

What's the product?	What's the problem?	Comments / questions to the team
An app to support women suffering preeclampsia	The preeclampsia	
App Preeclampsia tracker for pregnant women	Preeclampsia in women mid pregnancy and beyond	
Prevention of preeclampsia	It may be difficult to reach the population to which it is aimed at	Great presentation and really interesting idea which could be really helpful.
a mobile app for pre-eclampsia in African-American mothers	high rate of pre-eclampsia in African American mothers	How is it distributed? is it interactive?
App that informs and monitors pre-eclampsia risks (tracking pregnancy).	African american women have a significant higher risk of dying from pre-eclampsia.	<p>First of all congratulations on your initiative and courage on doing this alone, I think your idea is amazing and addressing a VERY important situation.</p> <p>My team (BiliFit)'s product is similar to yours to some extent, as it's also an informative app + monitoring device (despite being for different healthcare issues).</p> <p>I think it is great and very useful to have a product that not only monitors some health metric/function, but also includes INFORMATION, because that is one of our best tools to fight a lot of problems in the healthcare system.</p> <p>As a med student, I strongly believe that as healthcare workers, we have to really focus on providing information to the patients, making sure they fully understand the risks, the do's and don't's, etc. so that they are more aware and can participate more actively on their on healthcare.</p>

An app to early flag preeclampsia.	The african american population does not get sufficient healthcare, hence that app can ameliorate a segment.	None.
An App that monitos risk factors for the mother.	African- American women that suffers from pre-clampsia, which is the most common cuase of death during pregnancy.	Is this a disease that only suffer African-American women? or are they are more affected by this? Also...how do you handle legal responsability?
an App that inform women about preeclampsia	lack of information	maybe you can add more pre-existent diseases in the mother
A pregnancy tracker app with pre-eclampsia supporting information.	African-American high levels of pre-eclampsia during pregnancy.	How do you plan to promote the adoption of your app? Through direct medical advice, or through marketing strategies?
Mobile app for pre-eclampsia in African-American Mothers	African American mothers have 50% higher preterm birthrate and higher rate of pre-eclampsia.	I understand that AA have higher rates of pre-eclampsia, but why limit to AA women only? How do you plan to recruit this population? How do you differentiate yourself from other products out there? Great explanation of the problem!
Pregnancy tracker app to help address preeclampsia	Preeclampsia is the most common cause of death in pregnant women with 3x greater risk in African American women.	How will your app make an impact? How do you see it changing the course of care to reduce the risk of death?

App for at home monitor for preeclampsia	Preeclampsia dangerous for mother and baby and under diagnosed in African American mothers	<p>Great idea. I appreciate the focus that mother's health matters as well. Society generally tells you that as a mother you don't matter anymore only the baby, this obviously needs to change.</p> <p>Have you considered working with insurance companies or community health to partner?</p> <p>Could you make it more large issues for maternal health including perhaps high glucose and even post partum depression which are major issues that don't get addressed.</p> <p>I think this could be exceptional! Best of luck!</p>
Digital tool/app to monitor pre-eclampsia	Pre-eclampsia has a broad range of risks to pregnancy and there are no good home monitoring tools to alert and monitor risk	Significant concerns around IP and business model
mHealth monitoring application to detect pre-eclampsia by measurement of BP and edema	Delayed recognition and treatment of pre-eclampsia	<p>Will the intervention be integrated into clinical workflows and if so how?</p> <p>How does the intervention measure edema?</p>
Preclampsia monitoring via app	Many women do not know how to monitor the problem or when to seek help, and it disproportionately affects women of color in the USA. They need something easy and available.	Important problem not widely understood. But is this a separate app, or should it be an enhancement to some other product or service? I suggest you need to explain more about your engagement with clinicians. Also whether the target demographic is ready and willing for this kind of service.

