

Primary Audience and Value Proposition

Identify the primary audience and value prop this messaging platform will serve. Secondary audiences can be identified and fleshed out later in this document.

<p>Problem Statement</p>	<p>“The way that patients view their health vs how providers administer care are fundamentally different; current technologies only serve to exacerbate that gap.”</p> <p>On an individual level, people do not experience problems with their physical or mental health in a vacuum. However, our current healthcare system often silos providers into their areas of expertise—adding additional layers of difficulty in providing comprehensive care. Compounding this, no technology exists that allows patients and all of their providers to quickly and easily share information, have conversations, and build mutual trust in a centralized location. While modern technology continues to evolve with increasing rapidity, healthcare has lagged woefully behind.</p>
<p>Solution Statement</p>	<p>Monad bridges the gap between the patient and providers. Combining qualitative and quantitative data, it provides a comprehensive repository for individuals and medical practitioners alike. By creating transparency and empowering people to take an active role in their own healthcare, Monad enables a cohesive and informed</p>

	caregiving team around a central hub: the patient.
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Value Summary

Identify the most important aspects of your offerings' value proposition. This is the foundation of your message. These should be bullet points - no spin, no fluff, no "marketing."

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IS	<p>Willow is a centralized platform that enables comprehensive and comprehensible healthcare. It facilitates visibility between a patient and all of their providers, regardless of specialty, allowing them to act as a cohesive care team. By integrating with popular health tracking apps, Willow aggregates the lifestyle information patients are already tracking—from the number of steps they take, to how they sleep, to what they're eating—and combines it with the formal data their providers are collecting. Through a synchronized view of this information, providers and patients can communicate directly, empowering the individual to both understand and engage with every aspect of their care. This unique approach creates an intersectional view of the patient as a person by filling in the knowledge gaps between visits, decreasing the variability in self-reporting, and allowing for more holistic care.</p>
UNIQUE	<ul style="list-style-type: none"> • Data aggregation • Rapid follow up

	<ul style="list-style-type: none"> • Enhanced provider and patient relationships • Provider-to-provider transparency • Speciality based customizations • Comprehensible Documentation • Streamlined Processes • Healthier People • Decreased Costs
DOES	MEANS
Personalized care	By aggregating anecdotal and hard data, providers gain visibility into their patients' experiences and actions, allowing them to enact lifestyle changes that improve their quality of life and establish a bond of trust.
Rapid follow up	Willow directly connects patients and providers, allowing for easy, rapid follow-up—eliminating the need for unnecessary calls or forms.
Enhanced provider and patient relationships	Enabling patients to directly communicate with every member of their team breaks down the patient-to-provider barrier and alleviates patients' reliance on the internet as a go-to source of medical information.

Provider-to-provider transparency	By connecting providers across specialties and simplifying data sharing, awareness and communication are elevated, allowing for patient-centric care.
Speciality based customizations	Willow supports a variety of provider disciplines with custom workflows and care models, while keeping information digestible for the patient.
Comprehensible Documentation	Patients and providers alike have access to the same regularly updated information, reducing confusion and allowing for mutually informed conversations.
Streamlined Processes	With patient information at their fingertips, providers can spend less time dealing with administrative tasks and more time doing what really matters: improving health outcomes.
Healthier People	Clear lines of communication and easy-to-find information normalize proactivity in healthcare; patients and providers can work together to address health issues before they become crises.
Decreased Costs	By allowing individuals to directly contact and receive advice from their providers, unnecessary trips to the ER are decreased, surgery

	becomes elective—not reactive— and operational costs are reduced.
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Key Messages

Synthesize the positioning above into a complete set of messages that can be used throughout customer-facing materials. Messages should draw from the sections above to tell a clear, concise story.

Primary Message/Boilerplate

Building Better Health Outcomes Through Trust and Transparency

Willow is a centralized platform that enables comprehensive and comprehensible healthcare. It facilitates visibility between a patient and all of their providers, regardless of specialty, allowing them to act as a cohesive care team. By integrating with popular health tracking apps, Willow aggregates the lifestyle information patients are already tracking—from the number of steps they take, to how they sleep, to what they're eating—and combines it with the formal data their providers are collecting. Through a synchronized view of this information, providers and patients can communicate directly, empowering the individual to both understand and engage with every aspect of their care. This unique approach creates an intersectional view of the patient as a person by filling in the knowledge gaps between visits, decreasing the variability in self-reporting, and allowing for more holistic care.

Supporting Messages (these are your core pillars that underlie your primary message. They will appear on the web page that supports this product)

Re-humanized Care

- Willow creates a space that allows providers to understand and connect with the lives of their patients—beyond the glimpse afforded them during a visit—decreasing the time and effort necessary to determine correlations between patterns of behavior, treatments, and health outcomes. In addition to identifying trends, the application acts as a mechanism for day-to-day tracking, accountability, and support.
 - Through the aggregation of data collected via provider documentation and integration with commonly used health apps, Willow paints a more complete picture of the patient and the care they're receiving.
 - In-app communication streamlines the process of post-visit follow-ups; requests for additional information, testing, and personalized check-ins are made easy.

- Willow is the central communication hub for all things relating to your health or your practice; it connects the myriad pieces of a currently disparate system to form a cohesive healthcare team.

Systemic Transparency

- Willow was designed to bridge institutionalized gaps and promote widespread transparency across healthcare systems by collecting what would otherwise be lost data. It provides a central space for medical practitioners to interact with one another—as well as their patients—sharing information that promotes universal understanding and procedural clarity.
 - Willow simplifies the process of sharing and receiving information across specialties and practices; with the patient acting as the hub, providers are granted access to the full breadth of care history, allowing them to make informed decisions around ongoing actions, procedures, and prescriptions.
 - Different specialties require different resources; Willow is designed to accommodate those needs by allowing practitioners the ability to fully customize the in-app content that they and their patients interact with.
 - Willow provides the unique benefit of visualizing health data in a manner that is easy to understand and track, regardless of whether you are a provider or a patient.

