Care Reimagined

USC Iovine and Young Academy + EY Collaboration

Challenge-Based Learning

USC Iovine and Young Academy
Arts, Technology and the Business of Innovation

EY

EY + USC Iovine and Young Academy

How might **emerging technologies** and other societal trends reimagine **experiences of ‘care’ in the future**?

Our process:

STEP 1
Trends in Health

STEP 2
Emerging Technologies

STEP 3
User Research

STEP 4
Future Scenarios

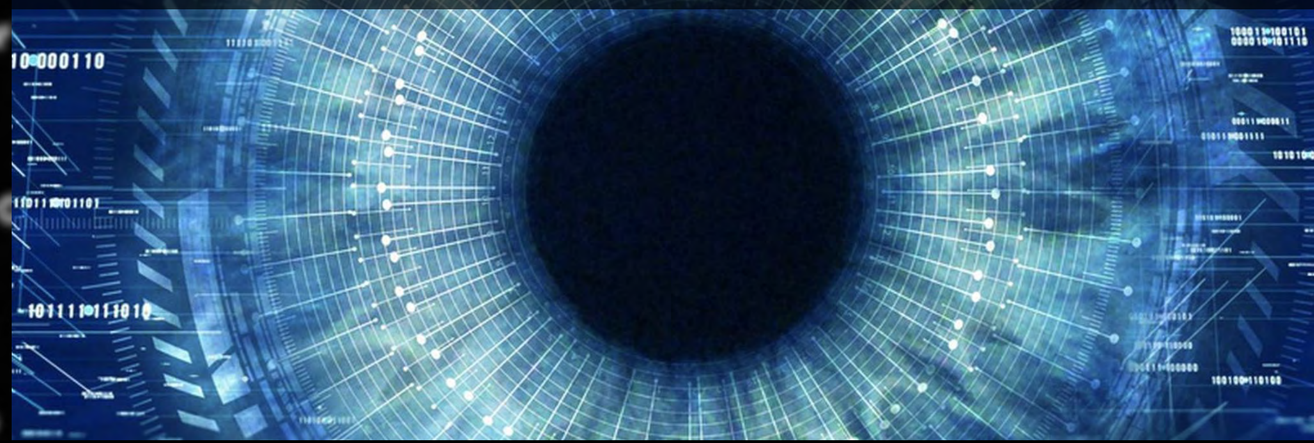
STEP 5
Seed Concepts

STEP 6
Prototype and Storytell

