Pulmoment

THE PRODUCT

Pulmoment is a health tracking application designed for patients and pulmonologists to help manage and track asthma symptoms. Doctors have constant access to the collected data through detailed reports. This provides them a way to get more accurate and up-to-date information about their patients, which leads to shorter consultation times and a more efficient practice.

Customer problems

According to WHO more than 230 million people suffer from asthma symptoms worldwide, and this number is growing steadily. Asthma is the most common childhood disease, and it's social cost is estimated 15 billion dollar per year. Our goal would be to lower the work pressure on pulmonary clinics by providing a communication platform for doctors and patients, which they can use to reduce the frequency and time of their consultations.

Even though asthma attacks can be easily prevented, there are still many cases these days which lead to death. With proper information and symptom tracking tools the number of such cases could be reduced. However currently there are only a few asthma centred applications, and they neither grant enough details about how the patient's condition changes, nor are they easy to use from the customer's perspective.

The solution

Our platform is a health tracking mobile application paired with a web-based platform for doctors. The system collects every available fitness and health data from the user's mobile and wearable device and pairs them with location and environmental factors, such as local air pollution and pollen reports. Along with the patient's subjective symptom description, Pulmoment creates a unified report for the doctors. With the help of Big Data analytical tools we can use these measurements to analyse and create predictions about the critical periods and asthma attack triggers.

Protection of patient information and related data is a key factor in our development process, thus we store patient related data anonymously and in an encrypted way. One of our key features is the refined and intuitive UX, which helps the users spare time during symptom logging and ensures frequent use of the application. The patients can describe their daily condition with only a couple of taps and their doctors can check the submitted data in real time. The user experience is important on the physicians' side as well. So we provide automatic data syncing, symptom tracking and report generation to ease their work.

STATUS

Area: Digital Healthcare

Company: Self-funded, experimental Startup

Current Status: Beta testing, limited release

FOUNDERS

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CTO
Multiple award-winning software developer and asthma patient since his childhood

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COMPETITORS

Currently there are several attempts to reform the healthcare system. The offered solutions by our competitors and by Government actors are often too complex and do not focus on one specific disease. However these platforms usually provide access to health records and consulting information. One of our aim is to integrate this data as well.

There are similar projects like ours on the market, but they lack either the ease of use or the communication services that will be available in Pulmoment. For example, AsthmaMD is a comprehensive health tracking solution, but not very well designed and hard to use. In contrast, AsthmaTracker has a much better UX, but does not provide features which help the patients on the long term. We believe our application mixes the best of the two approaches.

BUSINESS MODEL

Target market

We would distribute our software first in the Hungarian market but after the beta period we plan to make the platform available globally. Our long term focus is on the US and ASPAC markets however this depends on the available capital. Our main target audience is the demographic of 14-35 year old asthma patients and their doctors who are open to innovative technologies. Based on our experiences these people have a desire to control their own illness and they support the democratisation attempts of healthcare.

Source of income

We have plans for multiple ways of monetisation. We could provide an advertising platform for pharma companies where they can target their users based on the gathered health data. Additionally we plan to provide premium services - i.e. exclusive access to doctors, simplified doctor appointments and personalised healthcare tips. Also the collected health data would be valuable on its own for research institutions as well.

MARKETING STRATEGY

As doctors can help us to reach a massive number of users instantly, we provide multiple ways for patients to invite their physicians into the application. The doctors can create free accounts to reach their patients and help them in their daily needs.

We treat our registered physicians as our partners. We provide them with individual support while they use our application and even promote them on our public channels. In exchange for this we hope they sponsor us on our conference and media appearances. We also plan to partner up with multiple smart health device manufacturers and pharma companies for cross promotions. After the first release, we'll use our personal connections to distribute the application. With the help of our doctor partners, we firmly believe we can reach more than ten thousand patients in Budapest in our first month after full release.