



“Care On Your Calendar”

Our Name

“Checking Up” means...



Finding time in busy schedules



Remembering to self-evaluate



Prioritizing health & well-being

Value Proposition

*Our one-liner is **“A personal secretary for your medical appointment needs.”***

*CheckUp is a **novel solution to the lack of traction** for healthcare-specific calendar scheduling apps*



CheckUp 



The User

Young, tech-savvy working **professionals** who have recently moved to a **new city**



Problem

People don't schedule medical appointments because of:

- ***Busy schedules***
- ***Forgetfulness***
- ***Negligence***
- ***Tedious booking processes***



Solution

A **virtual secretary** that **schedules** regular medical appointments with physicians based on **patient preferences & calendar app** data

Market Research





Your secure online health connection

A patient portal for sharing health records, guidance, appointment scheduling, and patient-physician communications

What Works

- Effective **appointment tracking**
- Easy-to-understand lab results
- Quick **billing** system
- Fast access to **live chats** with doctors

What Doesn't Work

- Providers cannot see patient records from other providers
- **Slow** response time to chats
- Lack of **updated** physician info
- Unpolished & non-intuitive UI



Your secure online health connection

A patient portal for sharing health records, guidance, appointment scheduling, and patient-physician communications

What We Can Take Away

Intuitive, easy-to-use user experience is critical in gaining user traction. Patients want flexibility and autonomy in their choice of care.

Why Our Solution is Unique

Whereas MyChart is a “one-stop-shop” for digital healthcare as a whole, **CheckUp is specifically designed for the busy, working professional.** As a plug-in to an existing calendar, it is **a natural integration into the daily lives of our target market**, addressing the intuition and ease-of-use concerns with MyChart.

CheckUp 



Zocdoc

“Power to the patient”

An online service that allows people to find and book in-network and in-person or telemedicine appointments for medical or dental care.

What Works

- **Simple process** to input insurance and find available doctors
- **Location-based** doctor sorting
- Visible physician ratings

What Doesn't Work

- Reviews **don't include comments**; users can't see specific good/bad points about a doctor
- **Sponsored doctors** mess with ranking; interferes with accessibility



Zocdoc

“Power to the patient”

An online service that allows people to find and book in-network and in-person or telemedicine appointments for medical or dental care.

What We Can Take Away

Location-based doctor matching in addition to user preferences allows for easier access to care; something we can apply to our solution.

Why Our Solution is Unique

CheckUp streamlines the scheduling process further, **personalizing** doctor matches further based on users' schedules and **automating this process.**

CheckUp 



nexhealth

“Connecting patients, doctors, and developers”

A patient management platform that allows for appointment scheduling, reminders and confirmations, patient communication, and online payments.

What Works

- **Two-way live communication** from doctor to patient makes it easy to communicate changes
- Online booking is **accurate** and **customizable**
- Doctors are able to set recurring reminders about booking appointments

What Doesn't Work

- Doesn't recommend doctors to your **personal needs**
- Patients still need to book via website, social media, QR code, etc: the process **isn't automatic**



nexhealth

**“Connecting patients, doctors,
and developers”**

A patient management platform that allows for appointment scheduling, reminders and confirmations, patient communication, and online payments.

What We Can Take Away

One useful feature NexHealth had was **a waitlist**, where 50% of cancelled appointments were filled in 3 minutes. We can also use this concept in CheckUp.

Why Our Solution is Unique

Using NexHealth is dependent on already knowing which doctor you want to see and that your doctor happens to use NexHealth to manage their bookings. In CheckUp, we will **automatically browse doctors** and schedule the appointment with **no intermediary steps.**

CheckUp↑

“Beyond patient communication into active engagement”

An online platform that helps medical firms and practitioners communicate effectively with their patients.

What Works

- Reduced time & energy in administration (scheduling & following up with patients)
- **Keeps track** of patient data (questions, notes, and charts)
- **Transcription** services

What Doesn't Work

- Mainly used by dermatologists and not all doctors
- System **glitches** lead to missed appointments
- **UI difficulties** lead patients to end up calling anyways

The Klara logo consists of the word "klara" in a lowercase, sans-serif font. The letters are white, and the "k" and "l" are slightly larger than the other letters. The logo is set against a solid purple square background.

“Beyond patient communication into active engagement”

An online platform that helps medical firms and practitioners communicate effectively with their patients.

What We Can Take Away






We need to make our solution more direct to consumer, meaning we do not need to acquire doctors or practitioners for our users to get the help they need

Why Our Solution is Unique

Our solution addresses **the actual pain point of patients finding and scheduling with a doctor**, rather than exclusively focus on doctors to keep track of their patient’s medical data

CheckUp 

Competitor Analysis

	 MyChart <small>Your secure online health connection</small>	 Zocdoc	 nexhealth	 klara	 CheckUp
Personalized doctor matching	X	✓	X	X	✓
Automatic scheduling & booking	X	X	X	X	✓
Insurance accommodation	✓	✓	✓	✓	✓
Easy-to-see appointments	✓	✓	✓	✓	✓
Automatic reminders to schedule appointments	X	X	✓	X	✓

CheckUp ↑

Ethical Considerations





Direct Stakeholders

- Patients: those who share calendar app data with CheckUp
- Physicians/clinics
- Insurance companies

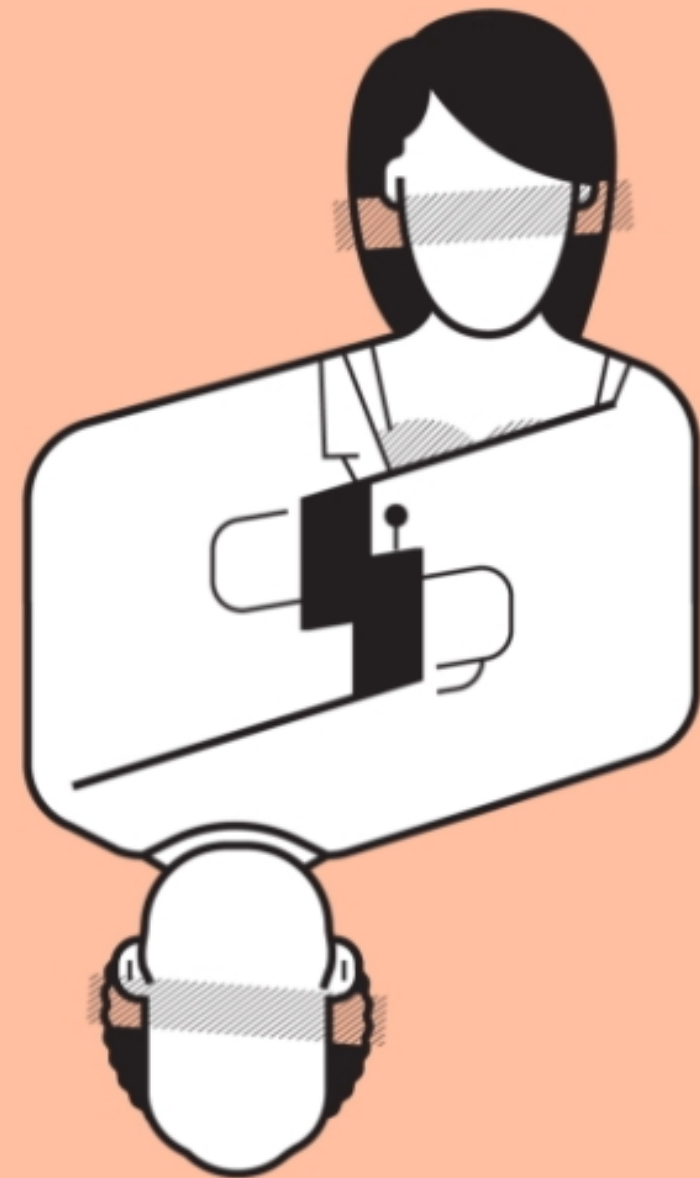


Indirect Stakeholders

- Caregivers
- Front-desk receptionists
- Government/Polycymakers
- Mobile Operating System Providers



CheckUp 



THE
FORGOTTEN

When you picture your user base, who is excluded? If they used your product, what would their experience be like?

Whose perspective is missing from product development?

