

Dia-Beat-It

Nolan Amblard, Sydney Bice, Keene Brogan, Brian Goldblatt, Mirna Jaber, Kendrick Xuan

How might we give rural communities access to specialized testing for diabetes comorbidities?

Statistics

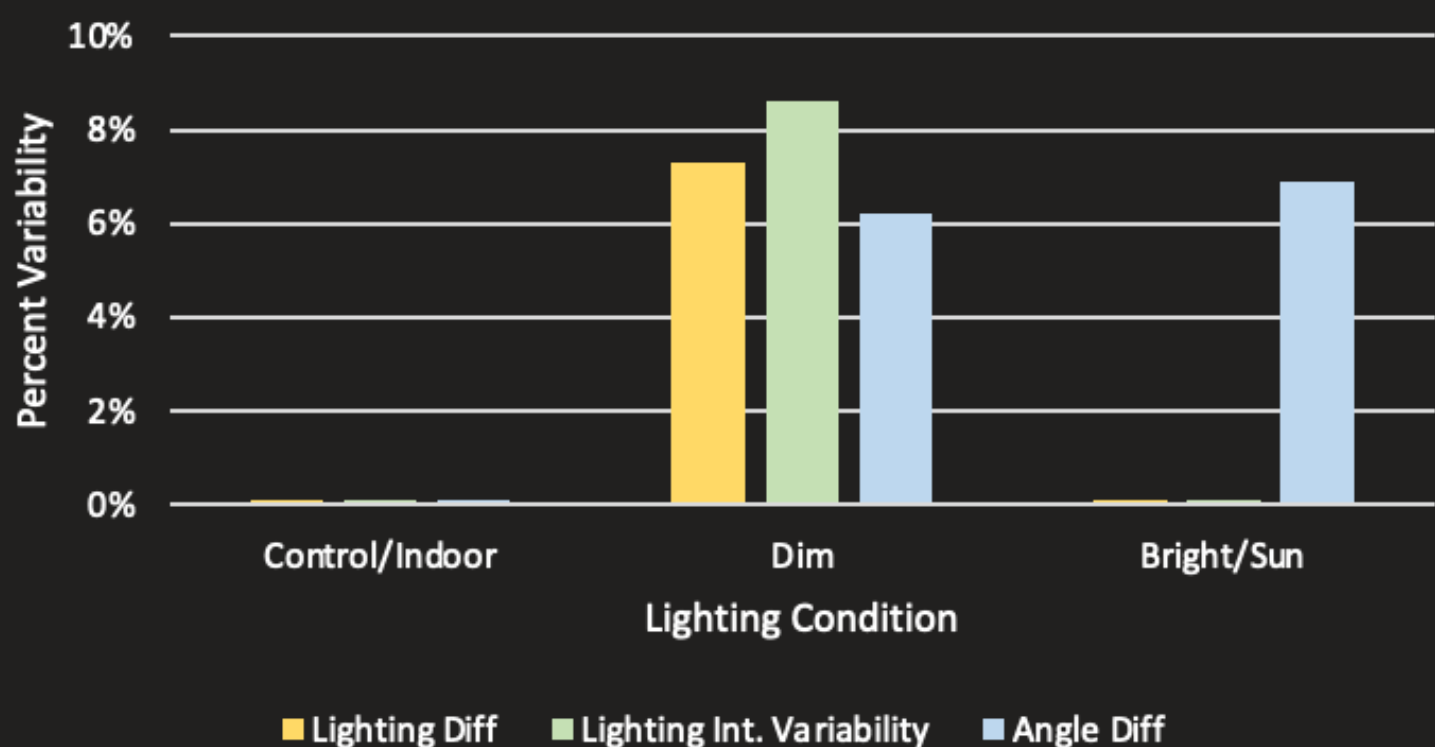
- In rural Georgia, the presence of diabetes is 36.2%¹, higher than the national average of 10.5%.²
- As many as 9 in 10 adults with CKD do not know they have CKD.³



Experiment

Testing the reliability of preexisting solutions that use a phone camera to scan a used urinalysis test strip

Lighting and Angle Percent Differences



Problem

Diseases known as comorbidities can arise as a result of diabetes. When left undetected, diabetes comorbidities such as chronic kidney disease (CKD) can cause serious complications down the line, and many people do not know they have these diseases until after it is too late.

Key Insights

- With access to easy, at-home testing, rural Georgians will be much more likely to detect the presence of CKD and take preventative steps.
- Often times, digital screening apps are over-complicated. Our intuitive, user-friendly UI will allow patients of any age to easily get tested.

Current Solutions

- In person testing
 - Time consuming and expensive
- At home testing (Vivoo)
 - Not specialized for kidney disease
 - Expensive
 - Inconsistent results



Solution Direction

We plan to improve on existing at home testing kits by:

- Connecting users straight to experts while reducing variability with standardized scanning technology.
- Making the kit cost effective.
 - Current testing kits available are priced to appeal to affluent consumers despite the low cost it takes to manufacture the product
- Use Emory connections to test product with an IRB

Solution Scaling

- Continued marketing campaigns with doctors
- Using targeted online advertising to increase the popularity of our product

Early Adopters

- Connecting with rural doctors, who will recommend our product to their patients
- Continuing with Emory and personal connections

References:

¹ "Map of Diagnosed Diabetes Prevalence, 2017 - Nonmetropolitan." Rural Health Information Hub, <https://www.ruralhealthinfo.org/charts/37>.
² "National Diabetes Statistic Report 2020." CDC, 2020, <https://www.cdc.gov/diabetes/pdfs/data/statistics/national-diabetes-statistics-report.pdf>.
³ "Chronic Kidney Disease in the United States, 2021." CDC, 2021, <https://www.cdc.gov/kidneydisease/pdf/Chronic-Kidney-Disease-in-the-US-2021-h.pdf>.