



Mobile Medicals – For People Who Get Medicines Regularly From Government Hospitals

Theme : Life In Lockdown

What if we are in a lockdown situation for more than a year?

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Team – 145 "By Design"



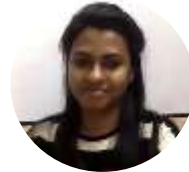
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Lockdown Scenario

Many people buy their monthly medicines from Government hospitals as they are available free of cost. People below poverty who do not have cars and bikes, but needs medicines from Government hospitals are struggling to get their regular medicines due to Corona Lockdown. Moreover, the medicines which are available near them in private medical shops are costly which they can't afford to buy.

EXAMPLE

- Venkatesan is a 70 year old man, who must take 5 tables each day to maintain his blood pressure level. He usually gets medicine from the Government hospital (free of cost medicines), as he has very limited income. But, in this lockdown period, he is unable to travel to get medicines as there is no public transport available. So, he is getting sick rapidly without having his regular medicines.



Problem Identified

PROBLEM DESCRIPTION

People getting their regular monthly medicines from Government hospitals without paying any penny for the medicine are suffering to get their monthly medicine as they are unable to travel to government hospitals since public transports are banned due to COVID-19 lockdown. Secondly, the medicines in private medical shops in their areas are costly for them.

WHY IS IT AN URGENT PROBLEM?

According to a study published in a health-care journal, many patients are badly hit by lockdown and 80% patients are struggling for diagnosis and medicines



Target User Persona



PROFILE

Name : Venkatesan

Age/ Gender : 70 years old Male

Job Title : Retired auto driver

DEMOGRAPHICS

Family members : 3

Education : Uneducated

Tech-savvy : Doesn't use smart phones and computer. Has some knowledge on button phones

FEELINGS

Values & Goals : Have regular medicines properly and stay healthy

Worries : Public transports are not available to travel to government hospital for monthly medicines and no money to buy medicine from private medical shops.

Influences : COVID-19 lockdown

OBJECTIONS

Value : Buy medicines for himself and his old wife

Fear : How will he travel to Government hospital and get medicines. He may get more sick due to lack of medicines.

Motivation : Recover from all his diseases including high blood pressure level

Ability : Can spend Rs.500 per month for medicines

Explorations

SOLUTIONS & IDEAS

Mobile Medicals can be arranged, which will supply necessary medicines to people getting their monthly regular medicines from government hospitals. This mobile medicals must be available in every area and people who need medicines must show their patient ID card/number and get their monthly medicine. This mobile medicals will travel to every street on scheduled basis. So patients can get medicines when the mobile medicals reach their homes.