Ethical Considerations

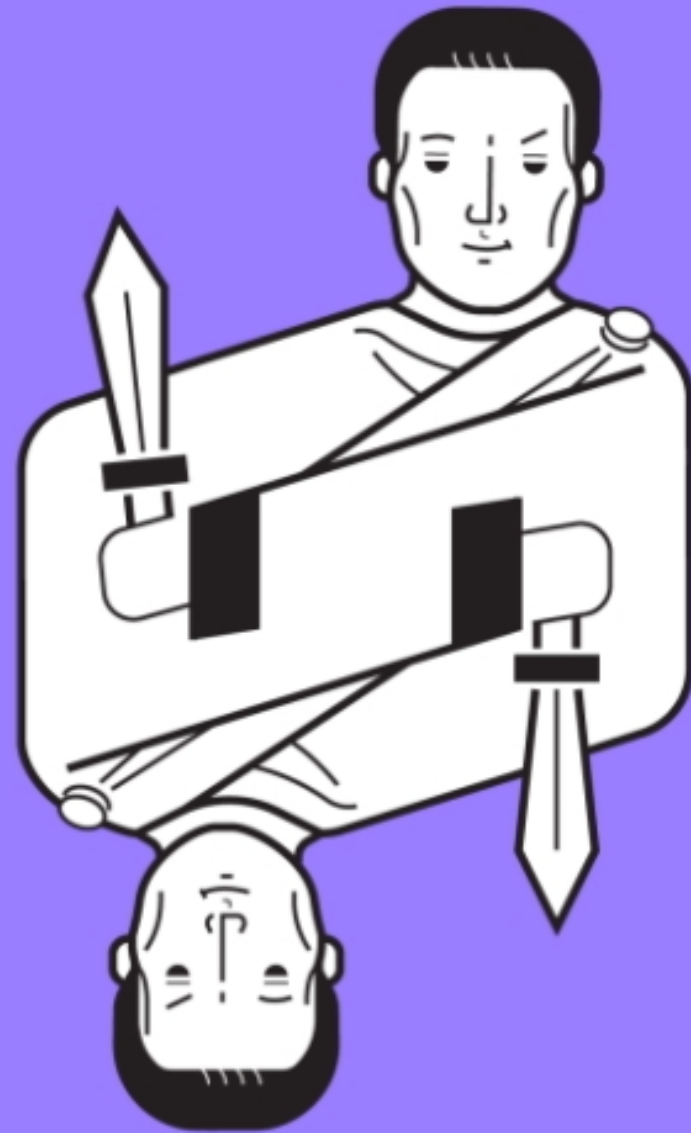
- Those who **do not use a digital calendar**
- Those who use a digital calendar, but **do not include all of their day-to-day events** (ex. lunch time)

Implications: We are developing the product around the assumption that young professionals use digital calendars. In leaving these groups out, we **leave ourselves at risk** for building a product around a false assumption.

CheckUp 

What could cause people to lose trust in your product?

What could make people feel unsafe or exposed?



THE
BACKSTABBER

Ethical Considerations

Concern: Calendar **data privacy** breaches

Implications: One big factor in the success of our product is **user trust** in sharing their calendar data with us. If our product starts **making medical appointment recommendations based on calendar content (rather than availability)**, users will see a clear demonstration of a breach in data privacy, causing people to lose trust in Checkup.

Tasks



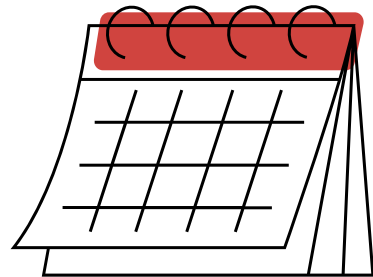
Simple



Patients want to know **when it is time** to go to the doctor's.

Patients want to **schedule appointments** based on mutual availability of themselves and the doctor.

Moderate



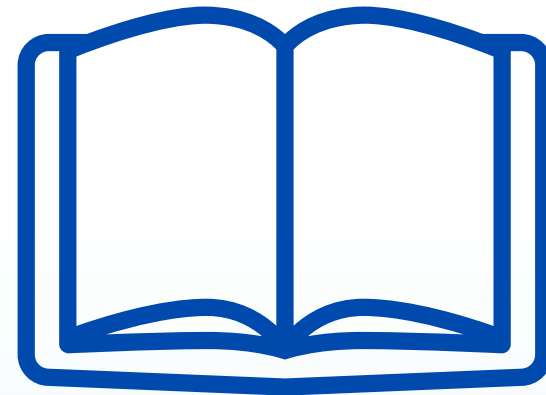
Patients want to **find availability** in their calendars to go to the doctor's.

Complex



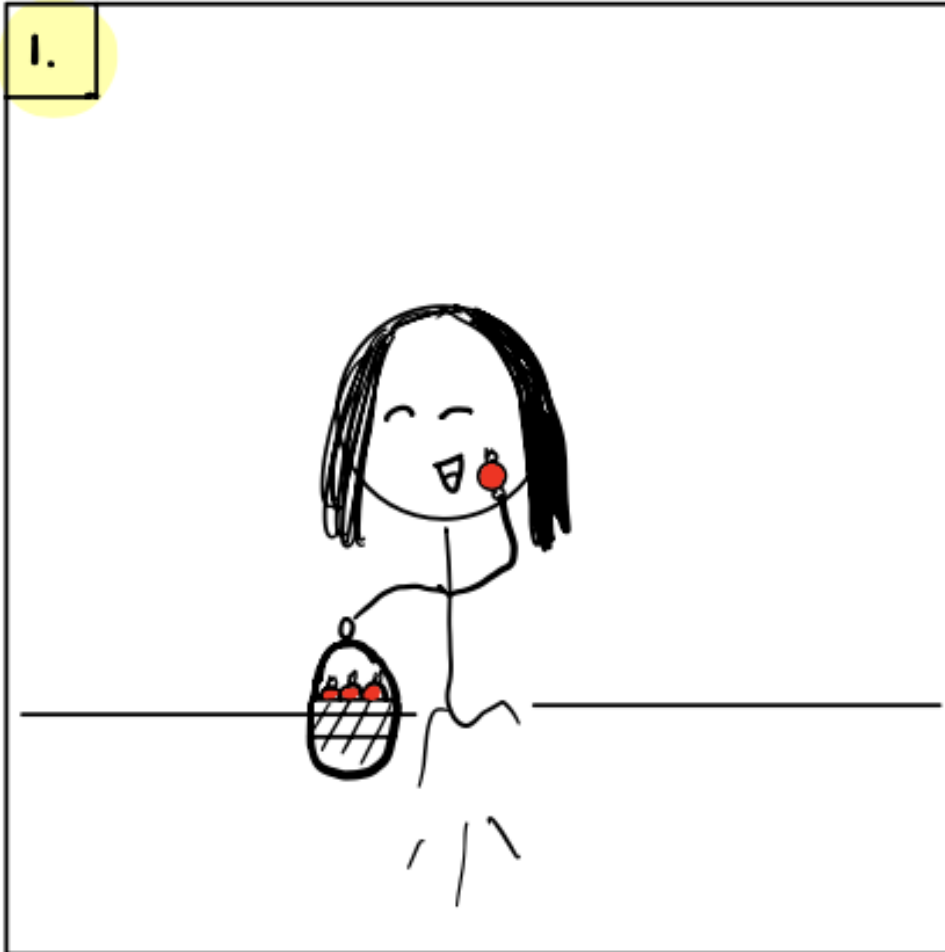
Patients want to **see physicians** based on **personal preferences**.

Annotated Storyboard



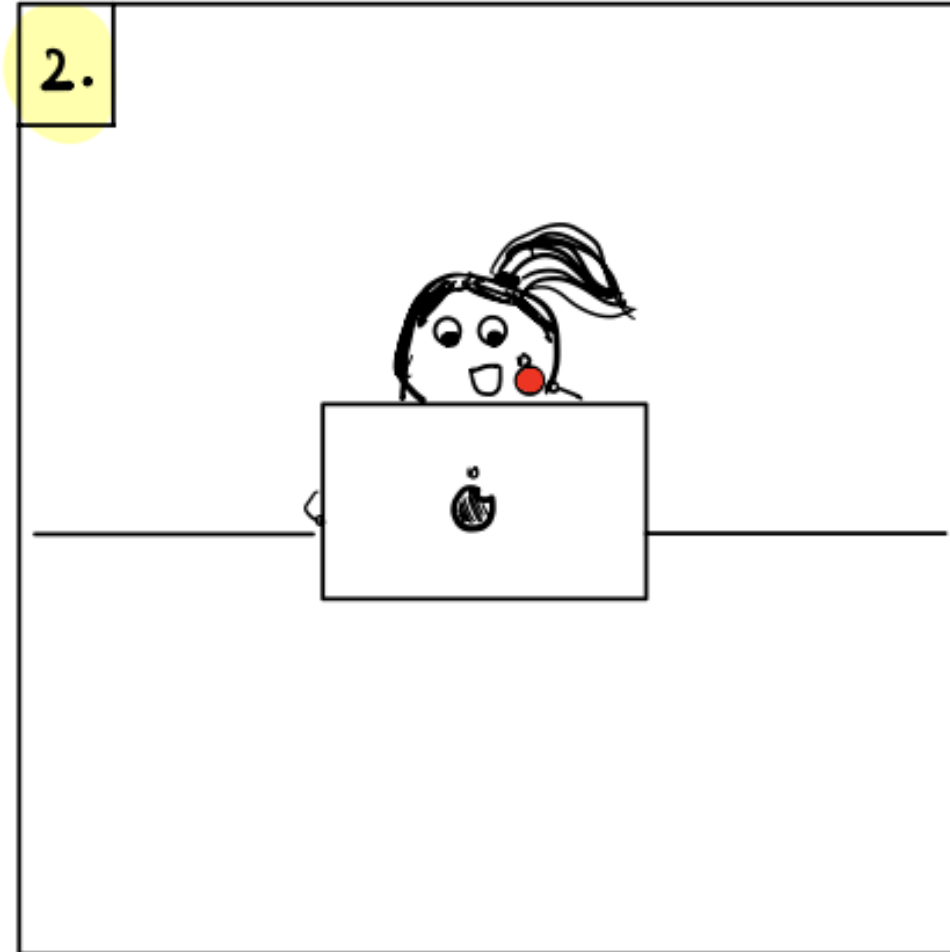
Check-Up

An apple a day keeps the doctor away! (~10-15 sec.)



