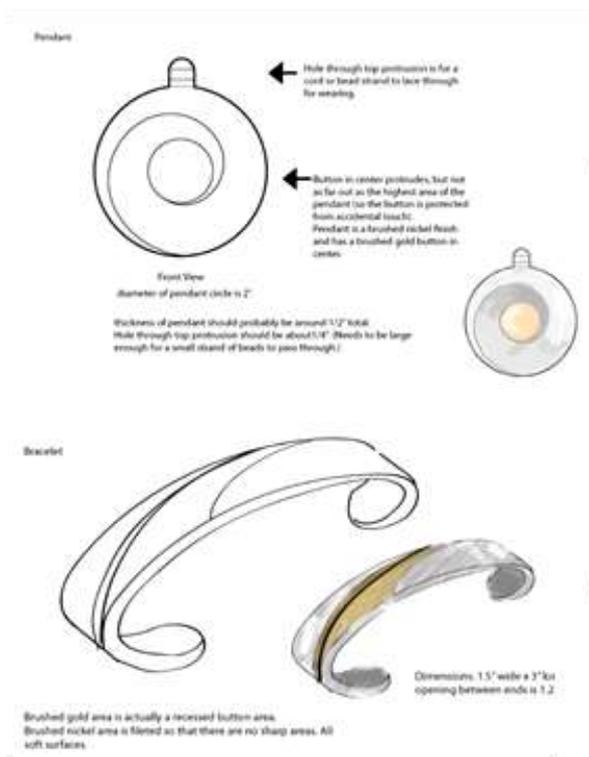
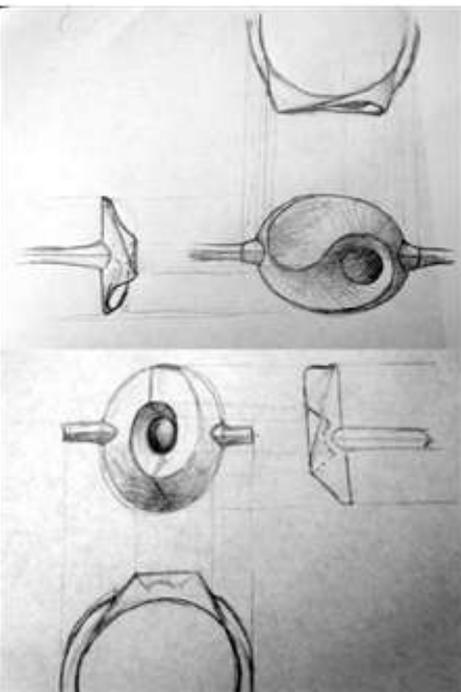
Reconsidering the Aesthetics of Emergency Call Devices



“I don’t like to wear it,
it’s not attractive.”

Naomi, 82 Lives alone in Lytton Garden Assisted
Living Facility in Palo Alto.





Winter Quarter- Assistive Technology

Created "Belle" a conceptual line of jewelry for older women who need emergency call devices.



Jitterbug	The 5Star	Link	Health & Medical Apps	Customer Support	MyGreatCall	Call to order : 1-800-650-5921
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Immediate help anywhere you go.

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 Watch the Videos



The Store

Choose from 100+ devices

Browse Artwork

Check out our 100+ artists

Create Your Own

Use your own photos or art

Search for devices, artists, etc.



The Store → Phones → iPhone 4S, 4

GelaSkins for
iPhone 4S, 4
\$14⁹⁵



LOVE LETTERS BY DEREK PROSPERO

Most Popular

See this collection on: iPhone 4S, 4 HardCase | The new iPad & iPad 2 | 13" Apple Unibody
[Laptops...](#) or [Find your device](#)



The Enamored Whale
Alberto Cerriteno



Oversoul
Alex Grey



Good
Alex Noriega



Collections

*** Most Popular**

The Fresh Crop

What We're Rocking

Just For Kids

Patterns & Textures

Wild, Wild World

The Classics

Good Karma

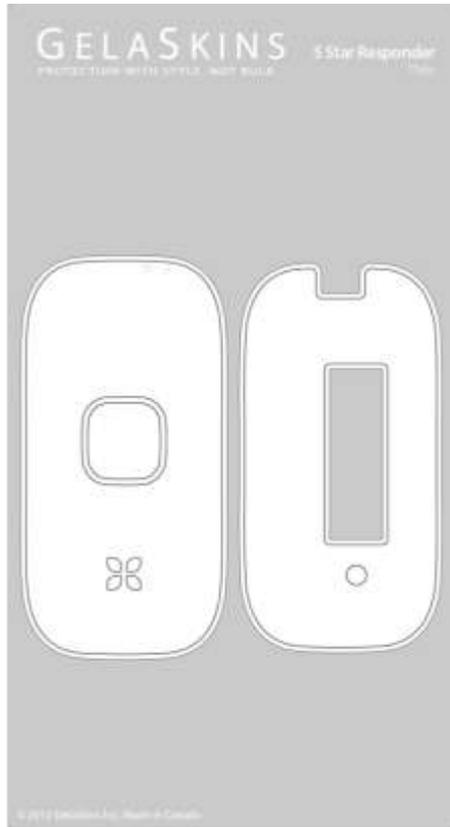
We Heart Comics

Book Lovers

In The Summertime

My ♥'s (0)

[See All Artwork](#)



