

VESTA

Developer



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Developer



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UI/UX

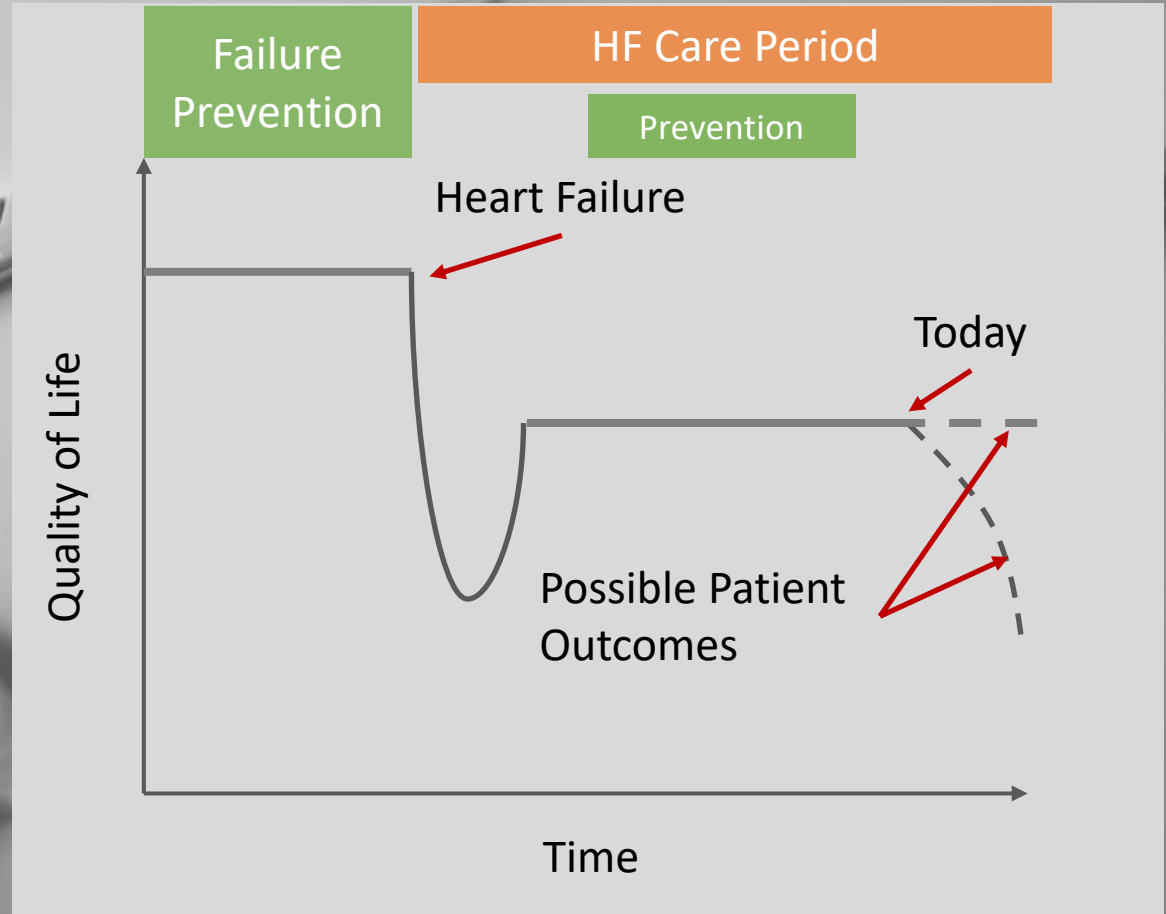


Shailee



Heart Failure – Failure Care

- Heart Failure (HF) occurs when the heart muscle doesn't pump blood as it should
- Post HF episode, the patient's quality of life is severely deteriorated.
- Benefits of positive HF care
 - Improves survival-rates
 - Maintain quality of life
 - Reduces hospital readmission
 - Keeps treatment costs down



Impact on Patients and their Family

During the care period:

- Patients commonly experience psychological effects, including fear, anxiety, and depression
- This can lead to social isolation and have a marked effect on family relationships.
- Family members caring for the patient also have physical, emotional and financial burden