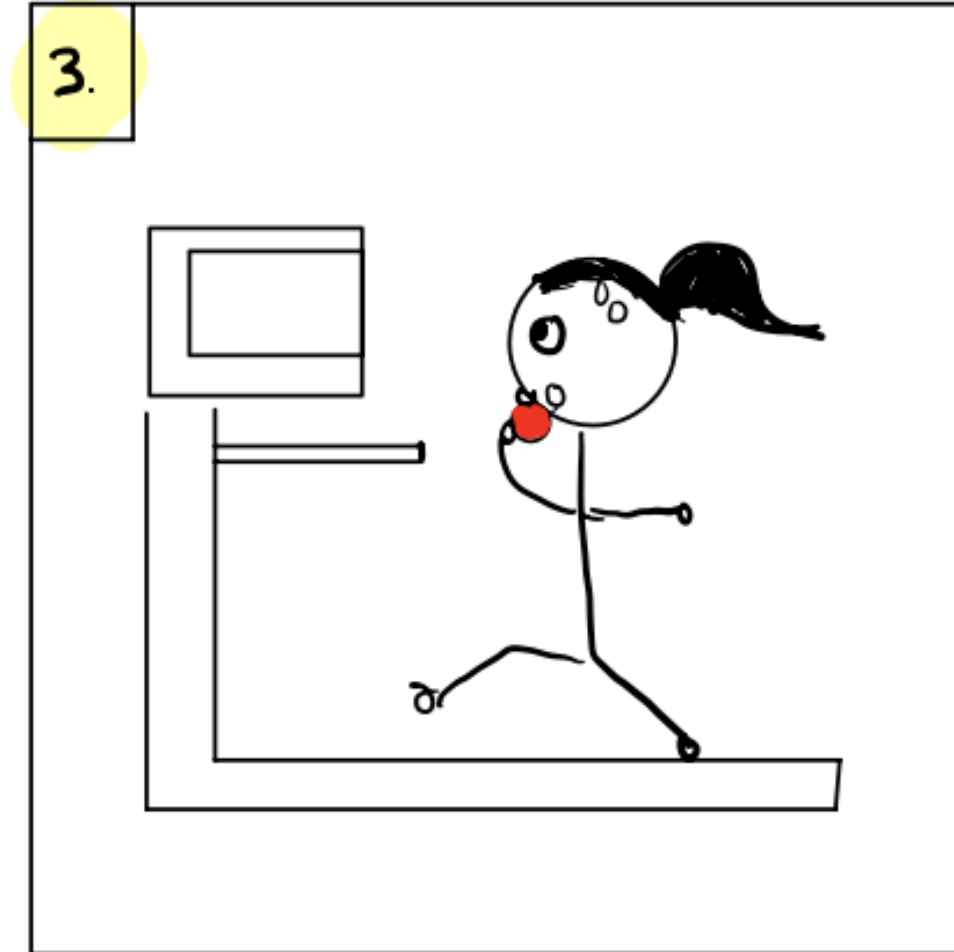
Susan is our main actor. In this scene, Susan is happily eating an apple as she heads to class. She is holding a basket of apples to represent the belief that as long as she has an apple per day, the doctor will stay away!

Music: Happy Song



Another shot of Susan eating an apple; this time, she is happily eating in the library. Basket of apples is still full.

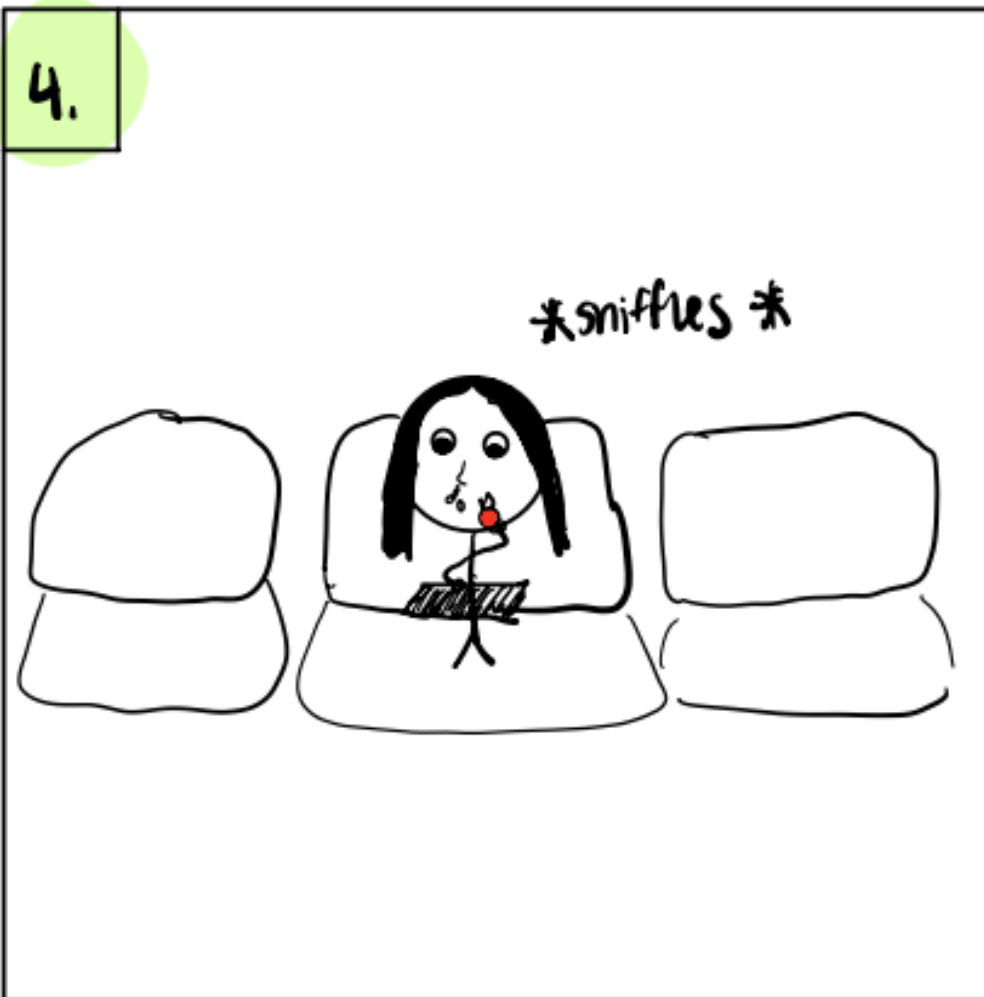
Music: still Happy Song



Another shot of Susan eating an apple as she walks on the treadmill (a comedic scene). Basket of apples not completely full, but still have some left.