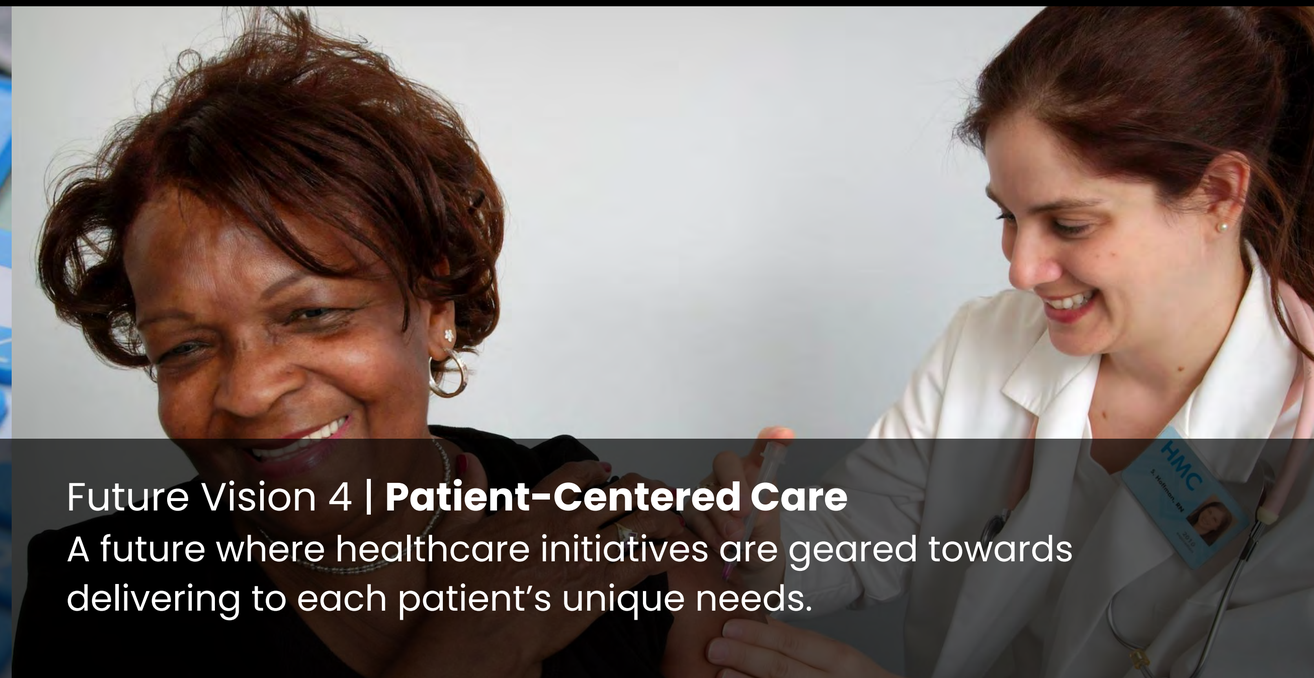
Envisioning Futures

Future Vision 1 | **Advancements in AI**
A future where AI developments increase at an exponential rate but equitable health policies are limited.

Future Vision 2 | **Big Brother**
A future where healthcare is over-regulated by government and the public is overly trusting of technology.



Future Vision 3 | **Radical Medicine**
A future where there is no government interference in healthcare, resulting in a rapidly innovating healthcare system at a cost.

