CHALLENGE BRIEF

Startup Company DORA: IT in medicine

How to find an effective marketing approach which will enable successful global marketing of the DORA system


1 | Who we are

We are a team of four computer science students from the Faculty of Electrical Engineering and Computer Science. We are developing the solution DORA (Doctors Operational Research Assistant). The solution is developed in close cooperation with experts from the University Medical Centre Maribor and under the supervision of professors of the University of Maribor and university business incubator. Our mission is associated with the use of cutting-edge knowledge and technologies in medical practice and thereby improvement of the quality and accessibility of health services. Our vision is to create a technologically advanced solution that will allow surgeons to access patients’ medical records easily and without physical contact, and thus enable them to carry out complex operations faster, with better quality and at lower cost. In the future, we want to become one of the leading providers of cutting-edge IT solutions in healthcare.

2 | Define the users, people affected by your product/service

Our target customers are healthcare providers, where surgeons perform complex and long surgical procedures that require repeated access to the patient’s medical records. In doing so, they may be supported by the latest information technology that enables them the viewing of patients’ medical documentation without contact (especially photo and video material that relates to X-ray, CT and MR images). By using our solutions, health institutions will save time and reduce costs of complex surgical procedures. Gain will also be on the patient’s side, because they will be exposed to anesthesia for a shorter period while receiving higher quality services. In times of limited resources, our solution could increase access to health services.

3 | Define the problem
Today, the surgeon has to leave the "Operating field/Sterile zone" and move to a dedicated computer in order to examine patient’s medical documentation. Before the surgeon can return to the patient, he has to perform the disinfection process. The viewing of patient data and repeated disinfection can take up to 15 minutes. During a complex surgery, the surgeon handles patient data at least a few times. This accounts for longer duration of the surgery, as well as for increased water and medical supply consumption. The patient is also at greater risk. Longer duration of a surgery means that the patient is under anesthesia longer and the costs of surgery are increased.

4 | What are the current solutions to it (if any)

Our solution DORA, which includes the Kinect sensor and our software, enables doctors to manipulate large color screens on which they archived various photo and video materials of the patient. Patient data is manipulated without any physical contact. The system enables advanced manipulation of photo and video materials without touching the screen (scrolling between images, adjusting the contrast, enlarging images...). Our system also enables the doctors to set up a conference connection with professionals that are outside the operating room. First tests of the system, which was developed together with surgeons, encountered a positive response, so we are proceeding with system development.

5 | The challenge

The main challenge for C:F youth is to find an effective marketing approach which will enable successful global marketing of the DORA system.

On the market, there are already several established business models for the healthcare domain, hospital information systems; software licensing, sales of the entire system, charging per individual operation and others. The challenge is to draw up one or more different business models that will enable successful marketing of DORA on the global market and will be tailored to specific characteristics of various global markets.

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