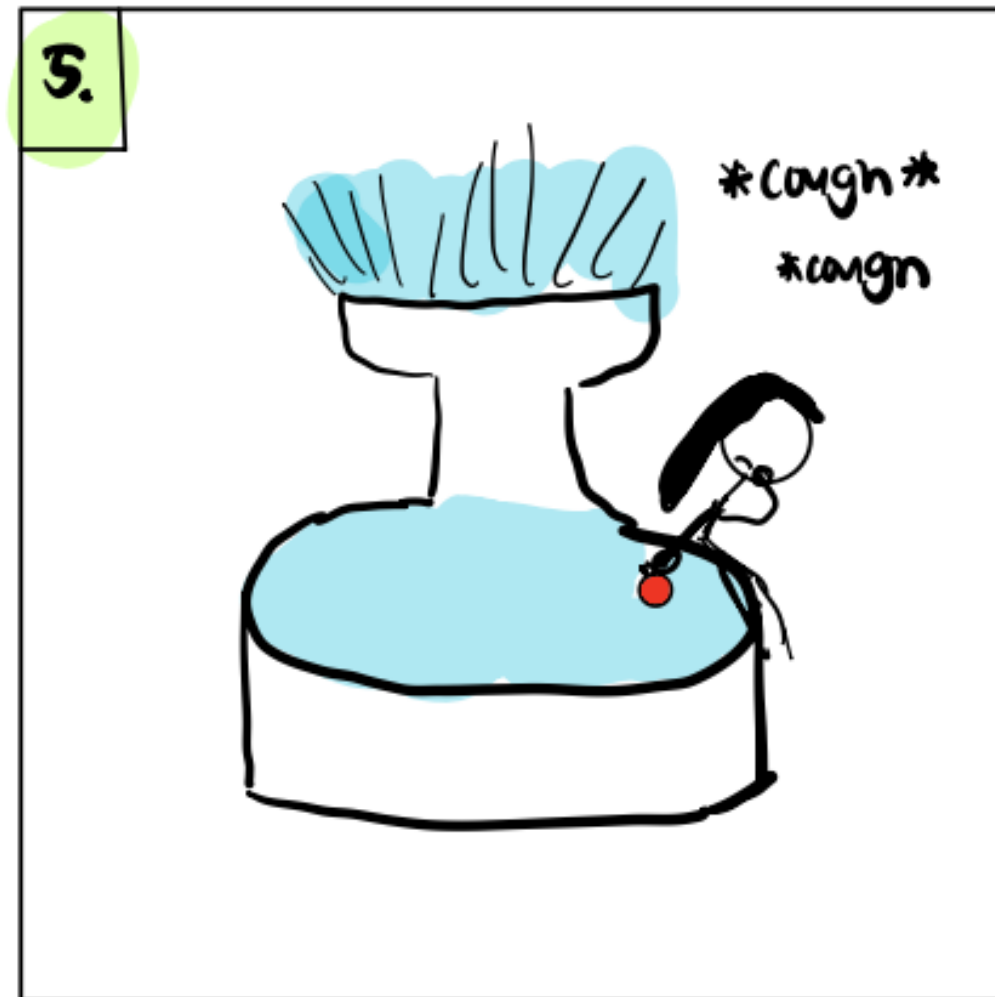
Music: Still Happy Song

Progression of Susan getting sick



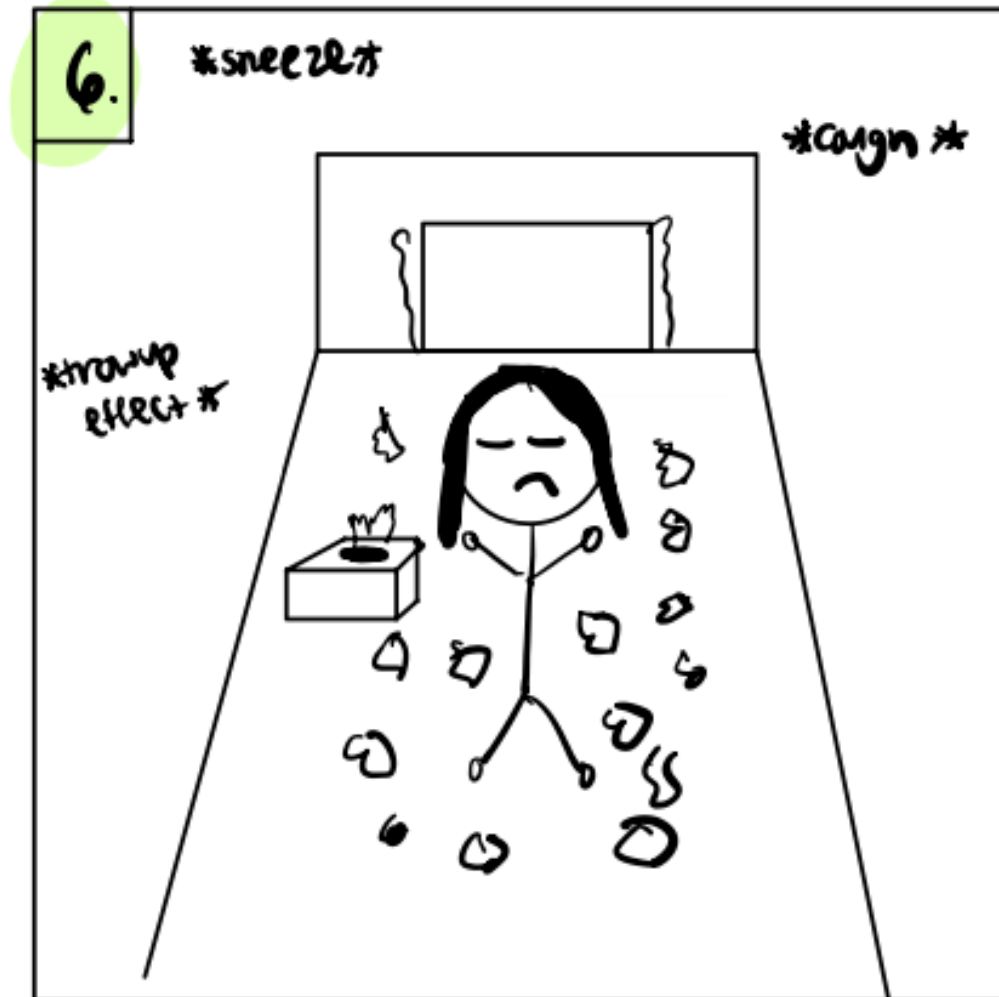
Susan starting to get sick is represented by an initial sneeze. Happy song momentarily cuts. She sniffles, blows her nose, eats another apple, and continues on w/ her day.

Music: cuts during sneeze → switch to Twilight Zone music (mysterious)



Susan begins to get sicker. Cuts to a different location where Susan is sitting at a fountain; is coughing violently. She eats another apple; Apple basket has very few apples left.

Music: Happy music fades, sad music starts to cue

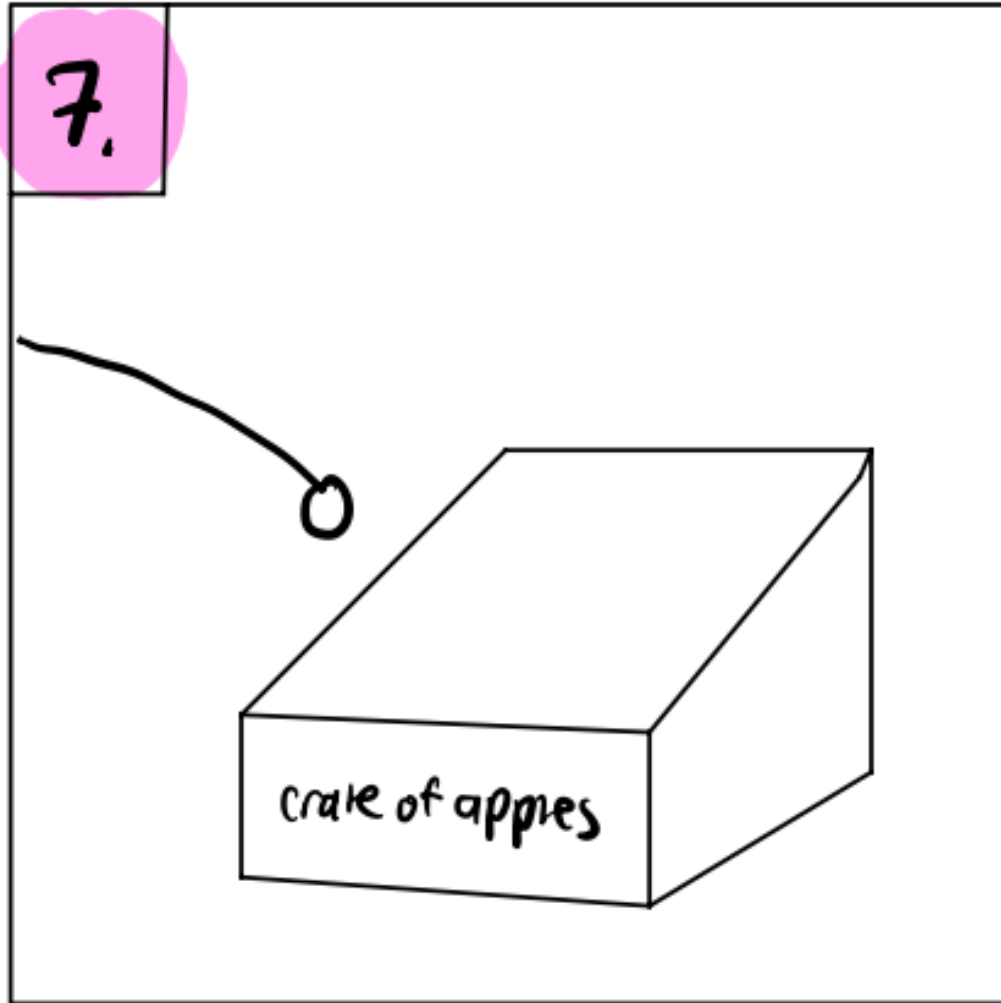


Susan is now at her most sick point. She is in bed, tissues surrounding her. She is coughing, sneezing, and nauseous.

Music: sad music

Task #1: Susan realizes she needs to go to the doctor's ASAP.

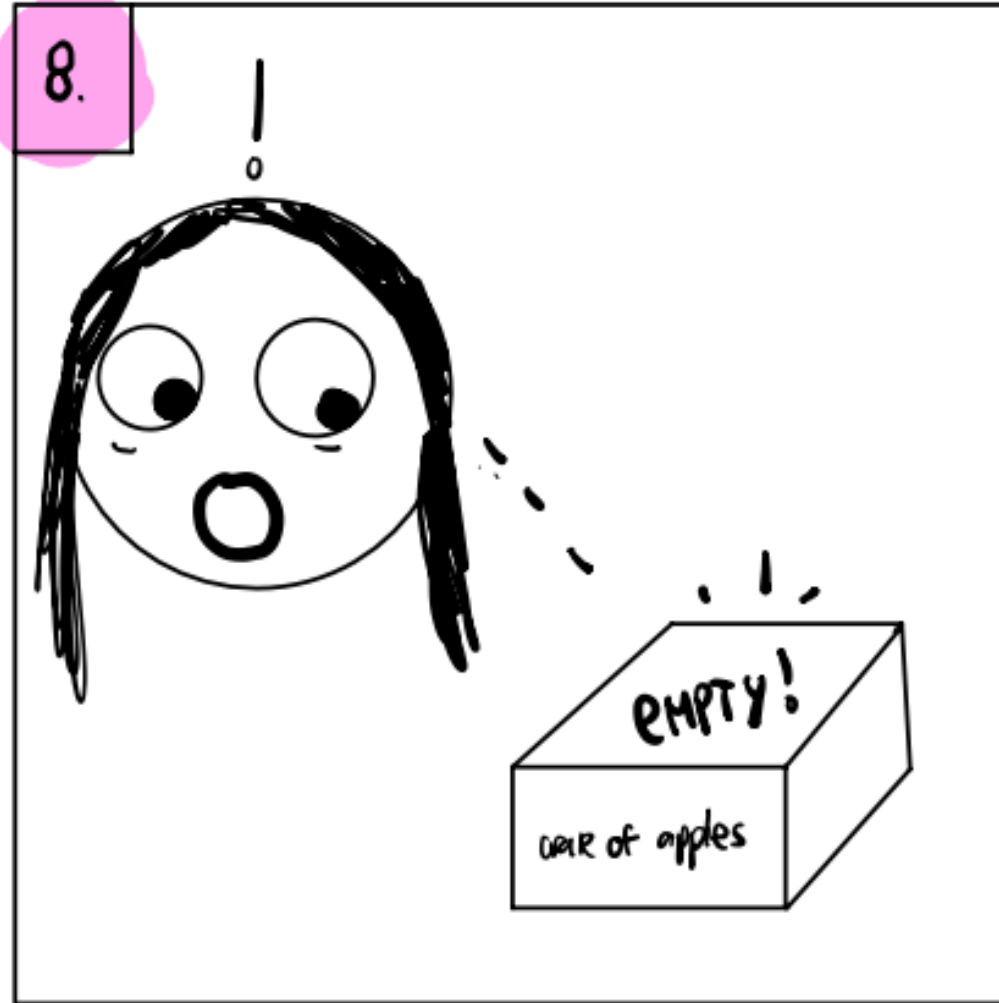
7.



