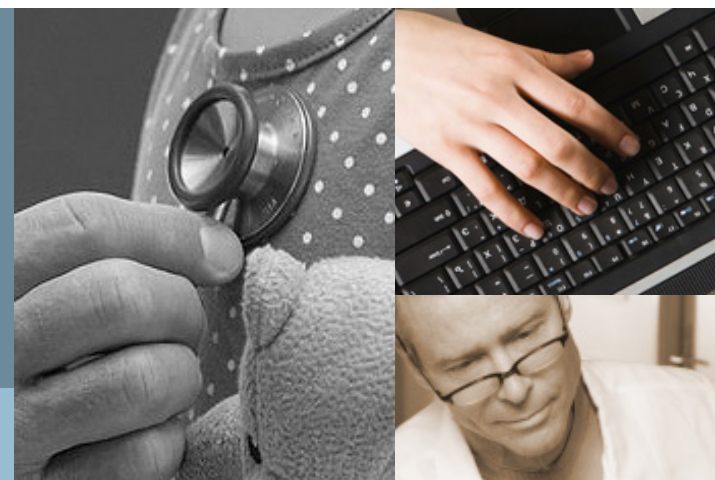




# Novartis TM Challenge INTERNAL SCRATCH PAD

June 26, 2013



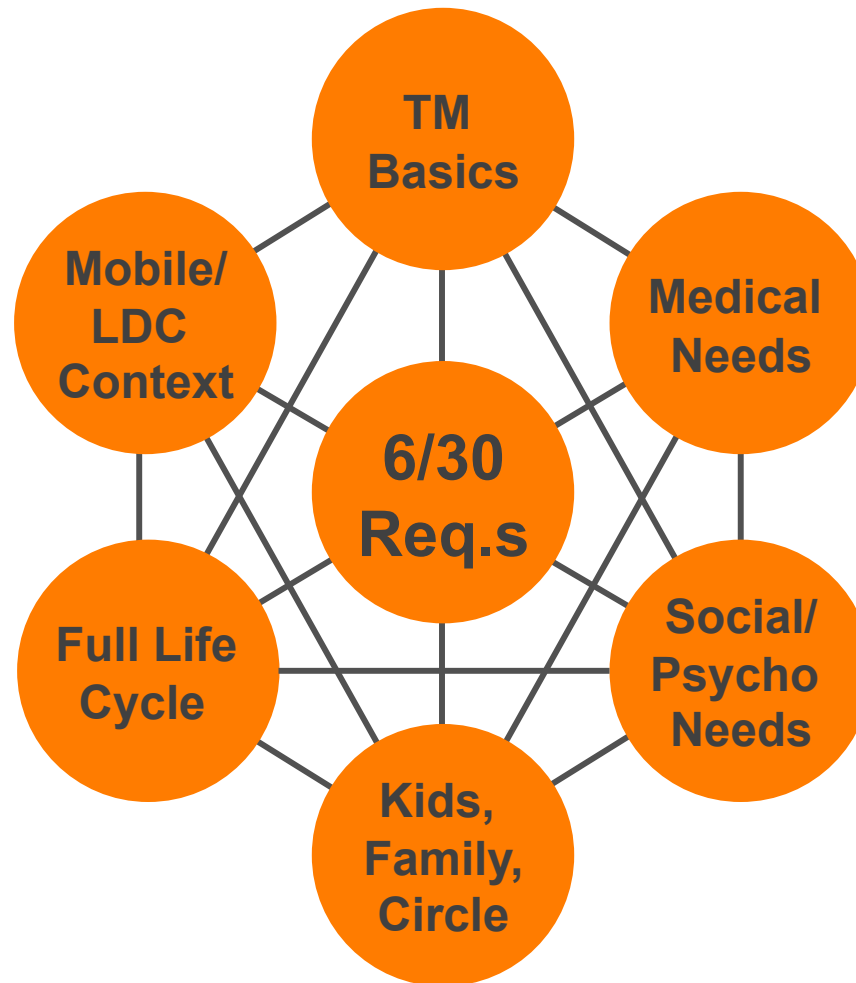
# Goals

- » Deliver by Friday (Sunday deadline)
  - Speed, Speed, Speed
- » Highlight Medullan capabilities
  - Innovative Design
  - Innovation Management
  - Healthcare Expertise
- » Diplomatically educate on why Health2.0 suggestions are not necessarily the only (or best) option – i.e. resonate with clinical reviewers