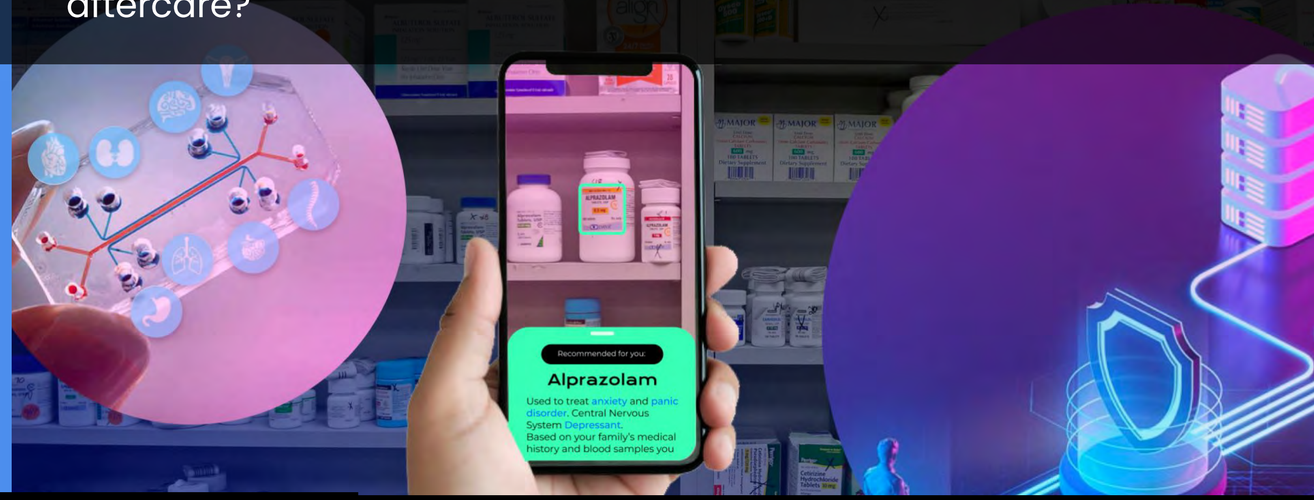


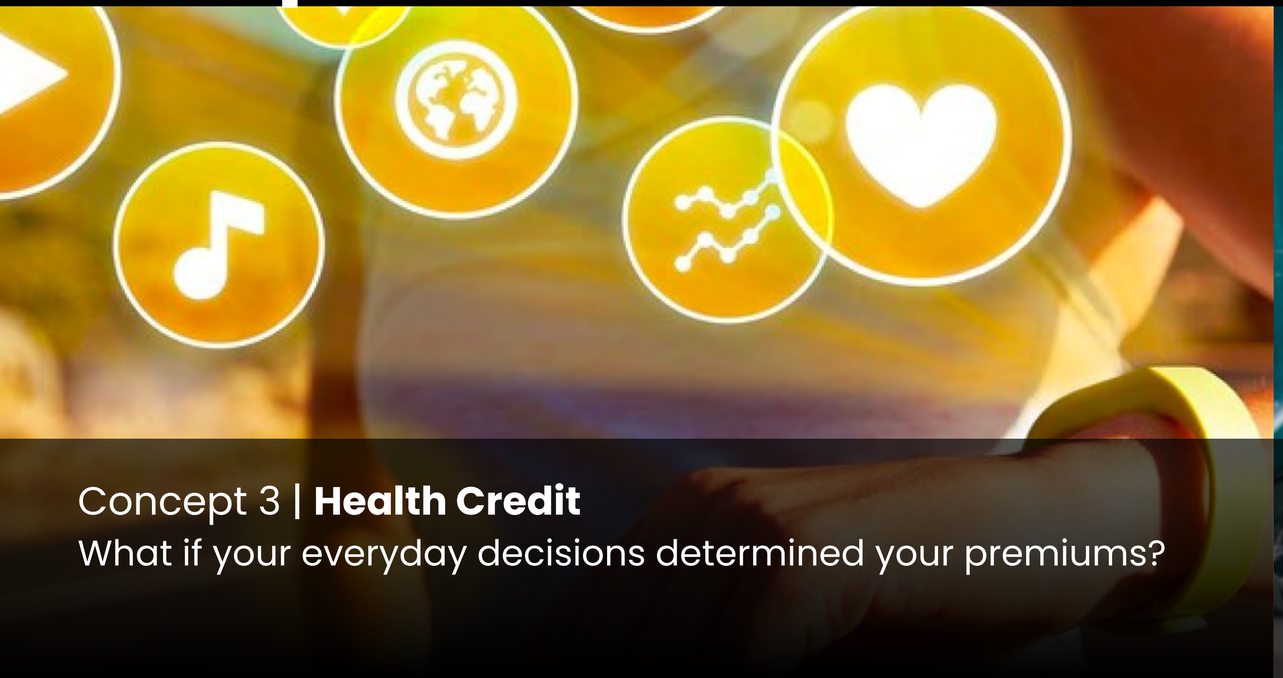
Future Vision 4 | **Patient-Centered Care**
A future where healthcare initiatives are geared towards delivering to each patient's unique needs.

Responses to the Futures of Care

Concept 1 | **AInatomy**
What if patients could have a better understanding of their medical condition and treatment?

Concept 2 | **Pharmafluid**
What if pharmacies were fully autonomous, from prescription to aftercare?





Concept 3 | **Health Credit**
What if your everyday decisions determined your premiums?

Concept 4 | **MedStock**
What if facilities could have accurate and precise inventory management that eliminates waste and generates impact?