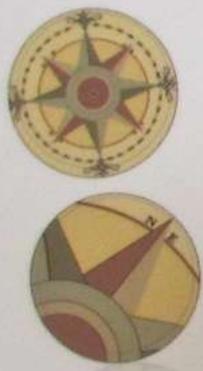






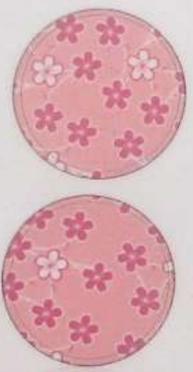
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GreatCall
Compass



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Flowers



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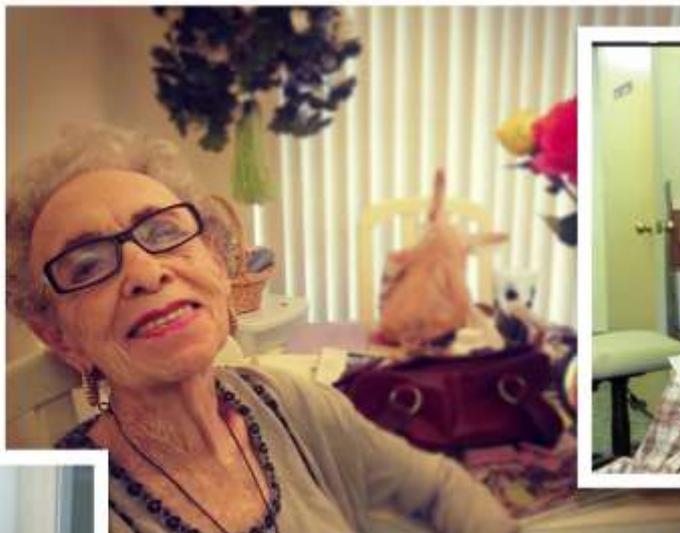
GreatCall
Camo



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Reviews & Stories

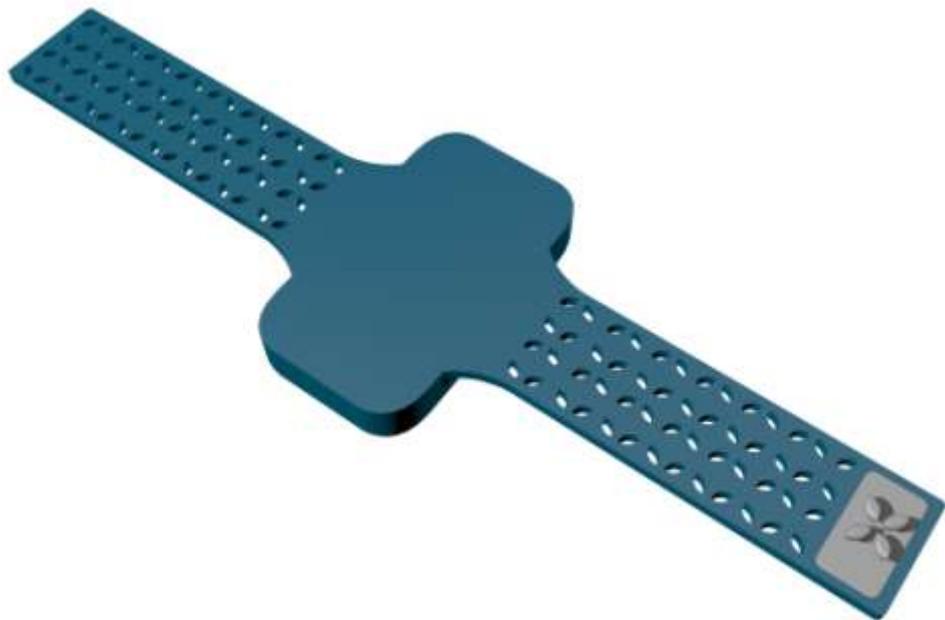
Read More

What people are saying about 5Star Urgent Response.

Watch the Videos



5STAR urgent response





Smart Means... **Peace of Mind**

QMedic is the only medical alert solution that alerts when a user:

- ▶ is not wearing the device
- ▶ fails to get out of bed
- ▶ is out of home/inactive for extended periods

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Peace of Mind

Reliability

Personalized
Design







21088

Smart Health[®] WALKING FIT

Automatic Tracking

Instantly measures:

Step Count



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Auto-calculated Distance



Stores 1-Day Memory



Press the **Power** button for 5 sec to turn watch on

Simply **press & hold** the button for your

Pulse Reading



Strap on and go!



Instrucciones en español incluidos



To improve your health you have to track it.

EKG Accurate Heart Rate Watch

Smart Health[®]
WALKING FIT
Heart Rate Watch with Automatic Tracking



PRODUCTS

LifeTrak *Core C200*

Heart Rate
Calorie Burn
Steps
Distance
and more!

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Heart Rate
Calorie Burn
Steps
Distance
and more!

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LifeTrak *Zone C410*

Automatic Sleep Detection
App Connected
Heart Rate
Calorie Burn
Steps
Distance
and more!

[MORE INFO >](#)





HOW IT WORKS

1: Patient takes pill which has been modified to contain edible microchip

2: After pill is swallowed, chip is activated by stomach fluids, sending a signal to patch on arm

3: Patch contains receiver which decodes data about drug

4: Receiver transmits information to mobile, telling patient when next dose is due and provides other health data

0.5mm

THANK YOU.

Questions? Comments?

Contact me at

julessherman@alumni.stanford.edu

www.julessherman.com

www.redesignhealthcare.org