PocketHealth

By: Andrea Raines, Kierra Simmons, Paris Ani, Samantha Oviawe

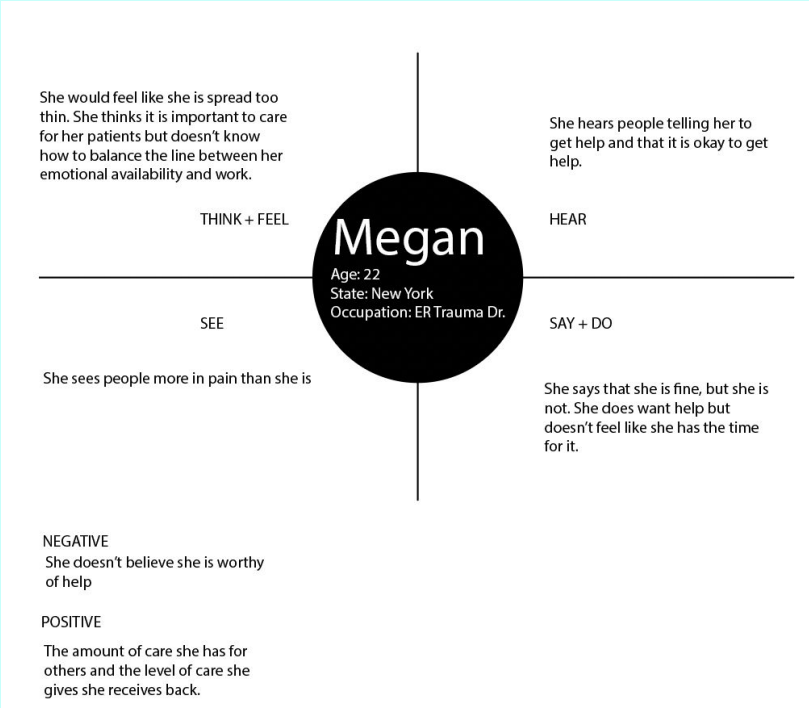
Project Overview

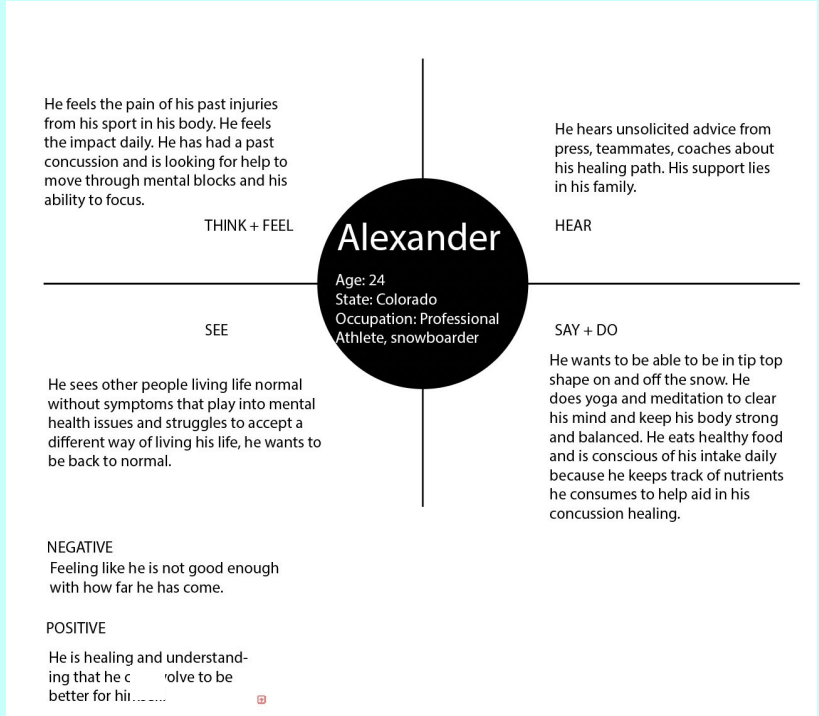
For our research project, we wanted to create a mental and physical health mobile application that consolidates different health platforms in one that serves as a health guide with official resources, healthy discussions and offers professional help.

