**Prototype Précis**

**Name of the Prototype:** Automated Prescription Reminder Service (a.k.a., Bug OUT!)

**Team Members:** Riley Buckley, Ashley Cornett, Nicole Showalter, Mackenzie Hieger, Katie Thill, Vince Lepak

**Value Proposition:** According to the CDC, drug resistance is one of the most pressing public health issues worldwide. Ineffective use of prescription medications is leading to: increased drug resistance, increased cost of care, selective pressure on the environment, and poorer health outcomes. We plan to develop a simple automated prescription reminder service for acute infections (e.g., antibiotics) that will improve patient adherence and health outcomes while reducing environmental impact and the cost of care. Not only will this serve important public health needs but this will add value to your organization through increased sources of revenue and customer loyalty. Initially this will target the elderly population and parents of children with acute infections.

**Customer Segment(s):** We will work with Synergy Networks (software designer) to develop the prototype. The product is designed to target both large and small scale pharmacies to increase both profit and customer loyalty while addressing the important public health issue of antibiotic stewardship. Both the software designer and a local pharmacist see this as an important application to their businesses.

**What pain is being endured by the Customer Segment(s) due to the current situation?**
- Patient: Poor health outcomes from improper use of medication, loss of work or missed days from school, and increased financial costs.
- Pharmacies: loss of customer loyalty, moral obligation to provide the best care, longer waiting lines, rationing medications,
- Health care provider: reoccurring visits for same event
- Software distributor: providing the best service to their consumer

**What gain could be appreciated by the Customer Segment(s) if the Value Proposition under consideration were implemented?** The best case feature is that the prototype is accepted by both large and small pharmacies and the product is expanded to include text messaging and email. As a result a reduction in antibiotic resistance, improved health outcomes, and lessening environmental impact would occur.

**Describe the Prototype that will be created to demonstrate the salient features of the Value Proposition to the target Customer Segment(s):** This will add value to the pharmacy by increasing sources of revenue through advertisement (external and internal sources) and customer loyalty. The minimal viable product will require a $2000-$5000 investment which is possible with a grant through the Community Access To Child Health (CATCH) Program of the American Academy of Pediatrics.

**Champion:** Katie Thill

**Administrative Facilitator:** Vince Lepak

**Key Partner(s):** Synergy Networks, Oklahoma Chapter of American Academy of Pediatrics, both large and small pharmacies
Bug Out!

Brief interpretation - Only one physician detractor and one predicting complete project neutrality. Social work had two dissentions with regards to finance. Majority of detractors are a subset of medical students that exhibit the perception that regardless of the feasibility of implementation, there is no financial gain to be earned.
Bug Out

Additional Comments
It's a nice idea, but I feel like it already exists/wouldn't be as effective as you think
Great idea!
Define the test population more completely
I worry how viable this is because there are systems that are already in use.
Great and simplistic idea however I feel this is already in place to some capacity
Little fuzzy as to how this will help children going to school, but I like this idea!
Excellent artwork
Wonderful idea.
This seems well on its way to being implemented.
If this is implemented, it can be a big help!
I think it is a good idea, there are lots if elderly people that forget to take their medication.
I think this is a good idea, but several of these programs already exist.
I like it. There are access problems for lower income, but I think this would be a useful service.
Especially for reducing bacterial resistance to anti-biotics acquired through abuse/lack of completing regiments.
Great idea and very doable