# Due Friday (Sunday)

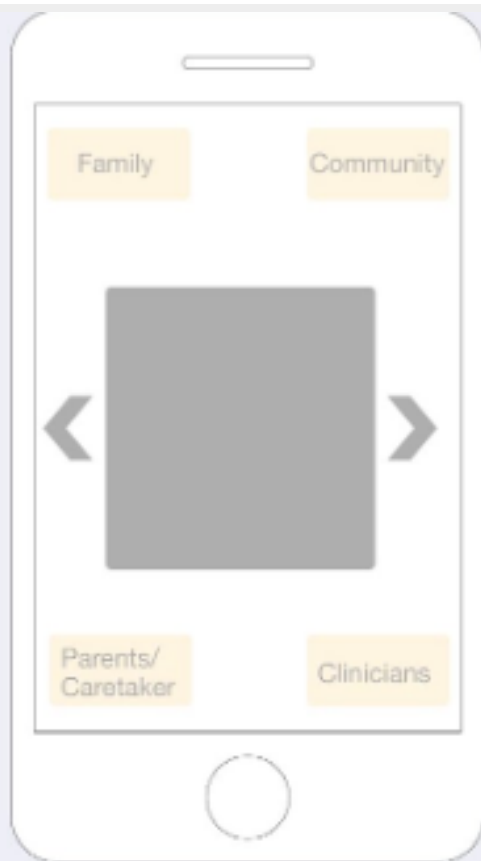
- » Comps
- » Word doc
  - **Application's Product Features** 3
  - **Application's Target users** 4
  - **Application's Example Use-Cases** 5
  - **Product Development Plan** 6
  - **Marketing Plan** 7
  - **Team Profiles** 8
  - **Application Business Model** 9

# Design Inputs



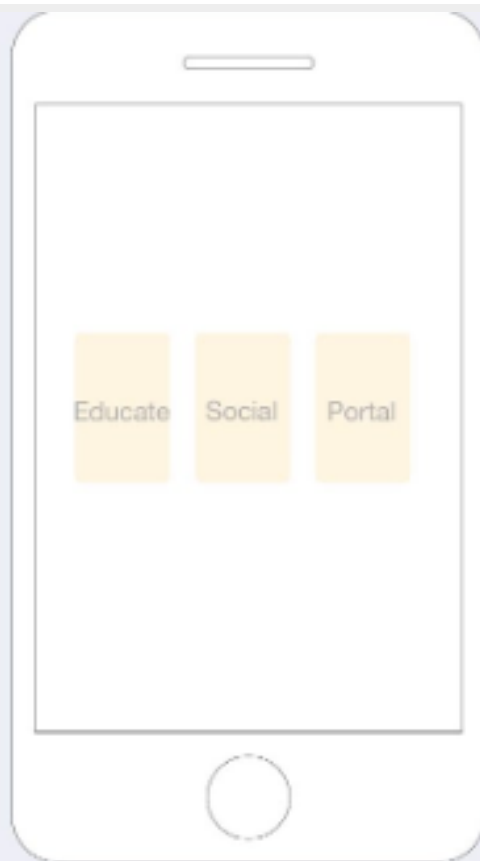
# High-Level Concept

- » “My Child and Thalassemia?”
- » Users
  - Primary = parents or would-be parents of TM patients
  - Secondary = larger (extended) family
  - Tertiary = variety of clinicians/social workers who aren’t familiar with TM
- » Themes / Objectives
  - **Life Cycle:** many life “chapters” from pre-pregnancy screening... to diagnosis ...to ongoing DM of baby->youth->teen->young adult
  - **Educate & Encourage:** videos, audio/photos, quotes
  - **Social Support:** tight “Care Tribe” & broader “Community Circles”
- » Channel Partners (Co-Branding)
  - Various patient associations, to “seed” both the video/audio content and the social network