Susan reaches for another apple...

Sound: No music - dramatic pause

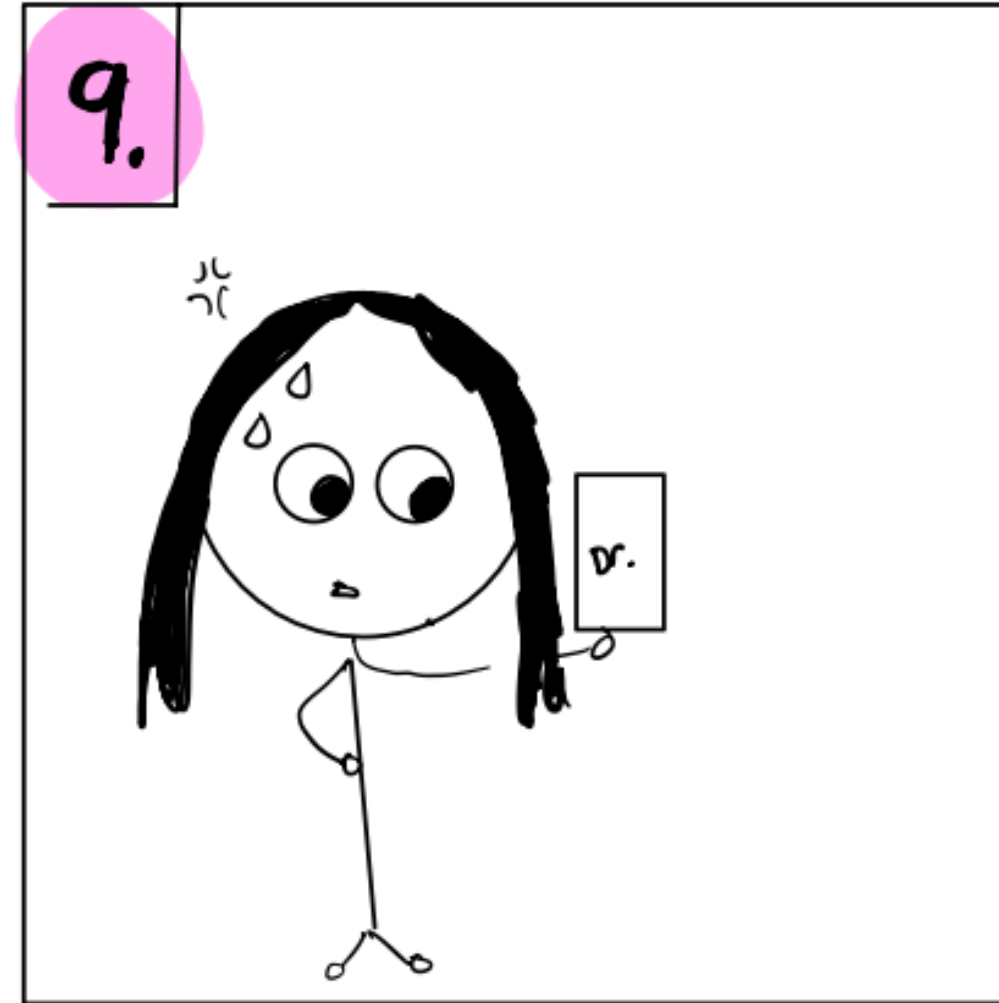
8.



Susan is shocked to see that there are no more apples left!

Music: muted alarm noises representing the alarms going off in her head

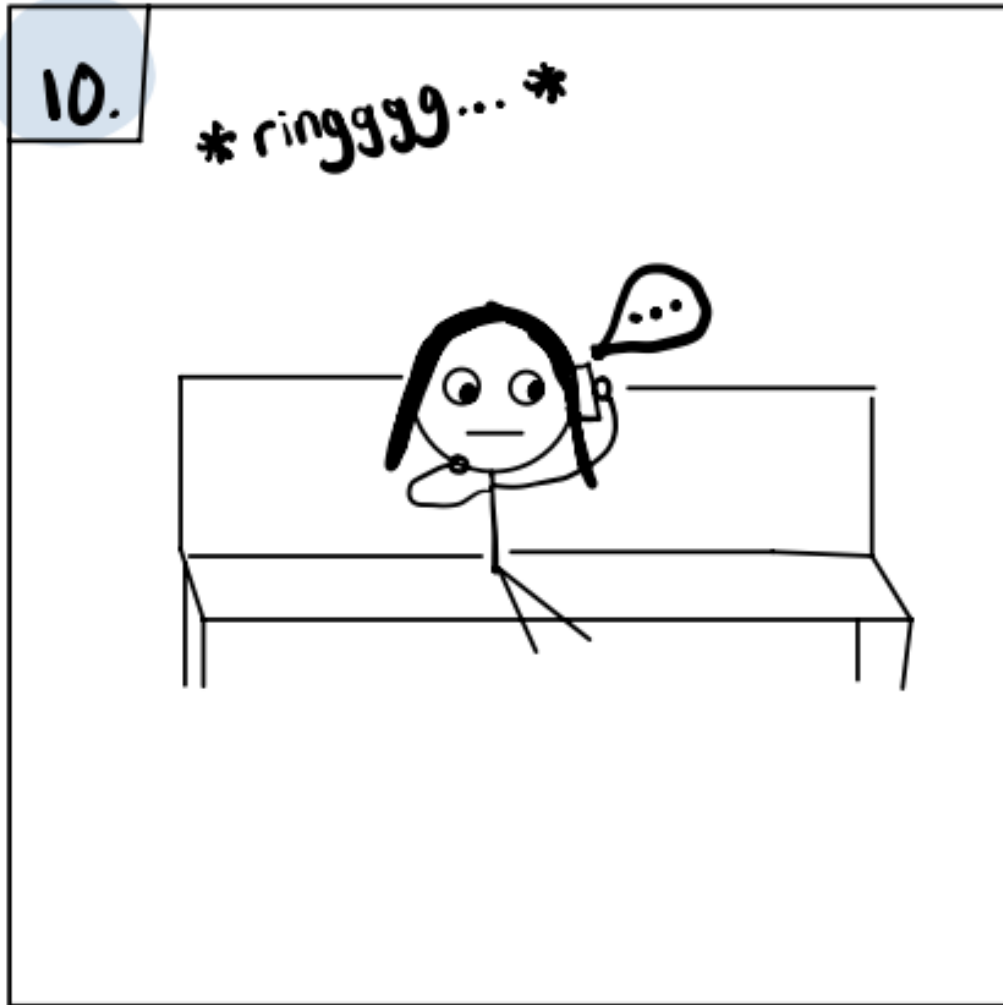
9.



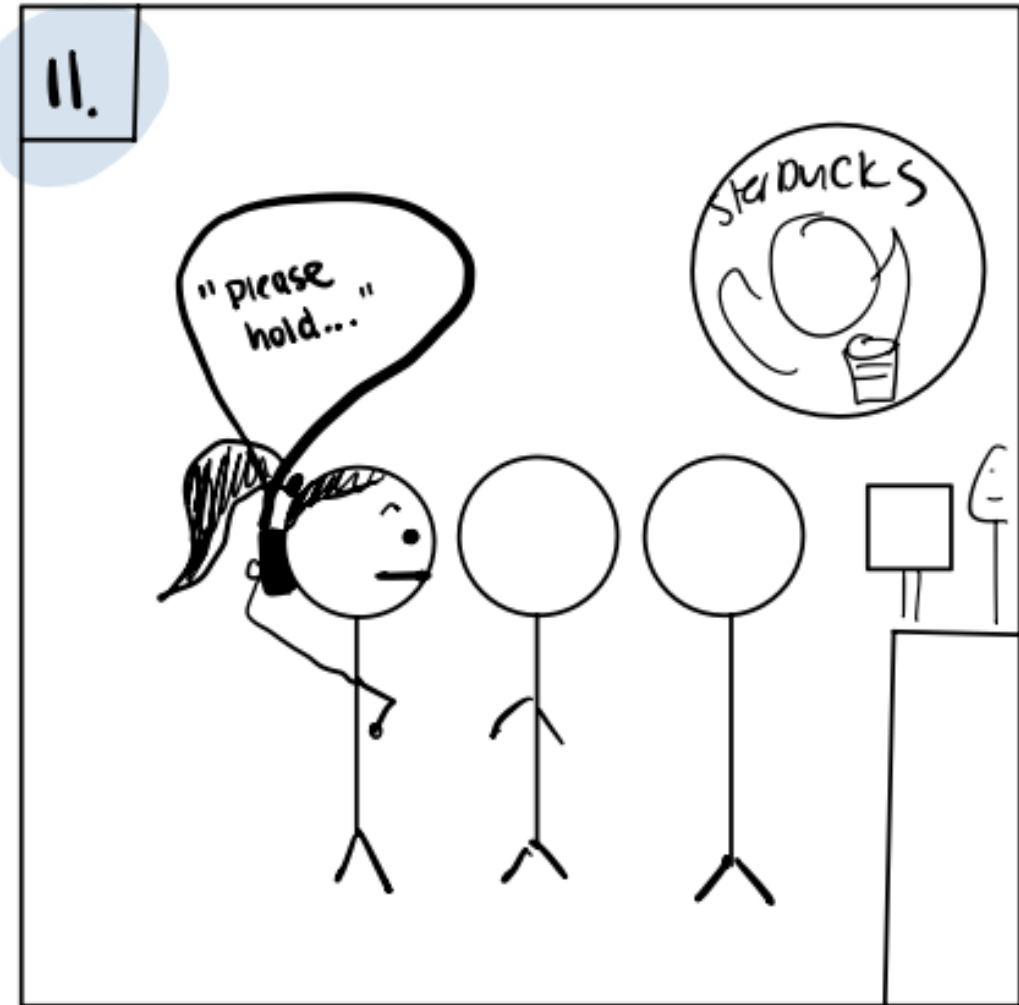
Without any more apples to keep the doctor away, Susan realizes she needs to book a doctor's appointment & starts the process of calling to book.

