DATAART®

MedAR

Application Vision

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Contents

1. Introduction

The purpose of the project is to demonstrate a prototype image recognition and augmented reality application that can facilitate pharma sales and marketing, improve patient adherence to medication, and assist in patient education of products.

2. Application Overview

The application can be used at a doctor's office to help educate patients and at pharmacies as a way to connect with over-the-counter purchasers to drive them to prescription medications when it makes more sense.

When at a pharmacy, MedAR can help a user make a more informed decision regarding over-the-counter medications by examining their symptoms, providing relevant options, and additional information about suggested medications. The application will pop-up a notification instructing that if the person doesn't get better in three to five days, they need talk to their doctor, and it might suggest a prescription medication of a certain brand.

It can also improve medication adherence by setting up reminders in the user's calendar or by sending emails.

3. Main User Journey

Requirement: User has to have an iPhone or iPad, or is the use of one mounted at a pharmacy.

1. The user opens the MedAR application, positions a medication in front of their device's camera and taps the "Start Scanning" button.

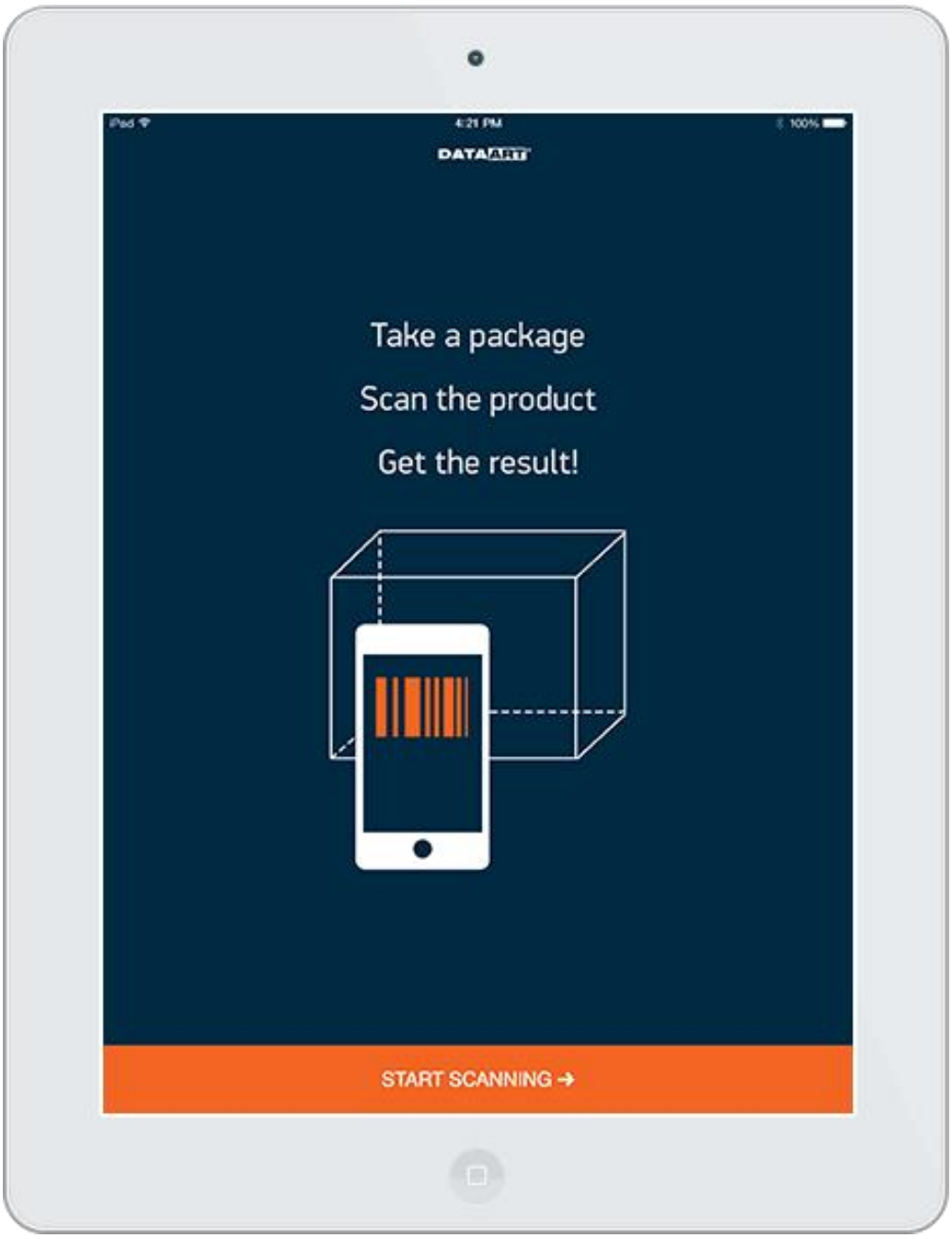

Figure 1. Home Screen – Start Scanning

2. The application recognizes the medication, then based on the medication's uses, the application makes an assumption about what health issue the user is experiencing and asks what symptoms the user has, proving a list of relevant symptoms.