Smarter Resource Allocation

- With information at the user's fingertips, Willow allows providers to spend less time chasing data or playing administrative catch-up and more time working with their patients to proactively address health issues. This directly results in individuals being more engaged with their own care, allowing them to make educated decisions and plan procedures in advance—decreasing costs to institutions and individuals alike.
 - With the ability to quickly locate all relevant data, providers can prepare more efficiently and reduce unnecessary repetition, allowing them to confidently dive into meaningful conversations with patients.
 - Full-spectrum sharing of all data—collected by both patients and providers—drives increased value without additional effort; allowing all parties to cooperate in proactively addressing health issues before they become crises.
 - Willow provides tools that make transparency and proactivity more accessible, decreasing an individual's unanticipated medical spending

while simultaneously lowering institutional costs through systemic increases in efficiency and productivity at all levels.

Alternative Message Styles

To really understand messaging, you should think about how to tell the story in different settings and contexts. Fill out some or all of these, or insert your own.

Spoken/Informally Written

You're having a conversation with a live person in a casual setting. These are spoken explanations of your product.

What does the product do?

Willow was designed around the fundamental belief that, to provide the best healthcare possible, you need transparency, communication, and streamlined access to information. As a provider, this means no more scavenger hunts for information about your patients; the platform gives you direct access to up-to-date data from the patient and any other medical practitioners they work with, helping you provide the best possible care and get a jump on issues before they become serious problems. For patients, the platform takes data that you're already tracking—through a fitness tracker, health app, etc.—and allows you to share it with as many of your providers as you'd like. By visualizing this data in a way that's easy to understand, everyone can be on the same page regarding your day-to-day, allowing you to collaborate and identify correlations between what you do and how it affects your health. Direct in-app messaging connects patients and providers; letting them quickly ask questions, follow up on visits, or just say hello—all while eliminating the need for patients to remember every detail or question that arises between routine visits.

Why is that important?

When providers are able to streamline processes that would otherwise be cumbersome, they can focus on what matters: caring for their patients. When all of your providers have access to one another, they can function as a cohesive care team; your health isn't siloed and your providers shouldn't be either. Additionally, when you have the opportunity to develop a relationship and build a foundation of trust with your providers, you are significantly less likely to deal with health issues by going immediately to the ER—incurring a massive cost to both you and the facility—and instead contact your doctor for advice. In this way, everyone has a better understanding of your health and you are able to collectively plan for procedures in advance. On an institutional level, procedural simplicity allows for a greater distribution of work amongst staff: administrative staff can take on tasks previously assigned to med techs, med techs can perform jobs previously assigned to nurses, etc—all the way up to the most specialized roles, multiplicatively saving time and money across the board.

How is that different from everything else?

Willow was designed to cater to practitioners across all healthcare fields—this means providers are fully in control of the organization and workflows they interact with on a daily basis, allowing them to streamline even the most time-consuming processes. The self-tracked data patients accrue between visits—usually referred to as “lost data”—is automatically aggregated alongside information from visits, so their day-to-day patterns and behaviors are fully contextualized. Willow visualizes this data for you and displays it in the same format for patients and providers alike; this means nothing is lost in translation, making conversations around data a productive dialogue as opposed to a long-winded explanation. It also helps patients and their providers forge personal relationships through direct connection, which in turn empowers patients to find their voice and advocate for themselves; they are no longer speaking to someone they only see annually; personal relationships empower greater honesty and allow both parties build a level of trust that is otherwise unattainable.

Written: Short & Sweet

Brevity is an art. Capture something important in each version.

Tagline (options)

Your data, your doctors, your life
More complete healthcare
Making your health about you
Center yourself in your healthcare
Your data, your health
Your health, connected
Connect to your health
Take control of your health
Making healthcare a team sport.

For Providers (options)

Care, Communication, Context
Bringing context to care at home
Open Access in Practice

Short Problem Statement

The ways that patients view their health vs how providers administer care are fundamentally different; current technologies only serve to exacerbate that gap by siloing practitioners based on specialization.

10 Words

Willow connects providers and patients while aggregating health data in a comprehensible way.

40 Words

Willow aggregates actively and passively tracked data, letting patients share—and communicate directly about—the full spectrum of their information with all of their providers, giving context around their health and making trends or correlative patterns more easily identifiable.

100 Words

Willow is a platform that aggregates actively and passively tracked data, providing context to the dialogue around individuals' health. Through direct lines of communication and by giving access to the full spectrum of patient information—regardless of caregiver specialty—trends and correlative patterns can be more easily identified. This allows multiple providers to work in unison as a fully cohesive team, creating and managing a proactive care plan that is tailor-made on a person-by-person basis; keeping people in good health, allowing practitioners to maximize their time and energy, and reducing strain on both emergency response systems and personnel.

Elevator Pitch

You need to get someone's attention and simultaneously provide some insight into what you do. An elevator pitch should be easy to remember, short, and realistic to communicate to someone who is interested and has just asked, "tell me more." - some random notes

Patient medical records rarely reflect their day-to-day reality. With infrequent provider visits and faulty patient memories, records fall out of date quickly, leaving providers working with imperfect, incomplete information. Willow Health is creating a system that allows patients to automatically share the data they're already tracking with their providers, giving them a more complete picture of what's going on in their patients' daily life. The app connects patients with all of their providers in a way that integrates intuitively with existing workflows, allowing practitioners to give more accurate recommendations and tweak existing treatments to better suit the patient. This results in providers giving better care with less effort, and patients having more control over their health.