The Interactive Prescription

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Background:
Overall low health literacy and general literacy levels in the U.S. Doctors have less time with patients and few effective communications tools. Patients have little access to resources to help their understanding. Visual communications in health and medical advertising have had positive outcomes.
Problem:

There is a widespread need for communication solutions that deliver critical health information to individuals that experience low health literacy, a large portion of Americans.
Solution

We are proposing a digital system that could be accessed by pharmacist or community health care providers to create visually-rich health labels that would communicate health instructions to individuals for a range of behaviors from medicinal instructions to any other instruction-oriented advice necessary.
Solution in detail
Confusing. Must keep pharmacy bar code.
The Label

Has all of the same information plus some. Crosses digital divide.

Proposed simple interface for pharmacy techs (less manual stickering). QR code could be scanned at photo printers.
The App
Launch app or print to networked printer at home.
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Enter log in information on first sign in.
Upload medication schedule to calendar

Please select which medication to schedule:

- **Amoxicillin - 500 mg**
  - Jun. 29-Jul. 8 (refill)

- **Amantadine - 100 mg**
  - Jun. 29-Jul. 4
Upload medication schedule to calendar

Please select which medication to schedule:

- Amoxicillin - 500 mg
  Jun. 29-Jul. 8 (refill)

- Amantadine - 100 mg
  Jun. 29-Jul. 4
Upload medication schedule to calendar

View current medications

View/Print information sheets

You are signed in as: JSmith09

View/Print information sheets

Select a medication to view the information sheet.

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Printer Options
Printer: Canon MP620 series
1 Copy

Print

Instructions:
Take one capsule by mouth three times daily for 10 days until all capsules are taken.

Prescription information:
Do not drink alcohol while on this prescription.
Take each capsule after a full meal.

Refill:
You have one refill for this prescription for a total of 2 courses.
“Understanding my medicine has never been easier.”

- Jenny Morgan

PICTURE PERFECT  A Safer Way To Take Medicines

Did you know that about 50% of the time, people don’t take their medicines correctly? Medication errors are the 5th leading cause of death in the United States.

PictureRx provides simple instructions and reminders to take medicines correctly. It’s medication management – simplified – for you or a loved one.

Similar Existing Solutions

Picture RX (proprietary, expensive)
Who we are:

Eliza Barry
I'm Eliza and I'm interested digital and real-world user experience, be it an app or a party. I think structurally, but focus on aesthetics.

Allison Lazard
Allison Lazard. A hard-working, visual-loving, excitement-craving, design researcher. Born to dream, create, and change the world.