Music: Mission Impossible-like music

10-13: frustrations of booking



Susan tries calling 1st time.
Music: ringing soun



Susan tries calling again; this time, she gets put on hold. now she's getting annoyed.

Audio: "Ma'am, please hold.."

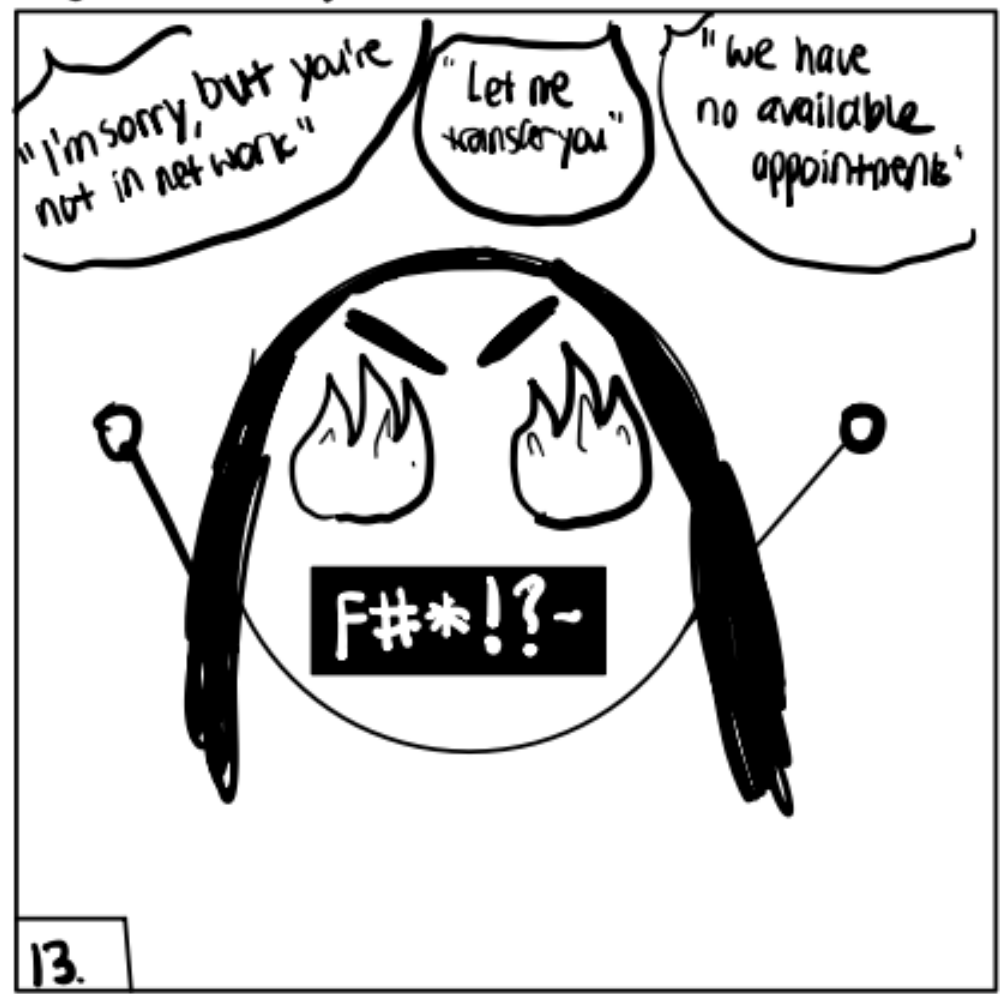


Cuts back to scene 10 to show that the line is still ringing. Susan is now mad.

Audio: ringing sound

(14-16) Task#2: user wants to find availability for an appointment given a busy schedule.

(Climax; Max. conflict)



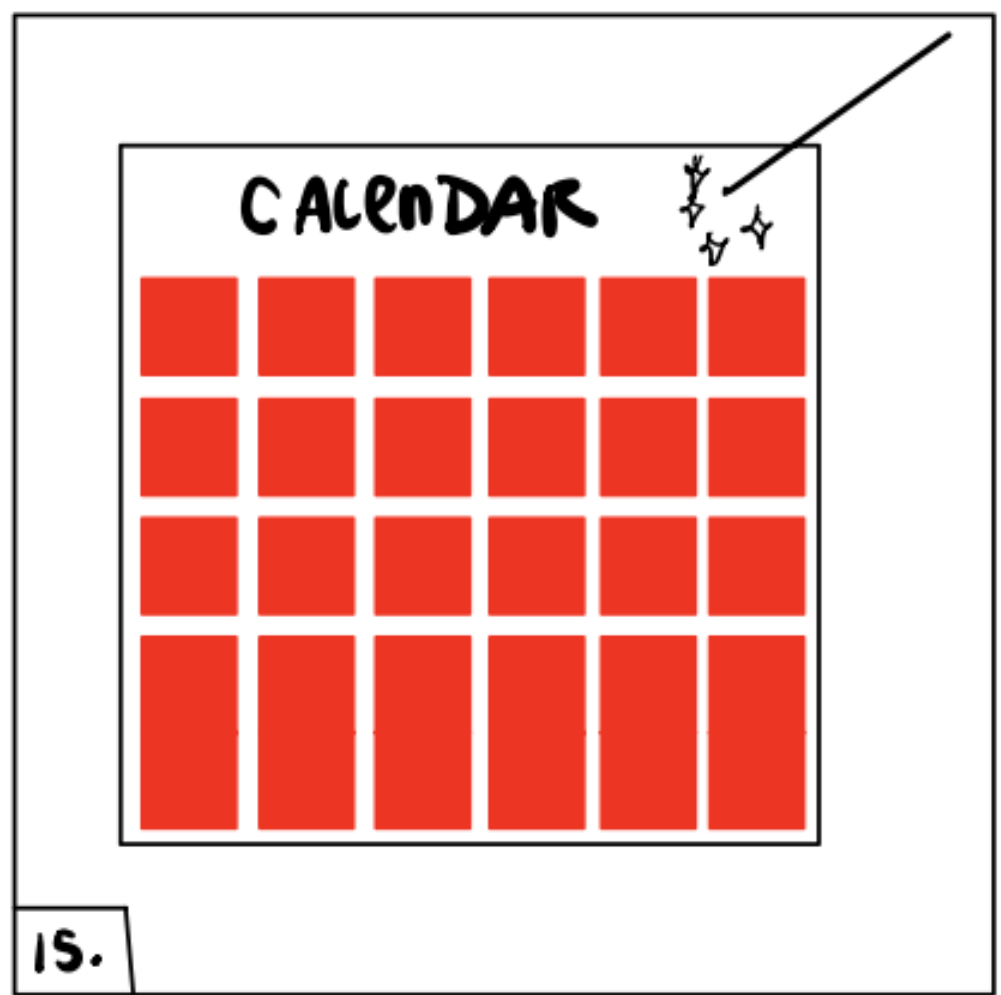
Scene showing a very angry Susan b/c she can't get an appointment to her liking. Thought bubbles swim over her head.

Music: Angry Music



Checkup (played by Angela) magically pops up to help Susan!