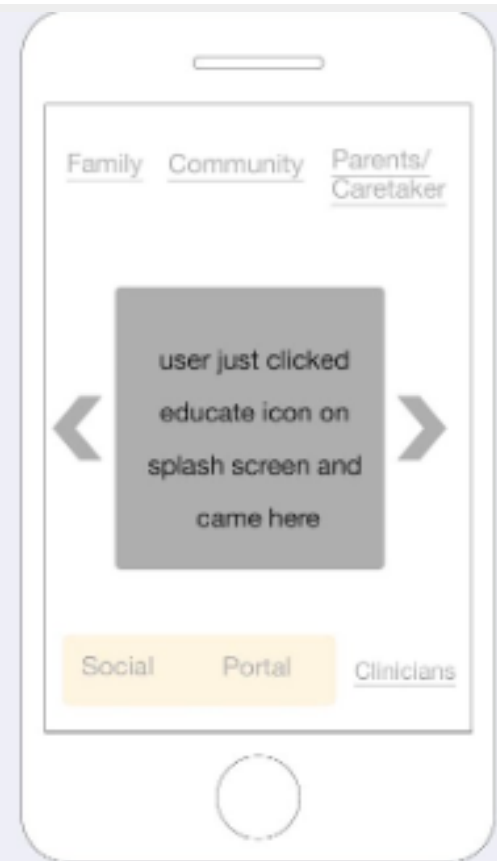
**Notes:**

Chapter style book based on patient demographics used to educate.  
 Features flip thru chapters and capability to search for specific info.  
 Secondary buttons give acces to useful social sharing resources and to licensed medical professionals.



**Notes:**

The Educate, Social & Portal icons in the center of the screen serve as the main navigation.



**Notes:**

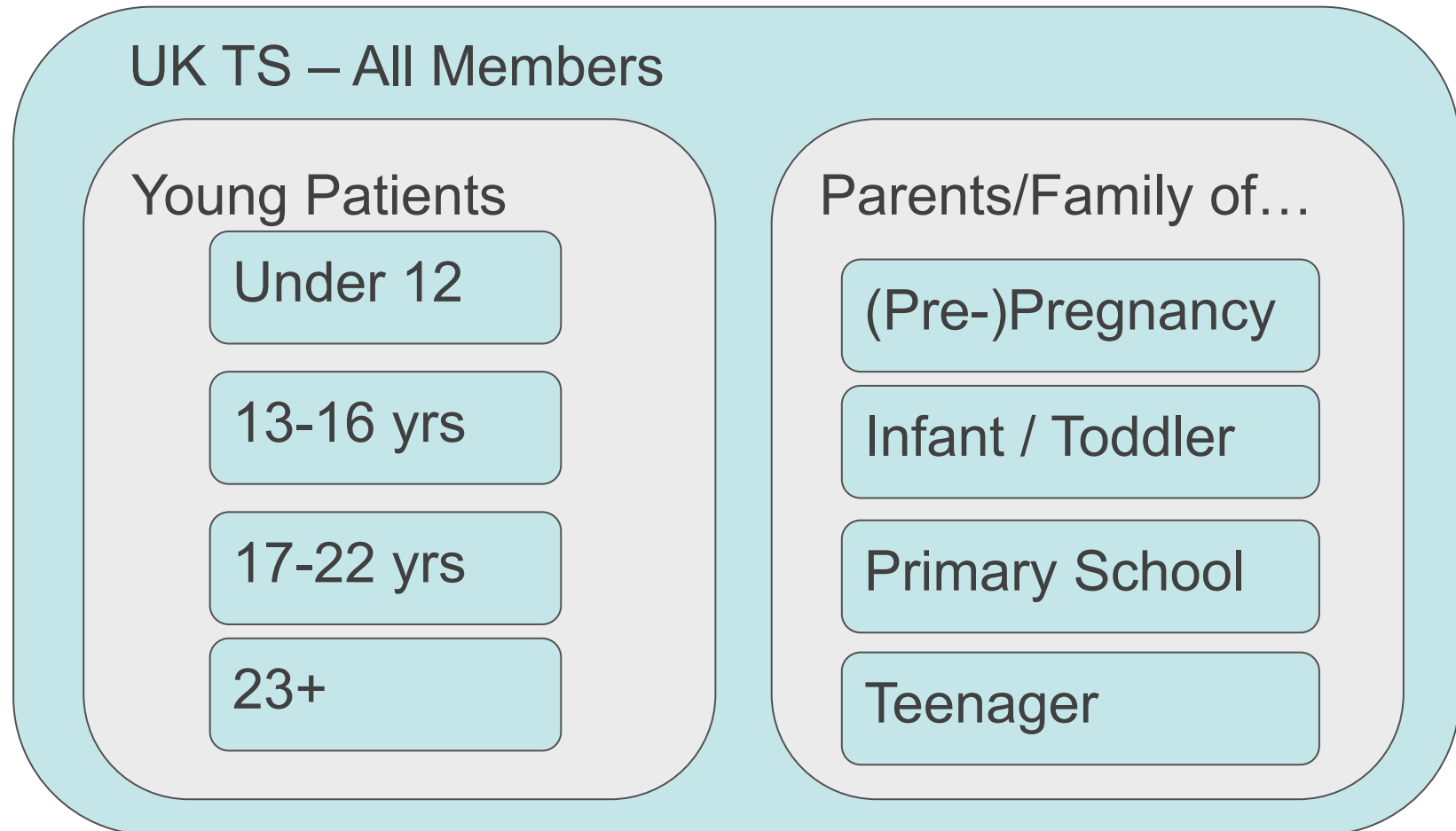
The user just clicked educate icon on splash screen and came here to the educational hub for the app. There are still supporting links to get the user to engage with the other parts of the app.