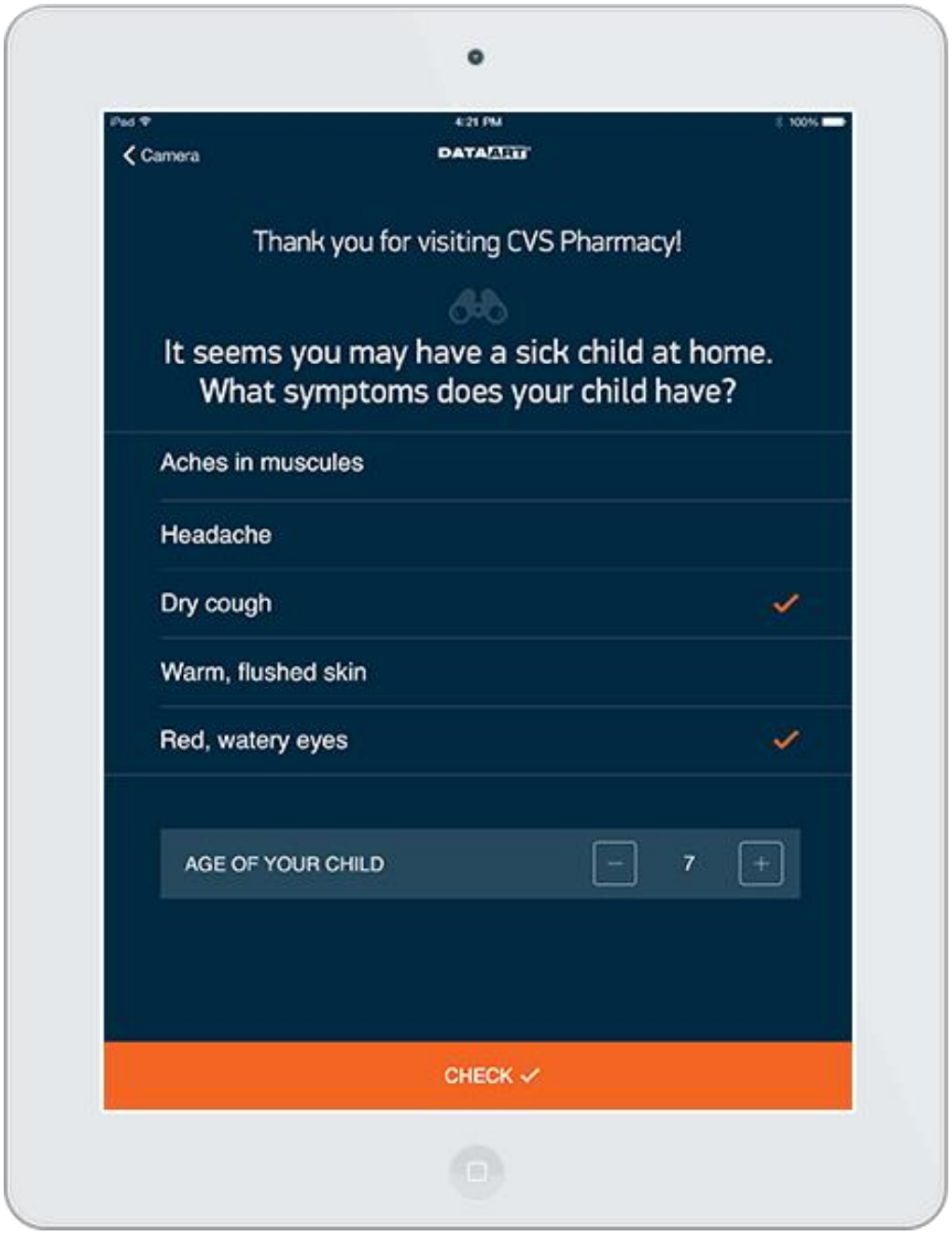

Figure 2. Symptoms questionnaire

3. The user ticks off the applicable symptoms, enters an age and taps the "Check" button.

4. The application suggests a list of medications that are best suited for someone with the given symptoms.