An app	good presentation! went to the point! congrats	<p>what makes you different? among other apps?</p> <p>have you proved your tool in other states/pathologies?</p> <p>have you evaluated different business models?</p> <p>have you evaluated combining your tool with others like FreeStyle Libre from Abbot?</p> <p>are the pharmaceutical laboratories a target for you?</p>
App for pregnant African American women	Pre-eclampsia	<p>(1) Project needs to get much more specific in its value proposition: I can't discern product or problem. For example, what is the app doing when, for whom, who pays, what actions result from warnings, how is this different from other pregnancy apps?</p> <p>(2) can the backbone of the app be used to help large healthcare IDNs better manage their maternity programs?</p> <p>(3) I'm reminded of MTM programs that bring pharmacists/PCPs together to treat complex co-morbidity patients. These have been cost-effective and CMS reimburses.</p>
Mobile app to manage pre-eclampsia.		<p>Good presentation but you should take more time to set up the problem, describe your solution, and detail how and why your solution will be utilized.</p> <p>What medical indications would be utilized to indicate pre-eclampsia monitoring should be done?</p> <p>What is the business model for your solution: How it will be sold, cost, and marketed?</p> <p>What are the regulatory requirements for your solution</p>
monitor for pre-eclampsia in african american and others	pre-eclampsia can led to death	

<p>App for diagnosis and monitoring of pre-eclampsia (hypertension and edema) to foster great patient/provider engagement and better standard of care</p>	<p>The only way to address pre-eclampsia is to have the baby, and so careful and continuous monitoring of own symptoms via an app would offer a new approach to proactively managing prenatal care especially for patient populations that are more susceptible to</p>	<p>Who is involved on the development team for this product? Do you have the expertise that you need? What is your business plan? The idea and aspiration are admirable; translation from idea to reality could use more specifics and details about your anticipated milestones and stakeholders.</p>
<p>Pregnancy monitoring app that makes that promotes preclampsia awareness.</p>	<p>Preeclampsia.</p>	<p>Is there any evidence that awareness increases medical outcome in this scenario?</p> <p>any thoughts on post-partum preeclampsia? The symptoms are easily confused with the post-partum recovery and it can lead to fatal episodes.</p>
<p>App to detect eclapmsia</p>	<p>Eclampsia monitoring</p>	<p>What exactly is the innovation on your project? The real advantage</p>
<p>Genesis: Pregnancy tracker app</p>	<p>TOXEMIA (PREECLAMPSIA) (3X higher risk in African-American women)</p>	<p>What kind of information do you think is more critical to collect for preeclampsia? Any possible partnership with device companies that may obtain that information?</p>
<p>Mobile health management tracker with information and measurement/appointment reminders.</p>	<p>60% of preeclampsia deaths are preventable, and African American women have 3X risk of preeclampsia death</p>	<p>How are deaths preventable? Treatments, or just having the baby? Is there anything actionable from a care standpoint (medications, lifestyle changes, for the app, or is it primarily an engagement tool?</p>

	Preeclampsia in African -America woman	How is the diagnosis made? If the app identifies the patient has pre-eclampsia, have there been any usability studies to determine how the mother will take the information? If there is no treatment, what can the mother do?
App to track pregnancy and provide preeclampsia information. May have a link to NiBP devices?	? People don't understand enough about preeclampsia risks? Esp AA moms....	- PPT would be more compelling with some screen shots of the app - even if they were just mock-ups. - What's the economic model? Add based? Free? - Could impact be more easily obtained by trying to get the preeclampsia info in to other, existing, already popular app?
Unclear exactly	Detection and monitoring of Pre-Eclampsia	1. Not sure how the App will impact diagnosis 2. How does this app differentiate itself from others 3. How do you predict adoption of this app 4. How do you plan to keep patient engaged with interacting/using this app
an App	death due to preeclampsia	patient engagement is an excellent idea ... you may want to add some education activity into your App ... you may already have it but it was not clear in the presentation