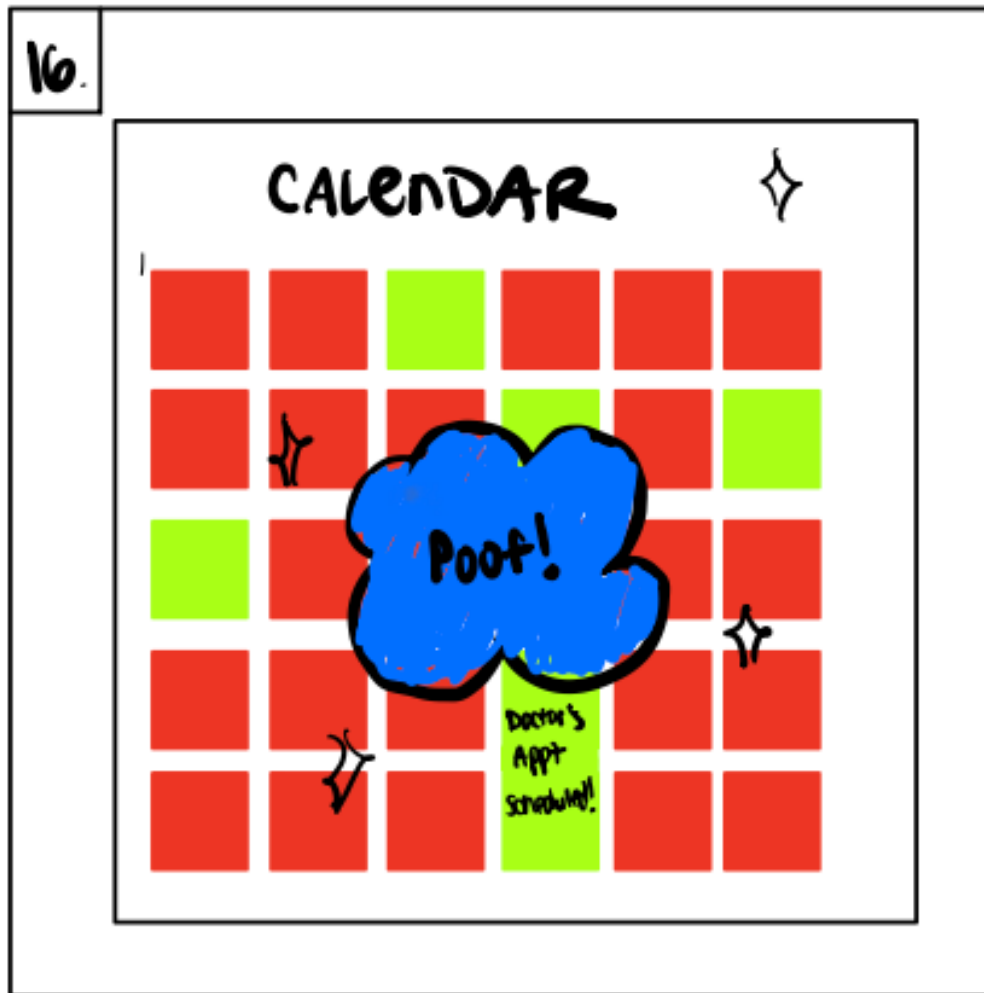
Audio: cute "pop!" sound + enchanted sounds



Checkup waves magic wand over Susan's busy calendar (represented on paper w/ red sticky notes)

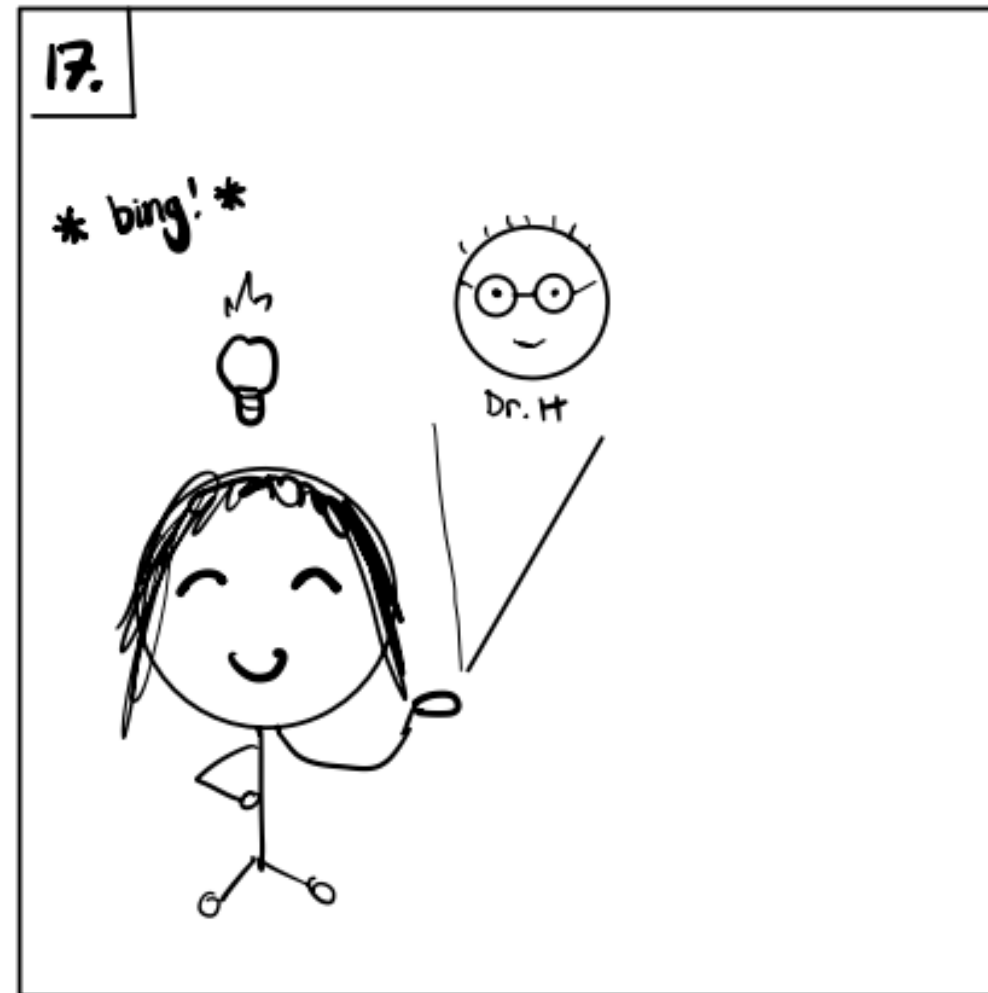
Audio: magical "sparkle" sound

(17-22) TASK #3: Patients want to easily filter through physicians based on personal preferences



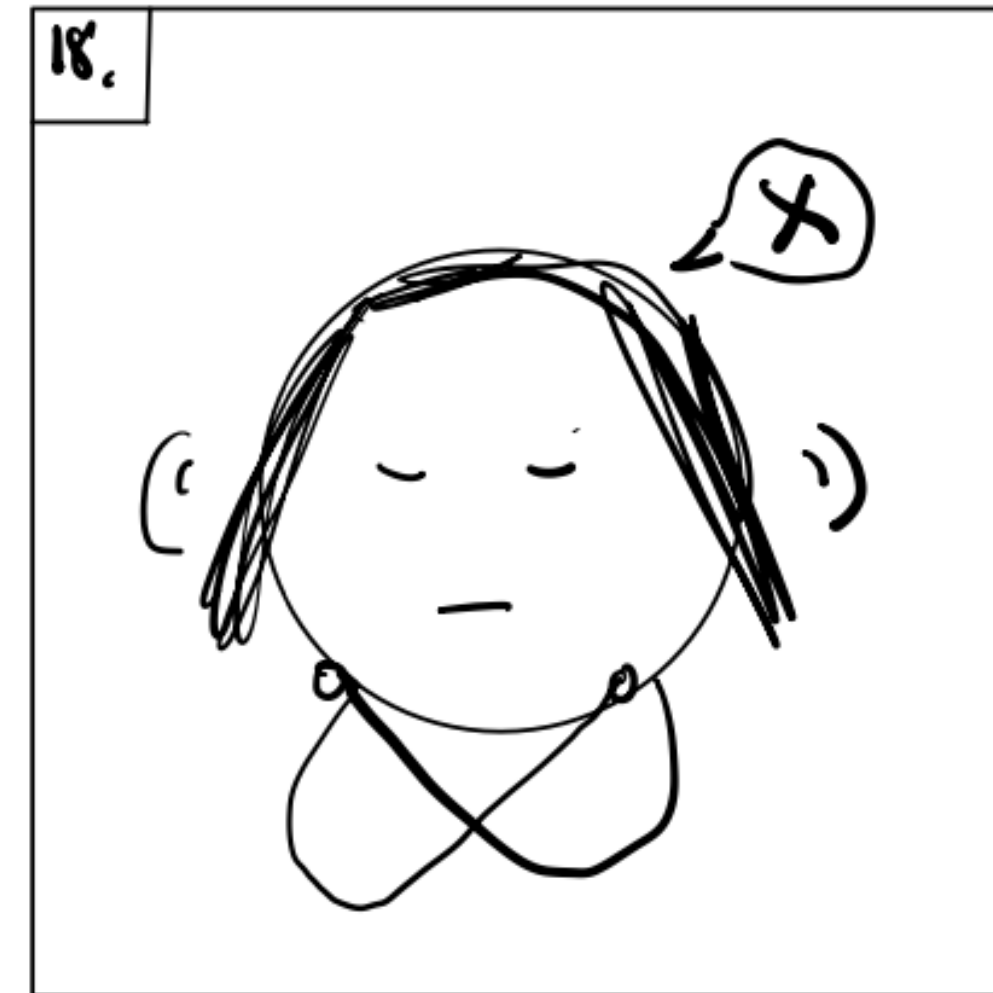
Some of Susan's red sticky notes turn green, representing availabilities. A "poof!" graphic shows up and the calendar now shows "doctor's appointment."

Audio: "Ding!"



checkup offers Susan a doctor's option. Lightbulb pops up over checkup's head.

Audio: "Bing!"



Susan denies the option.

Audio: elimination sound

19.



checkup offers a second option to susan.

Audio: "Bing!"

20.



susan denies again.

Audio: elimination sound

21.



checkup offers a third option (a female doctor).