Solution

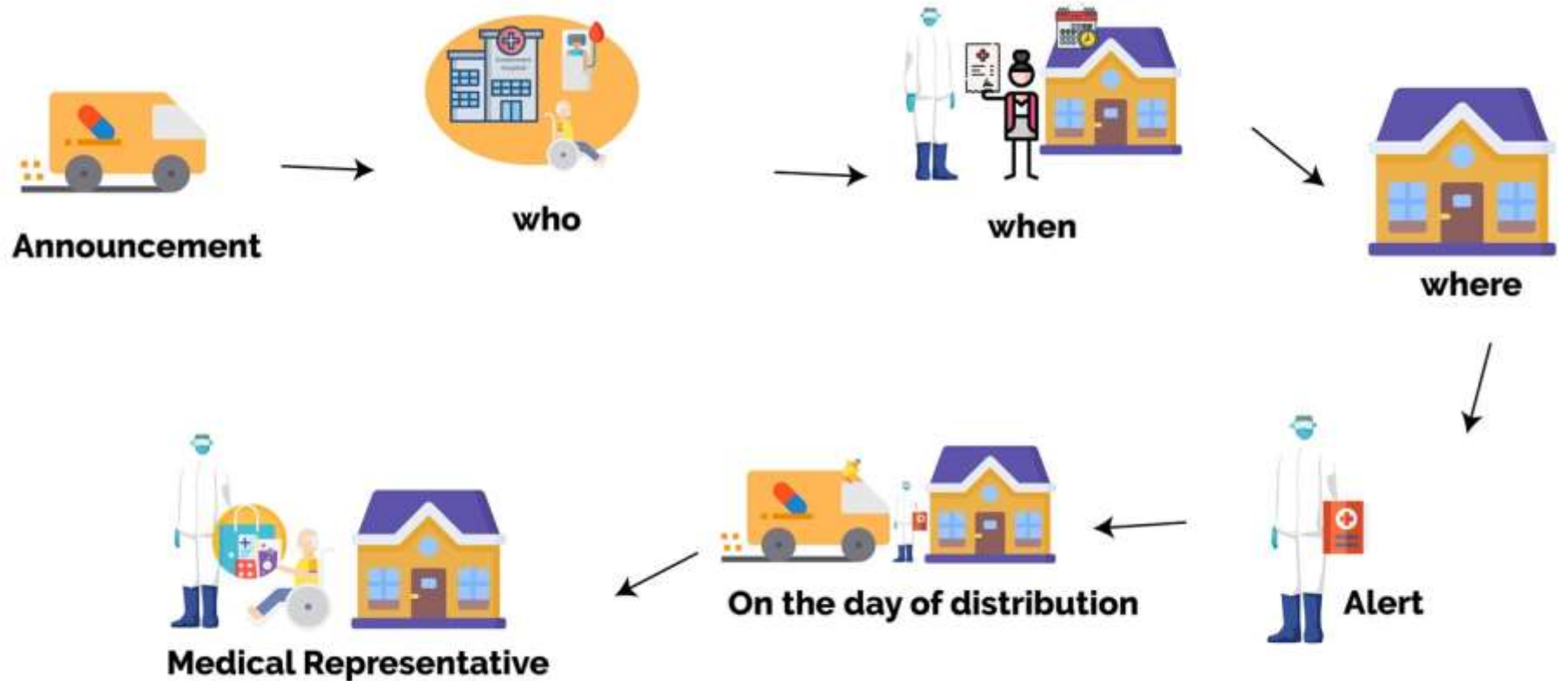
MOBILE MEDICAL DURING LOCKDOWN

Most of the people under poverty level are neither able to travel to government hospitals to get their pharmaceutical needs nor afford to buy medicines in private hospitals. If mobile medicals are arranged in every area, which will travel to every street on scheduled bases, then people can get their regular medicines at their door steps.

Here people neither have to travel long to get medicine, nor spend lot of money in private medicals shops. This medicines will be available to those who already are registered patients in government hospitals and also have a prescription written by a doctor working in government hospitals.



Journey Map



Mobile Medical

By Design Team





Announcement

- our government has planned to launch "mobile medicals" To distribute medicines for people who are all taking treatment in government Hospitals, military/railway hospitals
- patient should bring their medical prescription/medication book to get medicines



who,when,where,How,What

as it a "mobile medicals"it will come to your door step so dont rush and form any crowd

-for every week end /first day of the week our "mobile medi-





Strictly follow

maintain social distance
wear mask
Precipitation/medical book



On the day of distribution

Mobile medicals will start work from gam With announcement, which contain all the basics medicine and a medical Resprestation



Medical Representative

- Medical rep go to indual house to check their prescription which was given by government doctors
- people should follow social distance and wear mask
- respective medicines will ne given to patients
- start moving to next home and close it's service by gpm



[Check This Explanatory Video](#)

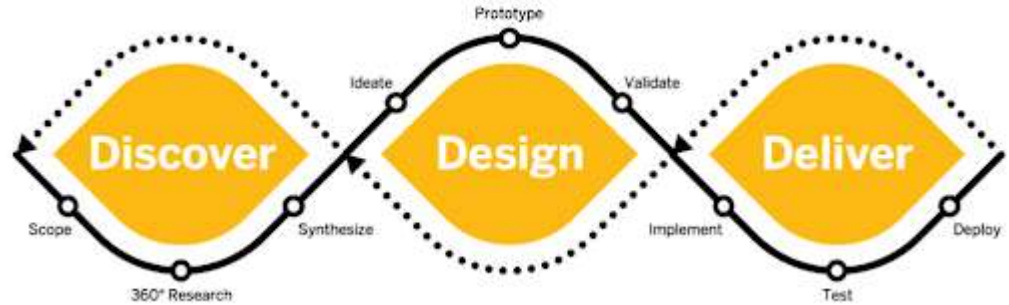
Process

3D's MODEL

DISCOVER : Identifying the problem, Analyzing the urged need to solve it- User research- Getting qualitative and quantitative data- Affinity mapping

DEFINE : Defining personas based on their personality traits- Defining their motivation, ability and triggers- Their journey in a day- finding design opportunities- Prioritizing their needs

DESIGN : Proposing a Conceptual model- visualizing their happy path.



Impact

IMPACT OF MOBILE MEDICALS

People in need of medicine who were getting medicines from Government hospitals can easily get the medicines at their doorstep due to mobile medicals and live a healthy life without skipping medicines during lockdown.

The patient just have to display his patient number/ID card, here the computer system will display all the details of the medicines which the patient was having earlier, and thus the pharmacist in the mobile medicals will issue the same medicines which can be consumed for a particular period.



Execution & Viability

HOW MOBILE MEDICALS CAN BE IMPLEMENTED AND BE SUCCESSFUL?

Mobile medicals is same as any other mobile shops which sell food, fruits and vegetables. Hence it is easy and possible to implement same concept in medicines. Here the person who issues the medicine should have a diploma in pharmacy and have experience in issuing medicines earlier.

Government of every state should take an initiative to review it and implement this plan keeping the needs of poor patients during this lockdown in mind.



As a result of our research and analysis, patients below poverty line are in need of mobile medicals. It would be a great initiative if Government agrees to introduce mobile medicals to every area during this lockdown period. This initiative will definitely save lives.