Problem Statement

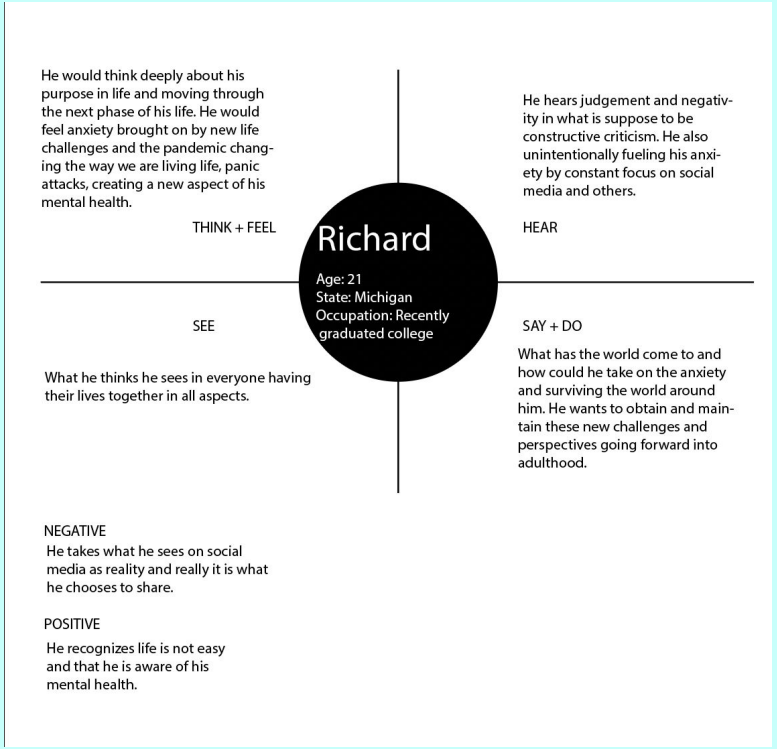
- The spread of misinformation and accessibility regarding health in the United States. This app is would provide access to therapists, articles, inquiries to medical professionals and a social network all through an app.
- The cost of health is very expensive, mentally and physically.
  - Fast food is least expensive compared to the healthy alternatives in the market.
- Limiting the negative aspects or myths regarding health.
  - Ex: Body or mental shaming, Unhealthy diets, etc.

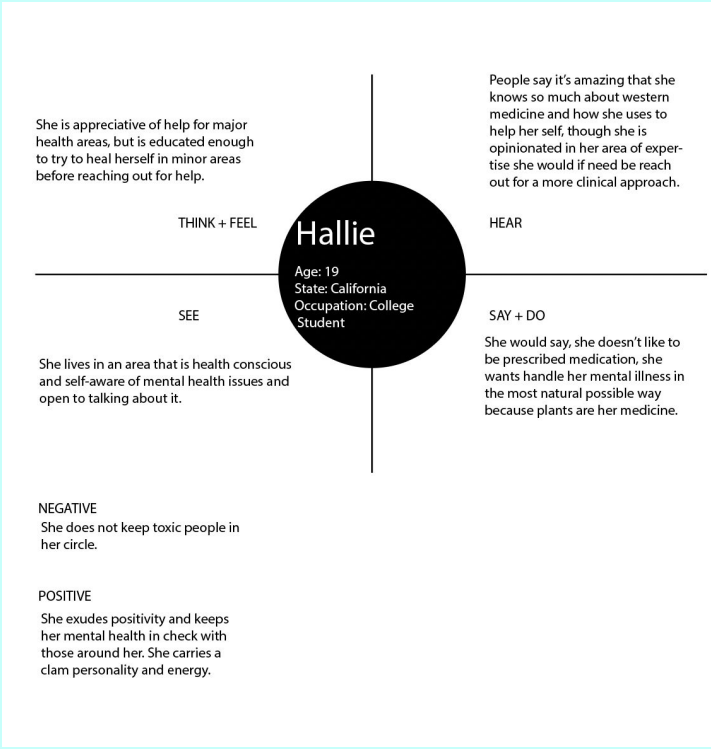
Market Analysis





Market Analysis





Global implications

The global implications on mental health have increased around the world due to the pandemic. Societys' view on mental health during the pandemic has become more open and there's room for discussion on what can be done to help those struggling. The world together has become more aware of mental health topics beyond surface level knowledge. Social media has impacted this through the connection of shared posts online from one person's story to the next.

- In the U.S. alone "the COVID-19 pandemic has affected the mental health of 59% of people in the United States. Dismantling the stigma around mental illness is important now more than ever," (singlecare.com). Though this number has increased the global effects of mental health are not well understood or accounted for. It can vary based on countries healthcare spending, the resources and technology available for treatment of mental health.
- PocketHealth seeks to open up access for all struggling with mental health.
- For our target audience this means having access at any time to help with our app, creating a safe environment online for this audience to share with others and connect with people around the world dealing with similar mental health issues or relatable life challenges, building on a network for someone to reach out too all through the world on the app.

Costs

- **Complex App Design**
  - $240,000 to $1,000,000 or more.
    - Medical licensing, Different system capabilities, Accessibility options, overall development of the app.
- **Health Care professionals, Legal Team, Design and Development Team**
  - Median annual wages: Healthcare is $68,190 and for Lawyers its $122,960
- **Medical Research**
  - Could be anywhere from $100 to $500,000 per page.

Funding

- **Crowdfunding**
  - 10-15% of the funds needed
- **HRSA or NIH Government Funding**
  - Over $360,000,000 was awarded for Mental Health Research in 2021
- **Small-business and Community Grants**
- **Colleges and Education-based Government Services Oppurtunities**

Revenue

- **Free and Premium App Versions**
  - Tailored to user-specific needs, offer medical professionals help and other useful functionalities with a profile ability.
- **Selling Ad Space**
- **Health Professionals Search Engine**
- **Crowdfunding Campaigns**
- **Applying for Research Grants**

Value proposition

- **Cover both spectrums in relation to health.**
- **Cheaper than traditional health maintenance services such as therapy or a personal trainer.**
- **Monitored discussions**

Measuring Success

- Customer satisfaction/Reviews
- App Usage and Downloads
- Premium Buyers
- Donations, Funders, Grants, etc.