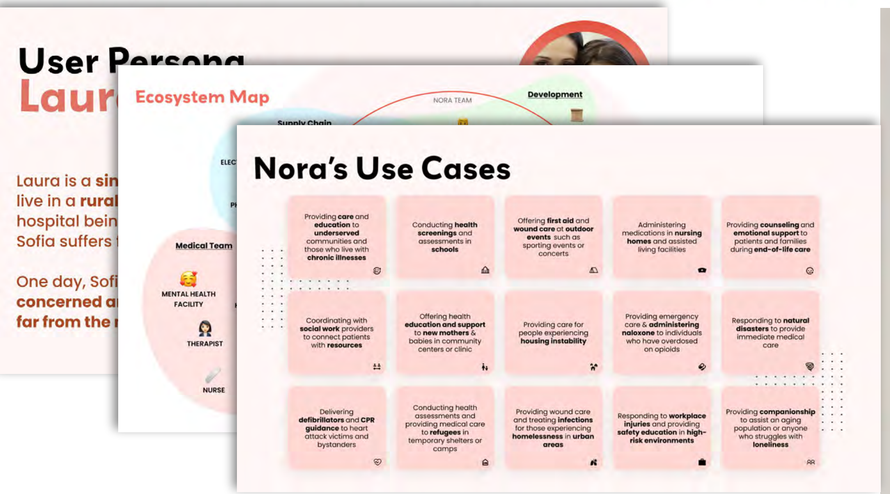
EY x USC Iovine and Young Academy

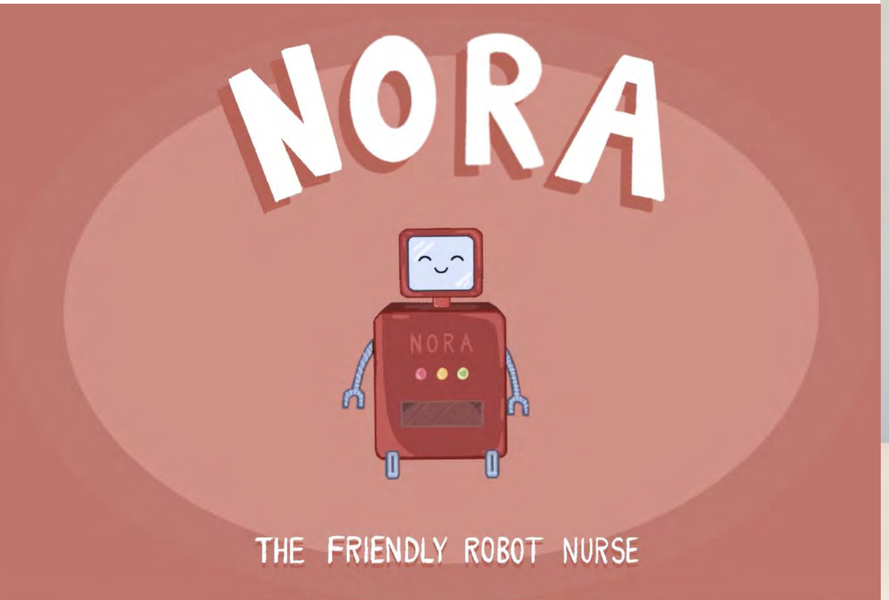
Team 2

Nora, The Friendly Robot Nurse

Adi Guruprasad, Alicia John, Ire Omitowoju, Jasmine Liao, Kai M. Vincent, Connie Xu

Nora is an **intelligent public healthcare robot** that **patrols neighborhoods** and **populous areas** to **provide personalized care** through easy access to medical equipment and vital health scans.