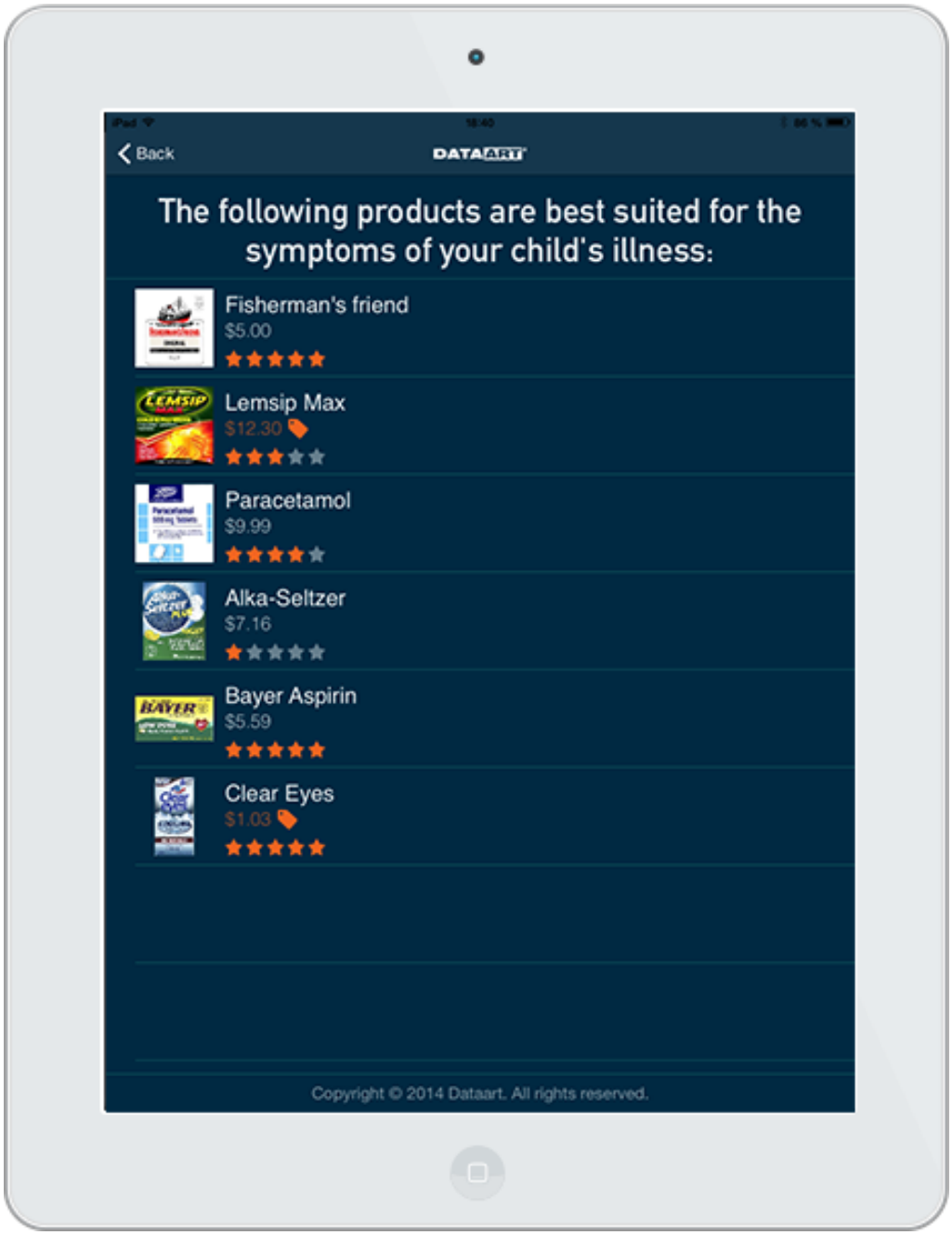

Figure 3. Suggested medications

5. The user can click on any of the suggested medications to get more information, including Drug Facts, medication price and rating, as well as links to manufacture websites and relevant videos.

