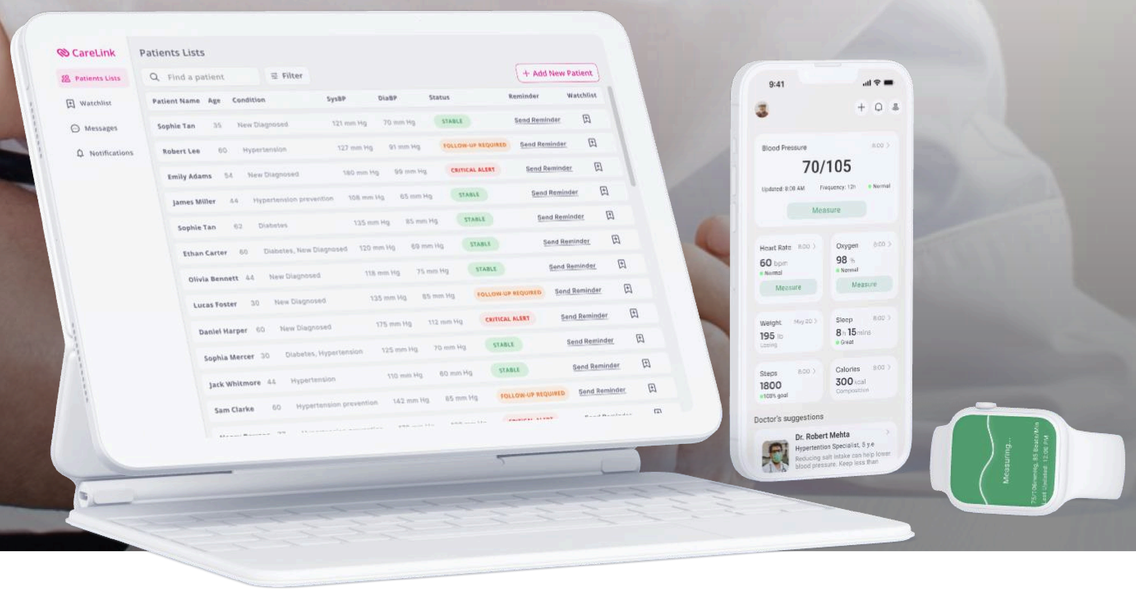
CareLink

A seamless B2C platform connecting doctors and patients for hypertension management.



Problem

In the United States, 44% of adults struggle with hypertension. However, there aren't enough primary care providers to meet the needs of this growing patient population, especially in rural areas.

To effectively monitor hypertension, patients need a reliable way to routinely submit their blood pressure data, while providers require a streamlined system to access and monitor it.

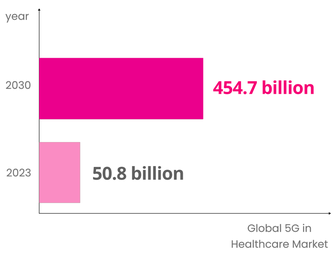
Currently, there are few accessible solutions that both meet medical data privacy requirements and effectively address the communication needs of doctors and patients.

Target Market

In US

44.7%

Hypertension



Design Question

How might we design a 5G-enabled solution for Hypertension Specialists that improves doctor-patient communication and alleviates staffing shortages in healthcare?

Solution

To enhance hypertension management and streamline healthcare efficiency, our solution provides a smart add-on system for EHR that reduces information overload and prioritizes critical metrics for doctors.

By integrating 5G technology and wearable devices, it improves blood pressure monitoring adherence and enables proactive patient engagement, improves healthcare accessibility, and reduces commuting time for patients. Additionally, for doctors, it reduces operational costs and alleviates staff shortages, optimizing patient care and chronic condition manage for patient.

