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BiliFit

Improving the quality of neonatal care
in rural & semi-urban India



June 2021:

Solution



Need?

Many narratives
Unclear 'key gap'

Problem

Then

NICU overuse, long
hospital stays

Problem

Then

NICU overuse, long
hospital stays

Now

Short stay (24-48hr) +
follow-up (in 36-72 hrs)

Population

Gap(s)

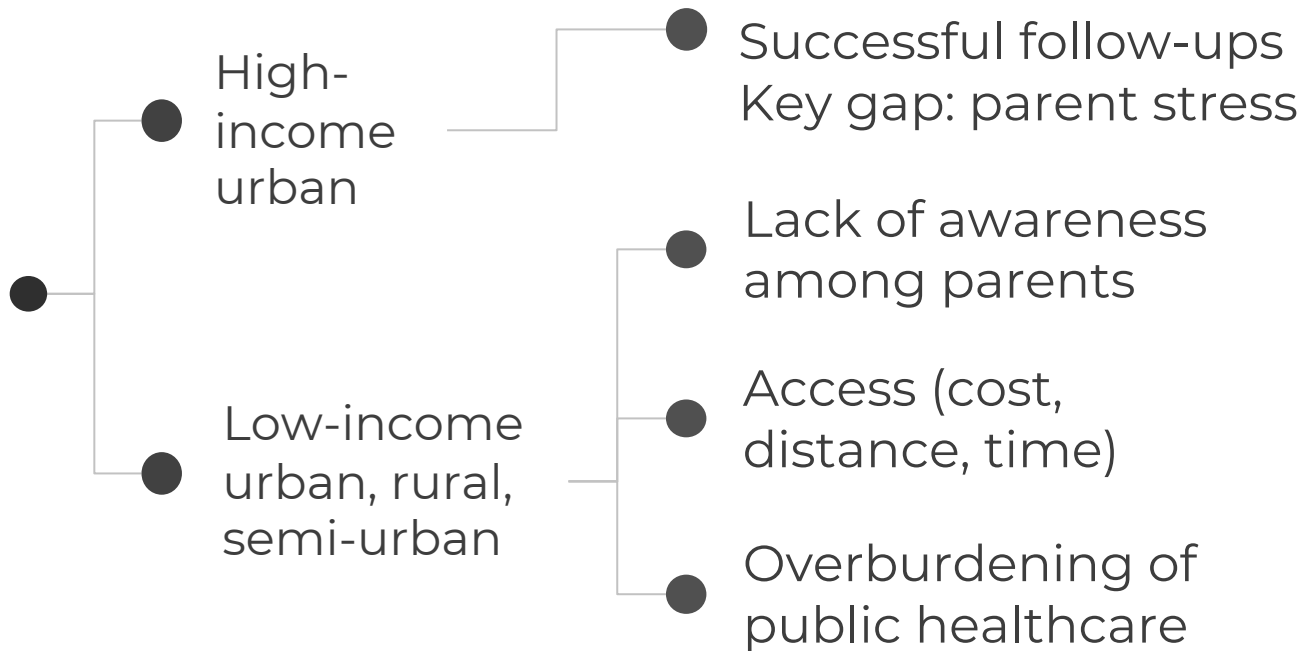
**Follow
Ups**



Follow Ups

Population

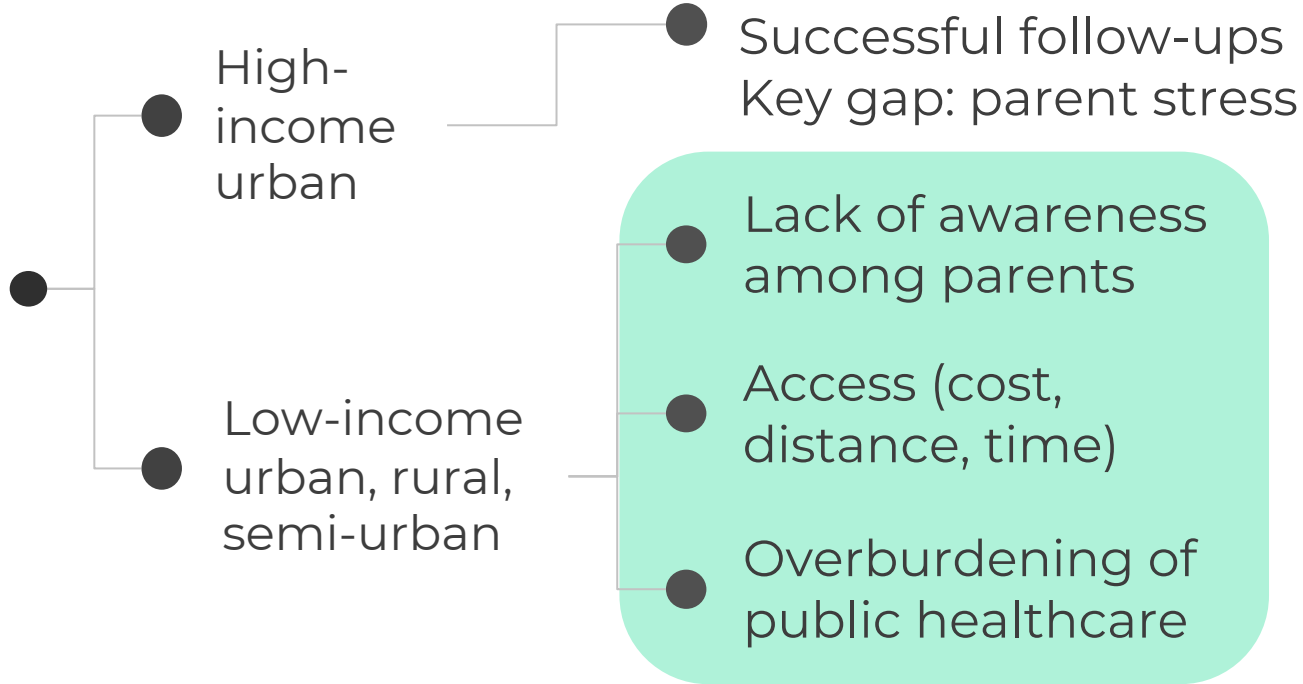
Gap(s)



Population

Gap(s)

Follow Ups



- Lack of awareness among parents
- Access (cost, distance, time)
- Overburdening of public healthcare

Solutions

```
graph TD; A[Solutions] --> B[Facilitate completion of essential follow-ups]; A --> C[Reduce non-essential follow-ups];
```

Facilitate completion of essential follow-ups

Awareness
Access (full-stack teleconsultation)

Reduce non-essential follow-ups

Home screening for jaundice to reduce vol. of blood tests

Plan Going Forward

- **Currently:**
 - Need research
 - Competitor analysis
 - Solution ideation
- **6-week goal:** Pick solution
- **By December Workshop:**
 - Product specs
 - Complete understanding of market, competitors, regulatory landscape

So, where are we?

OUR TEAM

Mentors:
Arthur Hiller,
Peter Bryant



Roberto Peña

Management
Consultant



Smiti Mittal

BioE Junior



Lucas Campos

Medical Student



Priyanka Fernandes

BME Engg



Ratika Agarwal

Healthcare Management Student



There will come a time when every single human being, regardless of their conditions, will receive