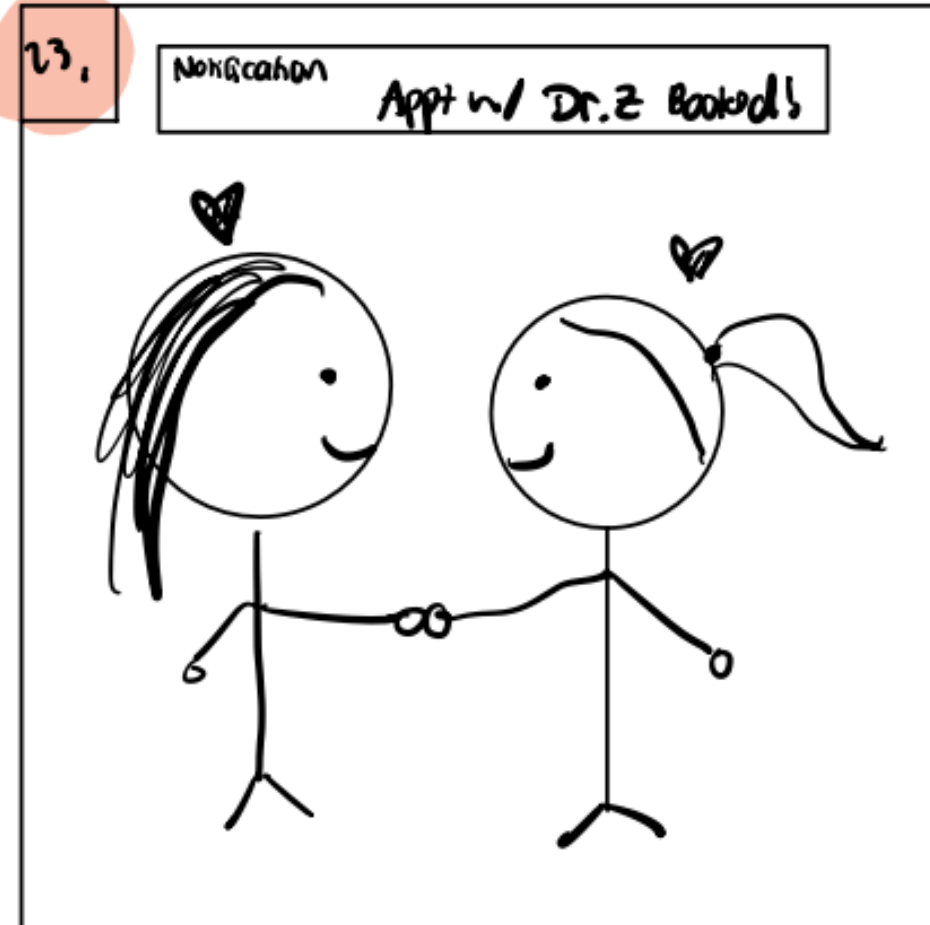
Audio: "Bing!"

Wrap Up: Appointment w/ desired doctor booked



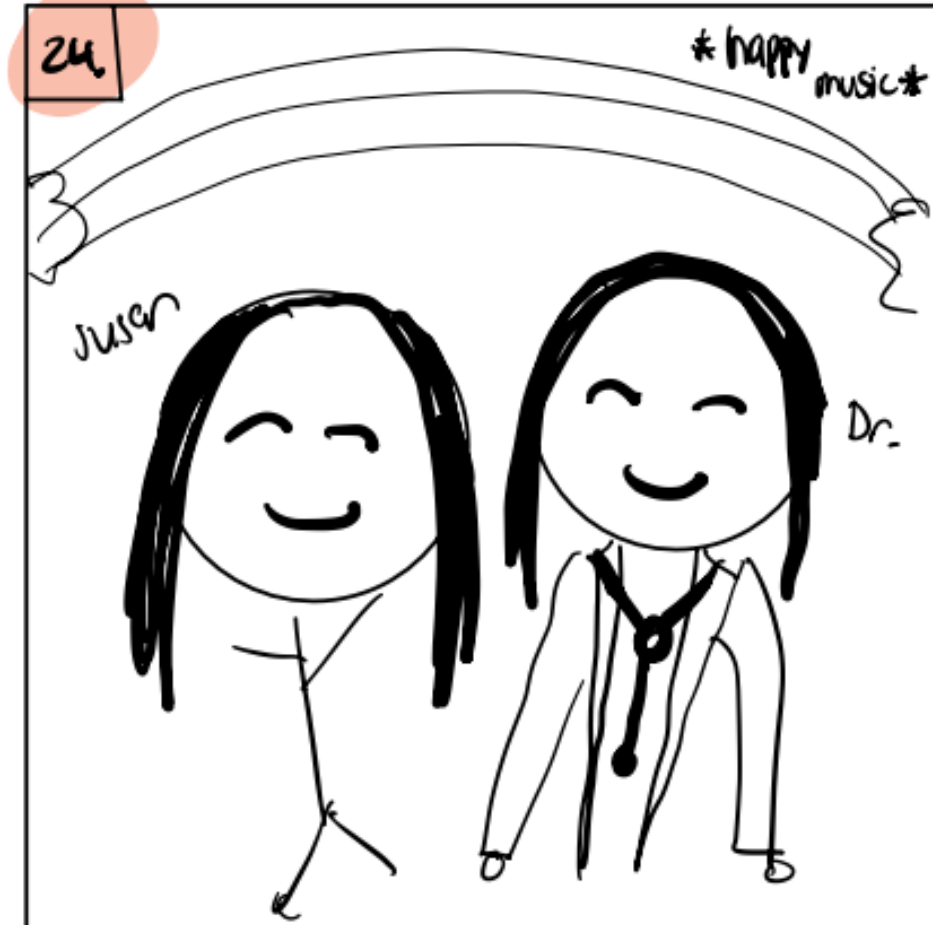
Susan agrees! Nods her head and gives thumbs up.

Audio: applause



Susan & checkup shake hands and hearts over their heads consequently pop up. A phone notification banner appears at top saying that the appointment w/ the desired doctor has been booked.

Music: "Wouldn't It be Nice"



Ending Scene: Susan & the doctor (Abbie) together at the appointment. Smiles on both faces.

Music: "Wouldn't It be Nice"

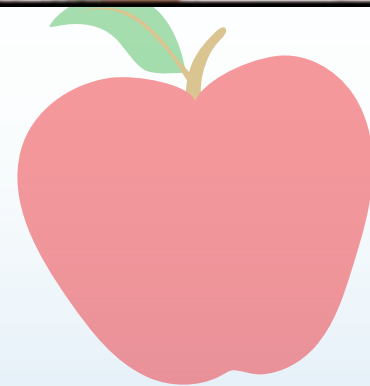
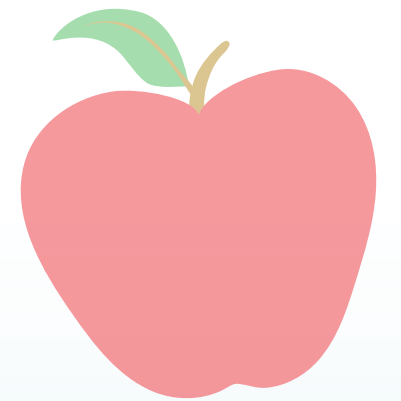
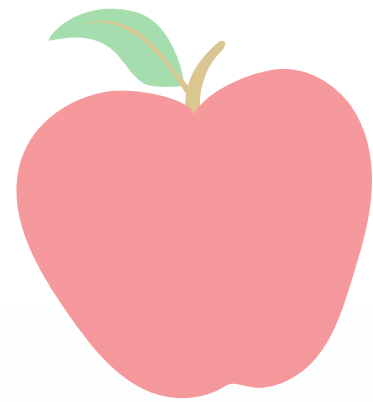
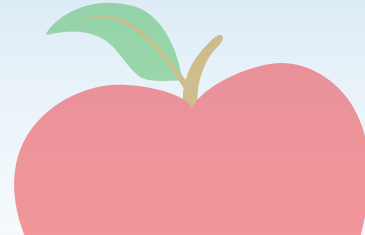
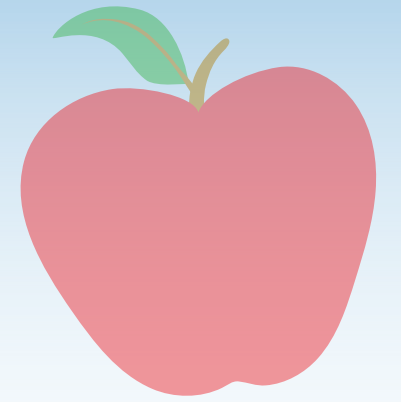
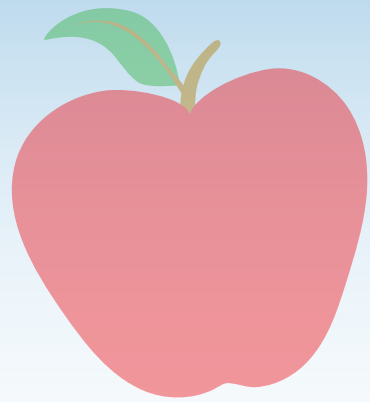
25.

Don't Rely on an
Apple a Day ...



USE CheckUp to
Find Your Way!

Enjoy the video!



CheckUp 

https://www.youtube.com/watch?v=u4DJVv-oHho&ab_channel=delalipop



Thank You! Any Questions?