Key features

Real time BP report

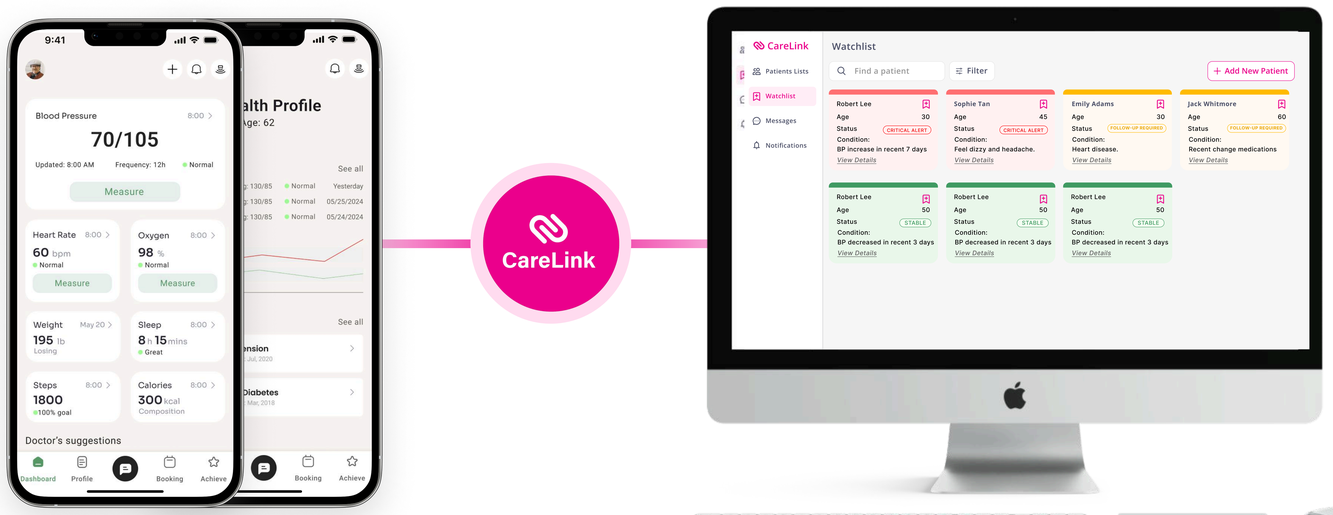
Enable real-time and trending blood pressure (BP) data reporting for continuous monitoring

Prioritization

Help doctors prioritize hypertension patients for follow-up actions

Efficient communication

Seamlessly and securely connect patients with doctors using 5G for faster interactions



Patient's Portal **Doctor's Portal**

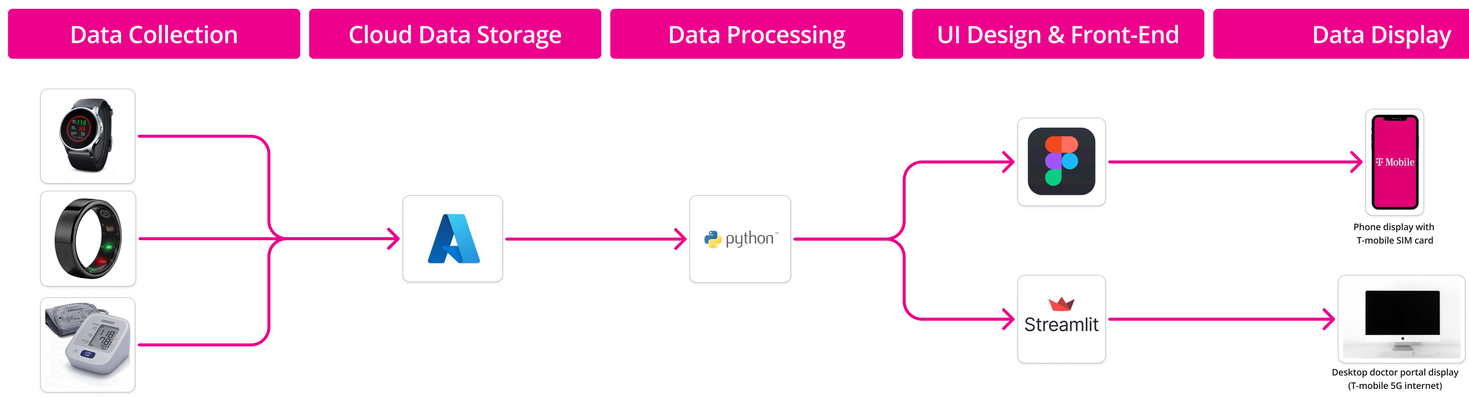
Approach

Over six months, we conducted in-depth research, including SME interviews with healthcare providers, iterative prototyping, and user evaluations. By refining our prototypes based on feedback, we developed a B2C platform that prioritizes user-friendliness, efficiency, and accessibility while striving to meet Health Insurance Portability and Accountability Act (HIPAA) compliance standards.

User Research & Design Validation

- **5** Medical experts interviews
- **10+** User interviews
- **3** Locations field studies
- **10+** Participants in testing
- **4** Rounds of UI iteration
- **50+** Interface screens

System Architecture



- Create profile for users
- Connect devices API

- Stores patient real time data / health records
- Store real time blood pressure

- Data cleaning/processing of patient information
- Identifying different status

- UI design in Figma
- Front-end development in Streamlit

- Categorize and prioritize patient status
- Remind doctors for follow-ups
- Display real-time data

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