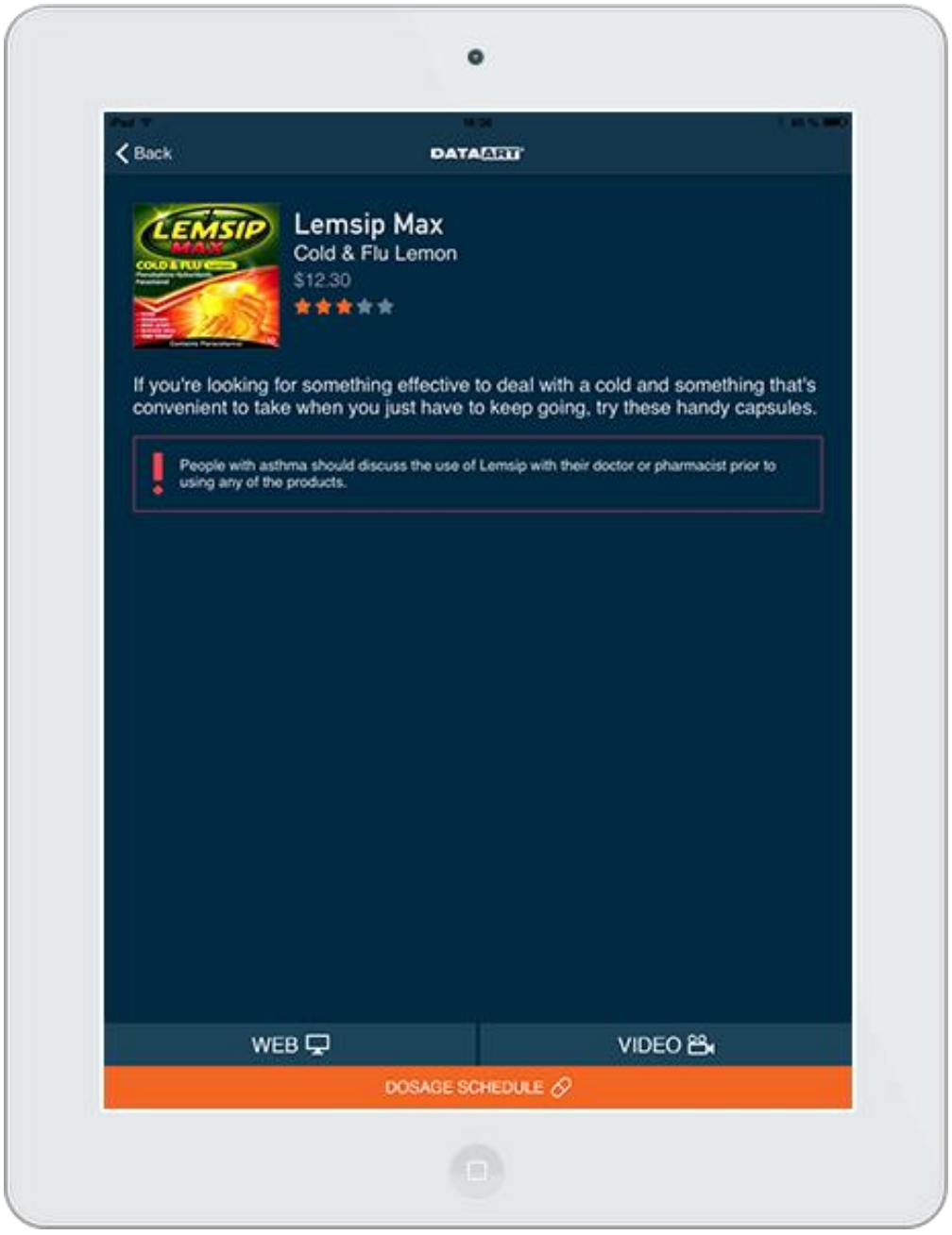

Figure 4. Detailed information for Lemsip Max

4. Other features

1. Augmented reality functionality. The application can overlay various types of information, images, animation, etc. over the feed from the camera.
2. The application provides the following types of data:
    - Drug facts, including warnings;
    - Link to the manufactures website;
    - Links to relevant videos;
    - Etc.
3. Dosage schedule. The application can integrate with the user's calendar to set up a medication intake schedule and send reminders (to their iPad, phone, or smartwatch) to ensure adherence.

5. Pharmacy Perspective

Pharmacies can use a similar application to increase customer satisfaction. Through such an app their customers can have a new way to interact with the pharmacy. It can help customers find the right product based on their symptoms and locate it in the store. Integrated with the inventory system, the app can suggest just the medications available at the given location and can provide information about which of the suggested products are on sale or have coupons. The application educates users about over-the-counter medications, helps customers make informed decisions, and improves customer experience.

6. DataArt Info

DataArt is a technology consulting firm that creates end-to-end solutions, from concept and strategy, to design, implementation and support, helping clients achieve their business goals.

