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Flash Research

Kindle Ecosystem

There is a lot of money to be made in the healthcare industry. New and innovative ideas can make a huge impact on healthcare and personal health. Medical Bag is hardware/software that can be marketed to hospitals, independent practitioners, and everyday consumers. Medical Bag is hardware that uses a patient’s finger and fingerprint to take vitals and identify.

Medical Bag is software that is used with something like a pulse monitor that connects to a Kindle with a USB. Hospitals will use this device to speed up the registration process of arriving patients. This will be done while reducing the amount of “front desk” personnel registering patients, hospitals will direct patients to a kindle with a finger monitor. If they are a returning patient the system will recognize their fingerprint and pull their medical records. The finger monitor will take their blood pressure, temperature and pulse rate, reducing the time a nurse needs to spend with each patient. Furthermore, doctors at the hospital will all carry the device with them; the finger print identifier will insure that the doctor is with the correct patient, reducing the amount of errors attributed to patient misidentification; i.e. surgery, and lab work. Independent physicians can use the device in their practices to keep medical records and save time wasted using outdated filing systems, while always having their patient’s records at their fingertips. Home consumers will purchase the product to keep track of their vitals, an upgraded device can be purchased at a premium to take a consumers blood sugar. All tests taken at home will be recorded and forwarded to your family doctor if it is warranted.

Revenue from Medical Bag will come from selling the hardware and software to healthcare providers, doctors and consumers. Healthcare providers and private practices will pay for the hardware and a monthly software fee; this software will be sold at a premium in order to have the medical records of their patients accessed by the device and the ability to update those records with it. Everyday consumers will be charged for the hardware, the water downed software will be part of that purchase. Additional revenue will come from the manufacturing of plastic shields used to cover the device and create a sterile utensil. The product can be marketed toward health insurance providers, who could lower a customer’s premium because they will have a record of that person taking required medical tests every day, which will allow providers to determine patient’s risks earlier, thus reducing long term costs.