



OurMed

Tangible, local health data right at your fingertips. OurMed reveals common local symptoms, conditions, and tips, to empower communities globally.

Today's medical diagnoses come from a doctor visit, costing upwards of \$200, or WebMD, based on global, long-term data. OurMed is a symptom checker based on current local data, providing insights such as symptoms and conditions common throughout users in the area, which treatments helped these users, and what to watch out for. It is the first symptom checker to reveal local factors, such as a contaminated water source or air pollution. OurMed is here to empower users, and communities, globally.

What is the problem at hand?

People around the world, especially in developing areas, are not informed enough about local health trends. Website and app platforms are based on an international level, which makes diagnoses and suggestions very vague and generic. Moreover, even though healthcare centers can provide some insight on conditions throughout the area, these centers are often influenced by pharmaceutical companies when providing suggested treatments and diagnoses, causing widespread overprescription and over-diagnosis. Healthcare is also often very inaccessible, either physically or financially, and becoming more so. Though OurMed does not replace doctors nor ensure accurate medical advice, it provides accessible, concrete information for users to make more informed choices surrounding their health. For example, users can know if other people in the area experienced their symptoms and recovered by using home remedies. They can also know if a condition they have prompted others to seek immediate medical help, and become aware that they should as well. Or, they can know to take care when using water in the area, realizing that people are likely getting sick from a local water source. OurMed bridges the gap between people and the medical world, empowering us to become more self-reliant.

What is our solution?

OurMed solves this problem of lack of information by providing users a platform to seek medical data based on their local area. It has three components: a symptom checker that gives a suggested diagnosis based on a reliable medical database, a map page that shows common symptoms and predicted diagnoses throughout the local zipcode or ~90 square miles, and a comment page where users can comment on certain common local symptoms or conditions with which treatment worked for them. Although there are symptom checker apps available, OurMed would be the first one to take a community-focused approach, combining symptom checker data with crowd-sourced information. It is also a public platform that can reveal health trends, possibly revealing detrimental local environment factors, such as a contaminated water source or air pollution, and contagious diseases that are spreading throughout the area. In addition, it highlights current data, whereas current solutions take into account data from past tens of years. OurMed provides more relevant information, especially in today's health scene, which is largely influenced by rapidly evolving urban spaces, climate factors, and diseases. This way, OurMed can provide easily accessible, insightful information to users throughout any area with access to computers or smartphones, and can help us build communities that are stronger, better prepared, and healthier.

What is our target market?

The target market is users of all ages in areas moderately or highly susceptible to health problems, where healthcare is mostly inaccessible, and where the majority of users are able to use the phone or web application of OurMed. This includes areas that are more economically disadvantaged, such as countries throughout South America or Asia. However, our initial target market is the states of the United States that are indicated by the United Health Foundation to be least healthy, a measure that takes into account behaviors, environmental factors, policies, medical care, and outcomes. We will start reaching out to customers in southern states that are ranked as least healthy, including customers in West Virginia, Louisiana, and Kentucky. We plan to advertise OurMed to customers by marketing it on various health oriented websites, through social media influencers, and online blogs. By reaching groups of customers in the same areas, the app can start presenting community information that will be increasingly helpful to users as more customers join. App features that can increase customer use will include sharing features, for users to share specific local insights on the map or useful treatment suggestions with their friends through messaging or a copied link. Since the app will be free and easy to use, customers will be encouraged to start using OurMed to become instantly more informed and start towards a healthier, more resilient lifestyle.

What is our business model?

Along with providing insightful, relevant information to users, OurMed has valuable information for entities such as health product companies and insurance companies, which would benefit from knowing where different symptoms or conditions are more prevalent. By having a source of real-time, specific data on local health trends, these companies can better focus their efforts while reaching customers, advertising, increasing stock of products at certain localities, and investing more into certain areas. OurMed will provide an organized, practical database to companies, containing direct insights that are not available on the app to users, such as specific health trends over time or in areas larger than the current user zip-code. As OurMed builds up its user-base, it can use health-related advertisements on the app to generate revenue until it reaches a wide-enough user-base and companies can start benefiting from the data. If necessary, the app can function on a subscription-based model, where users pay an affordable price per month to gain access to advanced insights such as specific symptoms per area or user suggestions on treatments to mitigate individual symptoms. By empowering companies with relevant, local data that is easily transferable, OurMed will reach a sustainable business model and be able to continue providing its app to users at low cost and limited advertisements, just with reliable, independent health information.