To every project, we bring a combination of industry knowledge, unique company culture and some of the best technical talent in the world. Our clients' business outcome is the true measure of our success and pushes us to find creative solutions to the most difficult problems. Rooted in deep domain knowledge and technology expertise, our offering includes new product design, enterprise system modernization, and managed services. Over the years, DataArt has built a scalable and resilient operation: proprietary R&D, strong financial position, solid infrastructure, and outstanding development teams in the US, UK, Central & Eastern Europe, and Latin America.

Our collective experience spans over a thousand projects for some of the world's leading brands in the financial services, healthcare, travel & hospitality, media & IoT sectors. DataArt clients include Standard & Poor's, Harmonic Fund Services, Ogilvy, artnet, Panasonic, Cancer Research, Ocado, Charles River Laboratories, Betfair, Misys, leading asset management firms and three of the world's top ten investment banks.

Global locations:

- **New York**
- **London**
- **Switzerland**
- **Germany**
- **Eastern Europe**
- **Latin America**

Figure 5. DataArt Locations

Quick Facts about DataArt:

- Founded in 1997, privately held;
- $54M revenue in 2014;
- 40% CAGR revenue growth over past seven years;
- Strong balance sheet with $21M in current assets (including $9M cash) and $9M total liabilities;
- Largest client 9%;
- 67% revenue from US, 33% from UK and Europe;
- Available financial reports: audited financial statements, tax returns, management financials;
- 11 engineering locations, 4 sales locations;
- 1500+ employees;
- Stable management team, consistent historic performance;
- No open litigations, legal history is limited to collections matters.