## “Friends & Family”

- » Facebook-like
- » 9-13 people, most but not all with the same last name
- » Latest entry re. returning from hospital for this month’s transfusion, e.g.
  - Yes, I can join you to pick him up....Maybe we go to his favorite restaurant after?
  - I’m busy that day, but how about I come by with his favorite cake the day after

# “Thal Community”

## » Different circles







# “Care & Monitoring”

# “Info for Clinicians”

» Share info & resources with....

Pediatrician

Nurse

Care Manager

Emergency

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Cardiologist

Gynecologist

Dentist

Orthopedist

Endocrinologist

Surgeon

# Educational Life Chapters

- » **Introduction to TM**
- » Screening
- » Pre-Pregnancy
- » Pregnancy
- » Infant / Young Child
- » Adolescent
- » Young Adult

Introduction to TM:  
[photo of Dr.]  
[audio play button]

[photo of Mom]  
[audio play button]

What is TM or Thal?

Who Gets TM?

How Serious?

What Treatments?

How Can I Help?

# Educational Life Chapters

- » Introduction to TM
- » **Screening**
- » Pre-Pregnancy
- » Pregnancy
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- » Adolescent
- » Young Adult

Screening for TM:  
[photo of Nurse]  
[audio play button]

[photo of Parents]  
[audio play button]

Screen Before Pregnancy  
Screen During Pregnancy  
Screen Soon After Birth  
Screen Young Children  
Screen Young Adults

# Educational Life Chapters

- » Introduction to TM
- » Screening
- » **Pre-Pregnancy**
- » Pregnancy
- » Infant / Young Child
- » Adolescent
- » Young Adult

Planning a Family:  
[photo of a Couple]  
[audio play button]

[photo of Dr]  
[audio play button]

Screening for the Couple  
Different Types of Results  
Options to Consider

# Educational Life Chapters

- » Introduction to TM
- » Screening
- » Pre-Pregnancy
- » **Pregnancy**
- » Infant / Young Child
- » Adolescent
- » Young Adult

During Pregnancy:  
[photo of Nurse]  
[audio play button]

[photo of Woman]  
[audio play button]

Screening  
Different Types of Results  
Resources for Help

# Educational Life Chapters

- » Introduction to TM
- » Screening
- » Pre-Pregnancy
- » Pregnancy
- » **Infant / Young Child**
- » Adolescent
- » Young Adult

Your Young Child :  
[photo of Mom]  
[audio play button]

[photo of Nurse]  
[audio play button]

Care for Transfusion TM

Care for NTDT

Care for Intermediary TM

Bedtime Stories

Tough Conversations

# Educational Life Chapters

- » Introduction to TM
- » Screening
- » Pre-Pregnancy
- » Pregnancy
- » Infant / Young Child
- » **Adolescent**
- » Young Adult

Your Adolescent:  
[photo of Teen]  
[audio play button]

[photo of Mom]  
[audio play button]

Growth Issues  
Sexual Maturation Issues  
Emotional Issues  
Social Issues



# Educational Life Chapters

- » Introduction to TM
- » Screening
- » Pre-Pregnancy
- » Pregnancy
- » Infant / Young Child
- » Adolescent
- » **Young Adult**

Your Young Adult:  
[photo of Young Man]  
[audio play button]

[photo of Mom/Dad]  
[audio play button]

Becoming Independent  
Compliance Issues  
Plan for Marriage/Family