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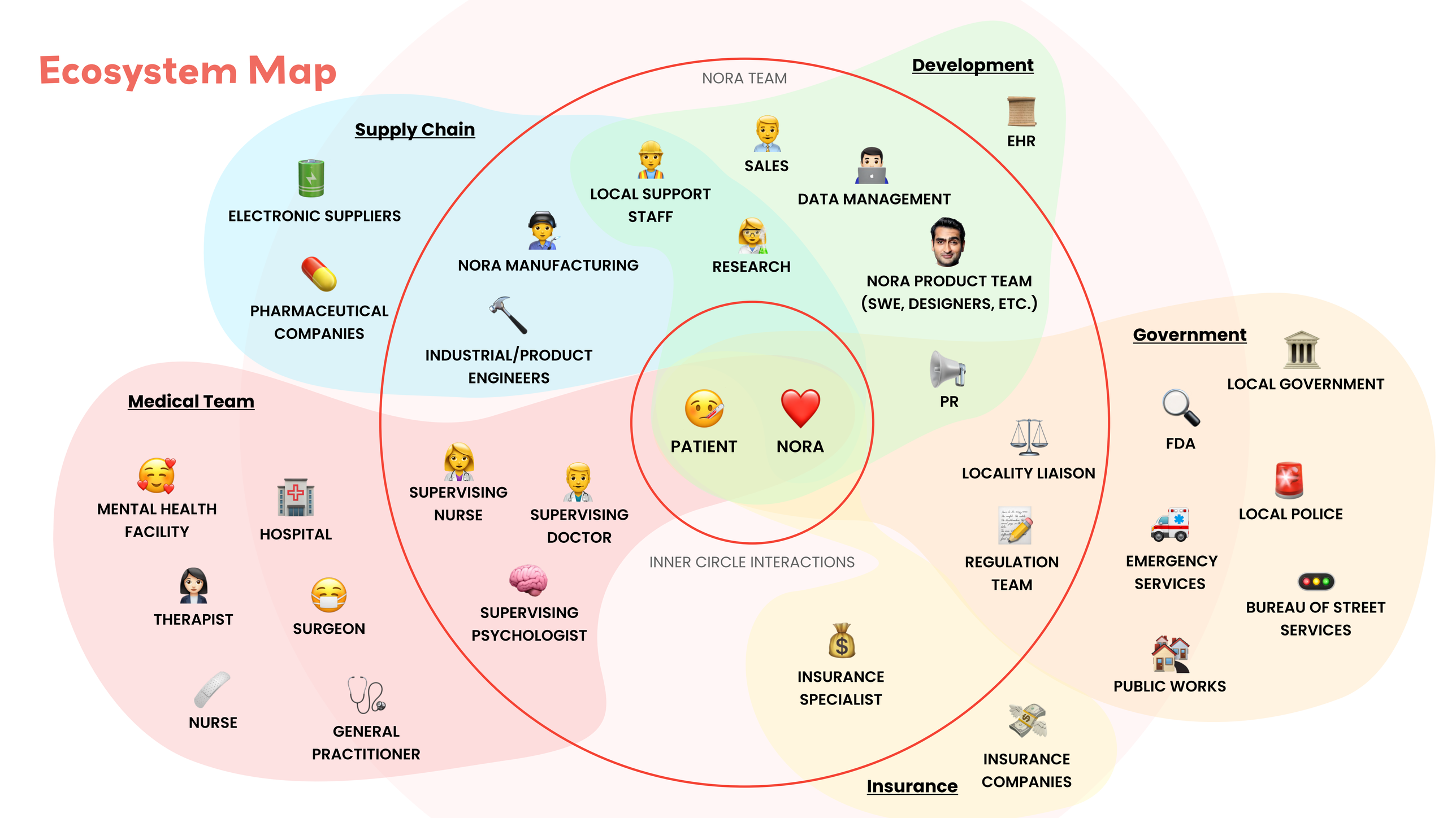
User Persona
Laura Sanchez

Laura is a **single mother** to her daughter, Sofia. Laura and Sofia live in a **rural low-income neighborhood** with the nearest hospital being a 30 minute commute away. Unfortunately, Sofia suffers from **epilepsy**.

One day, Sofia faces a **bad seizure in the park**. Laura is **concerned and confused** about what to do as she **lives very far from the nearest hospital**.

Ecosystem Map



Nora's Use Cases

Providing **care** and **education** to **underserved** communities and those who live with **chronic illnesses**

Conducting **health screenings** and assessments in **schools**

Offering **first aid** and **wound care** at **outdoor events** such as sporting events or concerts

Administering medications in **nursing homes** and assisted living facilities

Providing **counseling** and **emotional support** to patients and families during **end-of-life care**

Coordinating with **social work** providers to connect patients with **resources**

Offering health **education and support** to **new mothers** & babies in community centers or clinic

Providing care for people experiencing **housing instability**

Providing emergency care & **administering naloxone** to individuals who have overdosed on opioids

Responding to **natural disasters** to provide immediate medical care

Delivering **defibrillators** and **CPR guidance** to heart attack victims and bystanders

Conducting health assessments and providing medical care to **refugees** in temporary shelters or camps

Providing wound care and treating **infections** for those experiencing **homelessness** in **urban areas**

Responding to **workplace injuries** and providing **safety education** in **high-risk environments**

Providing **companionship** to assist an aging population or anyone who struggles with **loneliness**

Physical Prototype Demo

User Journey

"**Working with the Iovine and Young Academy is a natural fit, as the focus across design, technology, and business is precisely the skillset and multidisciplinary thinking we need from our future consultants.** Academy students are already making a huge impact in their roles at EY and working with students in the classroom is a great way to help impact future talent."

Mike Kanazawa

EY Global Innovation Realized Leader