To: Mart Doyle; CIO

From: Joon-Yong Kim

Date: 12 Nov 2013

Subject: Apple iTunes and App Store

Our company can increase revenues by implementing the Self-Check application for diagnosing medical issues. Users can use the Self-Check to assess their physical symptoms anytime, anywhere. It gives users a survey format that already has been set up with a few questions by doctors. This helps users to check their symptoms to see what medical issues they might have and what treatments they can use for these issues. The Self-Check saves users time and money by not having to go see a doctor. The primary revenue from this application is a monthly payment by users.

The Self-Check application allows users to have easy access to information similar to a doctor’s medical diagnosis. It provides a list of surveys that users can choose from and it takes only a few minutes to fill out questions that are regularly asked by doctors during doctors visits. The standard survey asks 10 questions while the comprehensive survey asks 20 or more questions to get a diagnosis. Users can regularly assess their symptoms and they can not only receive advice on over-the-counter medical treatment, but also information about how to treat the disease with folk remedies. This application also provides a service of giving the closest location of hospitals or pharmacies. Users are able to find contact information for any buildings which is related to the medical treatments. The Self-Check application is convenient for smartphone users who can check their symptoms anytime, anywhere, as well as having an easy-to-carry-around medical treatment record.

         The primary revenue streams for this application would come from a monthly fee and there would be additional costs if the users opt to have private communication with the doctors through using the application. Users can pay an additional fee for a year of access to all other services, such as sending message to doctors, making emergency calls and using comprehensive surveys which give more details about symptoms and treatment option than the standard survey. The major investment this application is maintenance costs and advertising. This application must engage with the doctors in order to provide accurate information to users. By implementing the Self-Check application, users can save time and the cost of going into doctor’s office.