Challenges During Care

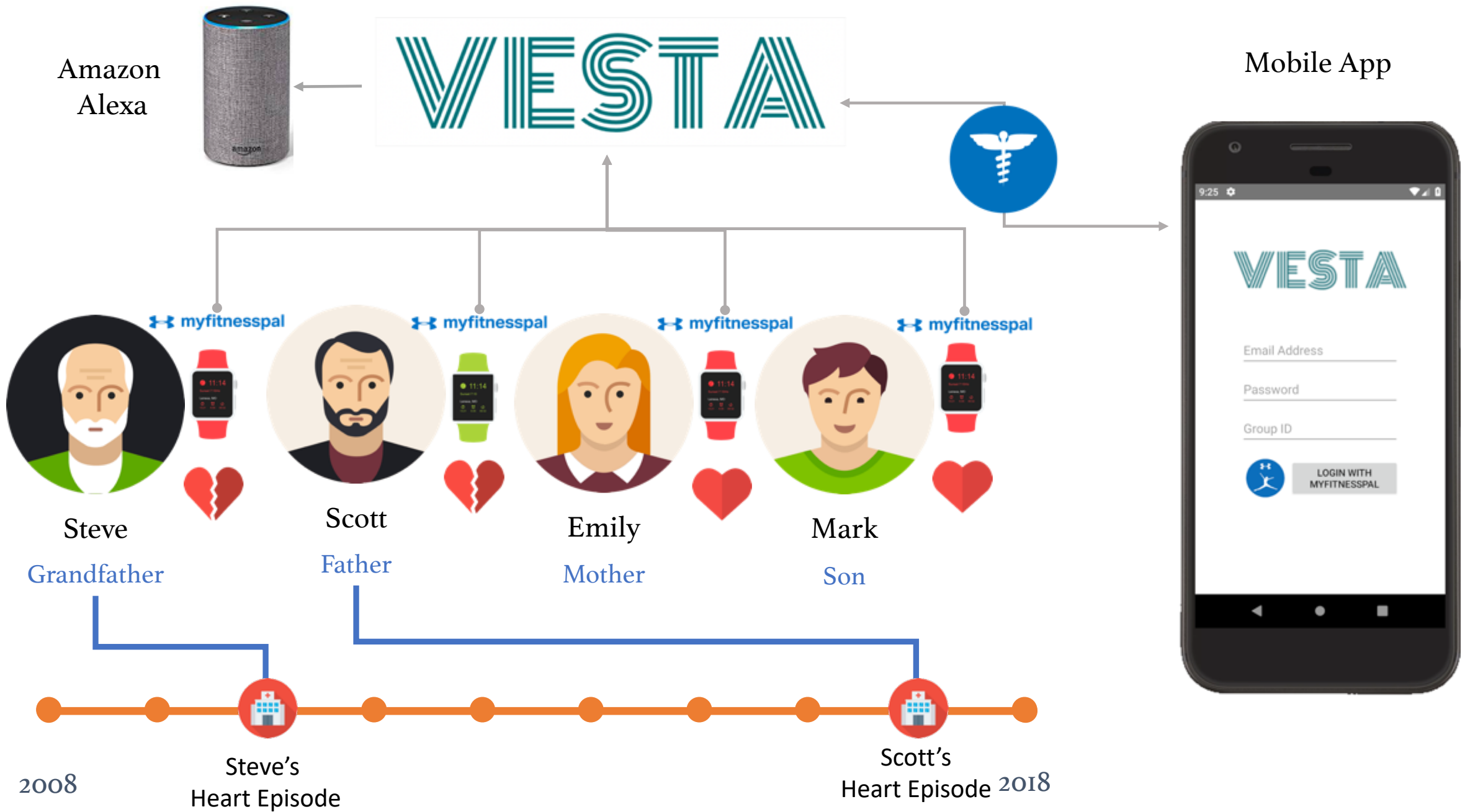
- **Adherence:** Only 60-65% were adherent to medication 3 months to 1 year after discharge
- **Education:** 31 % of patients could not name any symptoms of worsening heart failure
- **Exercise & Lifestyle Changes:** Over 50% of the patients reported no physical activity
- **Technology Barrier:** Given the older demographic of patients, there is large barrier for adoption of newer technologies

Introducing Vesta Assistant!