Our Unfair Advantages

- **Service**
  - Mental and Physically Health Combined.
- **Community**
  - Different types of health-conscious people.

Diversity implications

Differences in sex, orientation, culture, abilities and socio-economic status all have a range of implications within the healthcare sphere. This involves the way that different people view concepts within health and illness, to methods of seeking treatment, to complex dynamics where discrimination is not uncommon.

In a society where perception influences relationships and opportunities, some groups face additional barriers when it comes to receiving quality healthcare.

Main issues:

- Groups that face discrimination or disparate treatment when trying to access care. They may receive poorer quality care due to lack of cultural competence, language barriers, bias and inadequate resources.
- Complications that can result in misdiagnosis, dropping out of treatment and delayed recovery.

Diversity implications

***PocketHealth* is a strong advocate and ally for underrepresented groups. Our company aims to improve access to health and medical care for these groups and provide quality services that are inclusive and respectful to these different communities.**

- Staff will be diverse and culturally competent, with no shortage of bilingual speakers and options for linguistic services (such as translation and interpretation)
- Expand holistic options for a wider-variety of treatment options that accommodate a diverse audience (such as faith-based care or community-based care)
- Provide low-cost and affordable services and treatment in order to reach communities in need
- Provide a social network to connect those who seek familiarity within their demographic (such as support and therapy groups)

SWOT Analysis

STRENGTHS

- Quality care from licensed and qualified health and medical professions, as well as holistic experts.
- Access to assistance for both mental and physical care
- Flexibility, variety and choice within treatment and care options (complementary vs alternative options)
- Affordable and low-cost options

WEAKNESSES

- Current lack of monetization and sponsorships
- No established client base as of now
- Sheer vastness of options may be overwhelming if not organized appropriately

OPPORTUNITIES

- Responding to the mental health crisis and formation of unhealthy habits exacerbated by the COVID-19 pandemic
- Using social media to expand the companies reach to our target demographic (18-24) across multiple platforms

THREATS

- Rising number of telehealth and mobile-based health care apps, creating more competition among companies to reach their audiences

SWOT Analysis: Competitors

BetterHelp

a web-based platform based in Mountainview, California that allows patients to interact with counselors and therapists.

Strengths

- Variety of methods for care (phone call, live chat and group sessions, etc.)
- Clients are able to maintain anonymity through the care process

Weaknesses

- Therapists are not permitted to diagnose or treat mental health conditions
- The matching system put in place makes it harder to self-select a therapist

Teladoc Health

a multinational telemedicine and virtual healthcare company based in the United States.

Strengths

- Physicians are available 24/7 for services
- Assistance is offered in over 30 languages

Weaknesses

- Users report an overly-complicated account set up
- Limited treatment options

Marketing Strategies

- *PocketHealth* will reach their target audience by infiltrating the internet and reaching out through various platforms and selecting a variety of content that **closely correlates** to the brand's identity**.**

- The main foundation of our marketing strategies revolve around
  - **Placing Ads on Podcasts and Youtube Videos.**
  - **Sponsor Content through Social Media Platforms**.

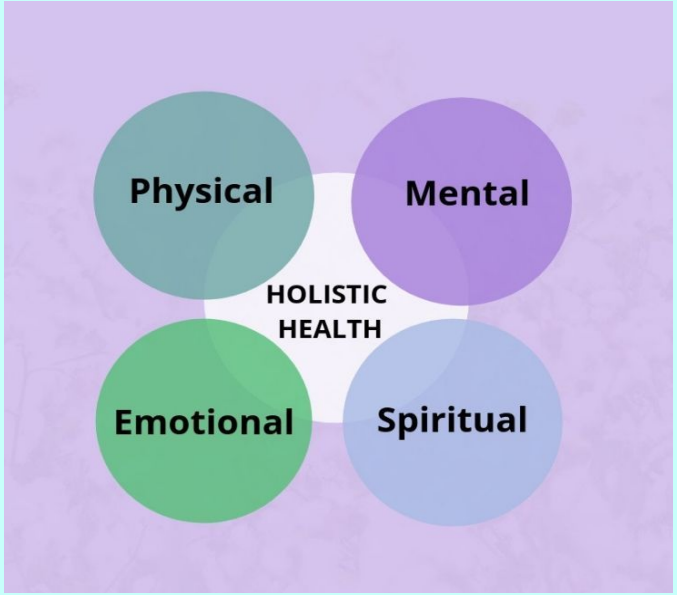
Marketing Strategies

PocketHealth

Potential Solutions

- This platform is meant to encourage the public to live a more holistic lifestyle by simplifying it into an app that includes **all-in-one.**

- The pillars of living a healthy lifestyle revolves around more than just how you look but how you communicate and nurture your **mind, body and soul.**



Potential Solutions

- We want to provide an environment that feels safe to express one's individual perspective while being properly guided by **Certified Health Professionals**.

- *PocketHealth* is here to break the barriers between **the misleading information** and **outdated myths** that have led the majority of the public to revel in limiting belief systems.