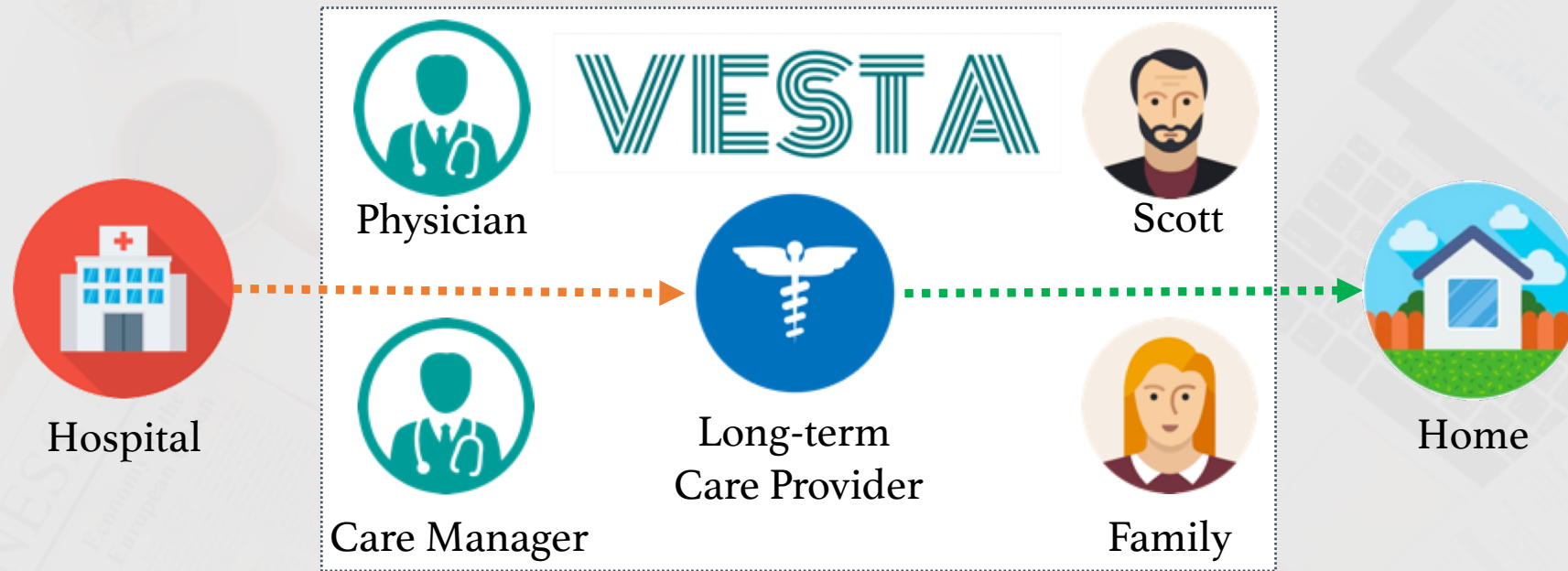


Maintenance with Family Support

- Peer review literature has shown support from family and friends (social) can have substantial benefits for patients including
 - Medication & dietary adherence
 - Monitoring key vitals
 - Regular exercise
 - Seeking timely medical advice
 - Better quality of life
 - Alcohol Cessation



Business Model



- Care providers can purchase subscriptions for Vesta as part of the patient's transition of care, which can extend from a few weeks to a few years.
- Care providers will benefit from improved patient adherence as it would reduce the cost associated with hospital readmission and overall healthcare utilizations.

Key Highlights

- **Low Technology Barrier:** Gamifying the experience using Alexa means users of all age groups to actively participate
- **Improved Adherence:** As vitals, medications and goals are monitored on a daily basis, patients are more aware and accountable of their health status
- **Healthier Family:** Improves emotional and physical health of all family members who are actively participating and reaching their health goals
- **Timely Intervention:** If any of the monitored vitals are out of range, the care provider can be immediately notified

Traction

- Given the low technology barrier (one-time app signup) and easy access to the Alexa app, we believe this would be great support for the family post HF incident
- The challenges can be easily expanded for other disease management programs like obesity, diabetes, rehabilitations etc.

Roadmap

- **Reporting** – Build tools and UI to enable easy reporting to care providers
- **Medical Platforms:** Getting patient's data from more platforms like Apple Health & Google Fit.
- **More devices:** to more home devices like Google Home, Xbox and PlayStations