

# NeoCare Solutions Ideation Session



August 2015

# Summary

# Ideation Session - Summer 2015

## 7 Hours

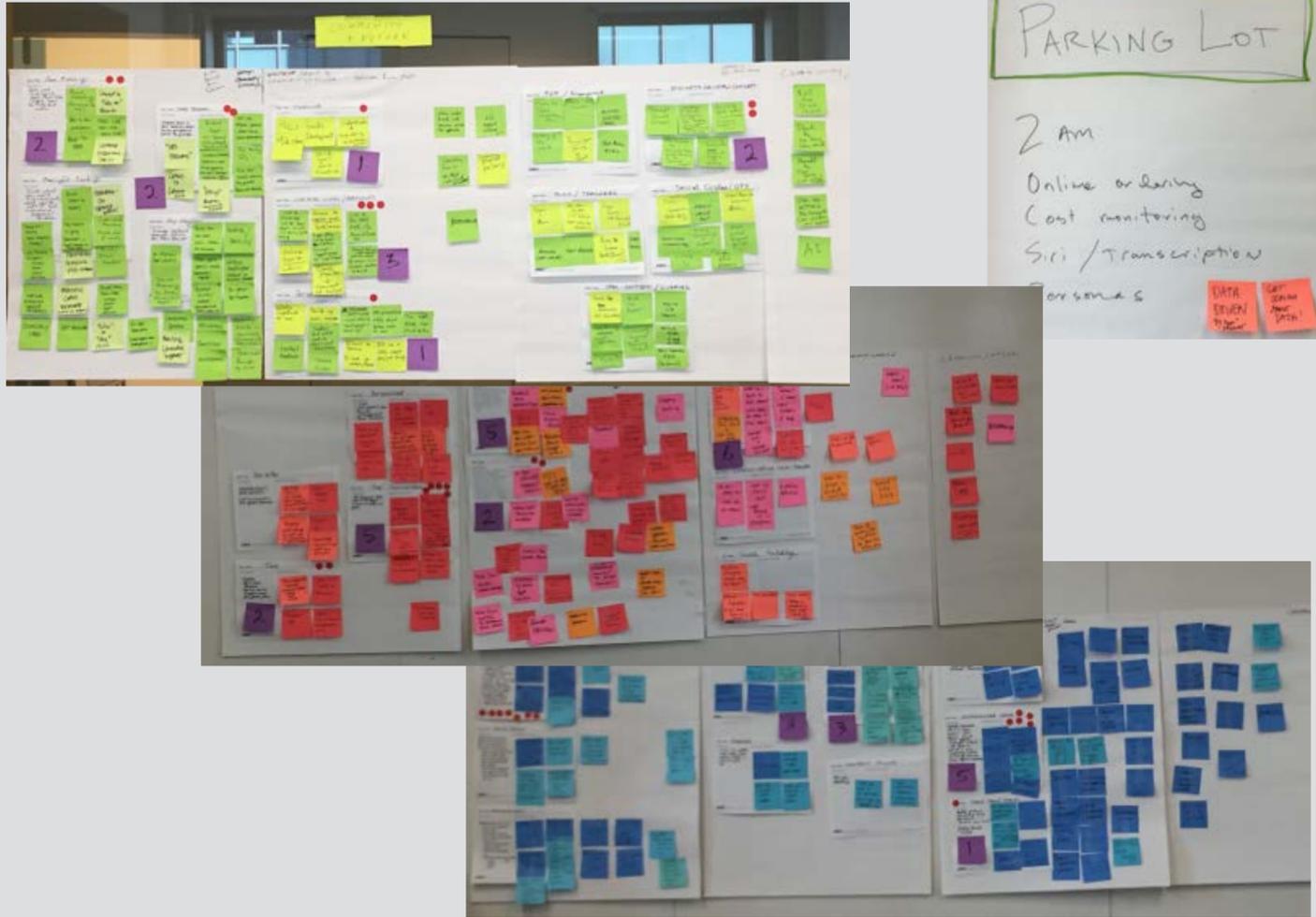
Tuesday August 4, 2015

- 9:30-9:45am Meet & Greet
- 9:45-10:30am Intro and Parent App Findings
- 10:30-10:50am Parent Empathy Exercise
- 11am-12:00pm Content Ideation
- 12:00-12:50pm Lunch
- 12:50-1:55pm Communication Ideation
- 1:55-2:10pm Break
- 2:10-3:15pm Community / Future + Ideation
- 3:15-4:30pm Roll Up

## 11 People

- Jeff
- Kim P
- David
- Matt
- Dimitri
- Melissa
- Kristen
- Ryan
- Benny
- Kim N
- Fabian

## 314 Ideas Generated



## 3.75 Donuts Consumed



# Top Concepts & Emergent Themes

## 16 Top Concepts

*Each participant was given 5 votes (1 did not vote)*

*These are the concepts which received votes:*

VOTES	CONCEPT
7	Actionable Content
6	Personalized Preferences
5	“Push” Communications
5	Contextualized Search
5	Device Alerts / Notifications
3	Curated Links & Resources
3	Recommendations
3	Targeted Content
2	24 / 7 Support
2	Business Drivers / Concept
2	Curated Discussions
2	Peer Matching
2	Tone
1	"Circle" Shared Content
1	Personalized
1	Timeline

## 10 Emergent Themes

*We reviewed all 314 ideas and these 10 themes emerged:*

IDEAS	THEME
137	Relevant Content & Information
86	Community & Peers
66	Personal Resources
64	Personalization
29	24 / 7 (aka “2am”)
24	Notifications & Alerts
23	Reduce Friction
20	Pushed / Triggered Content
14	Internal / Backend
9	Fun, Games & Rewards

# Parent Empathy Exercise

# Parent Empathy Exercise

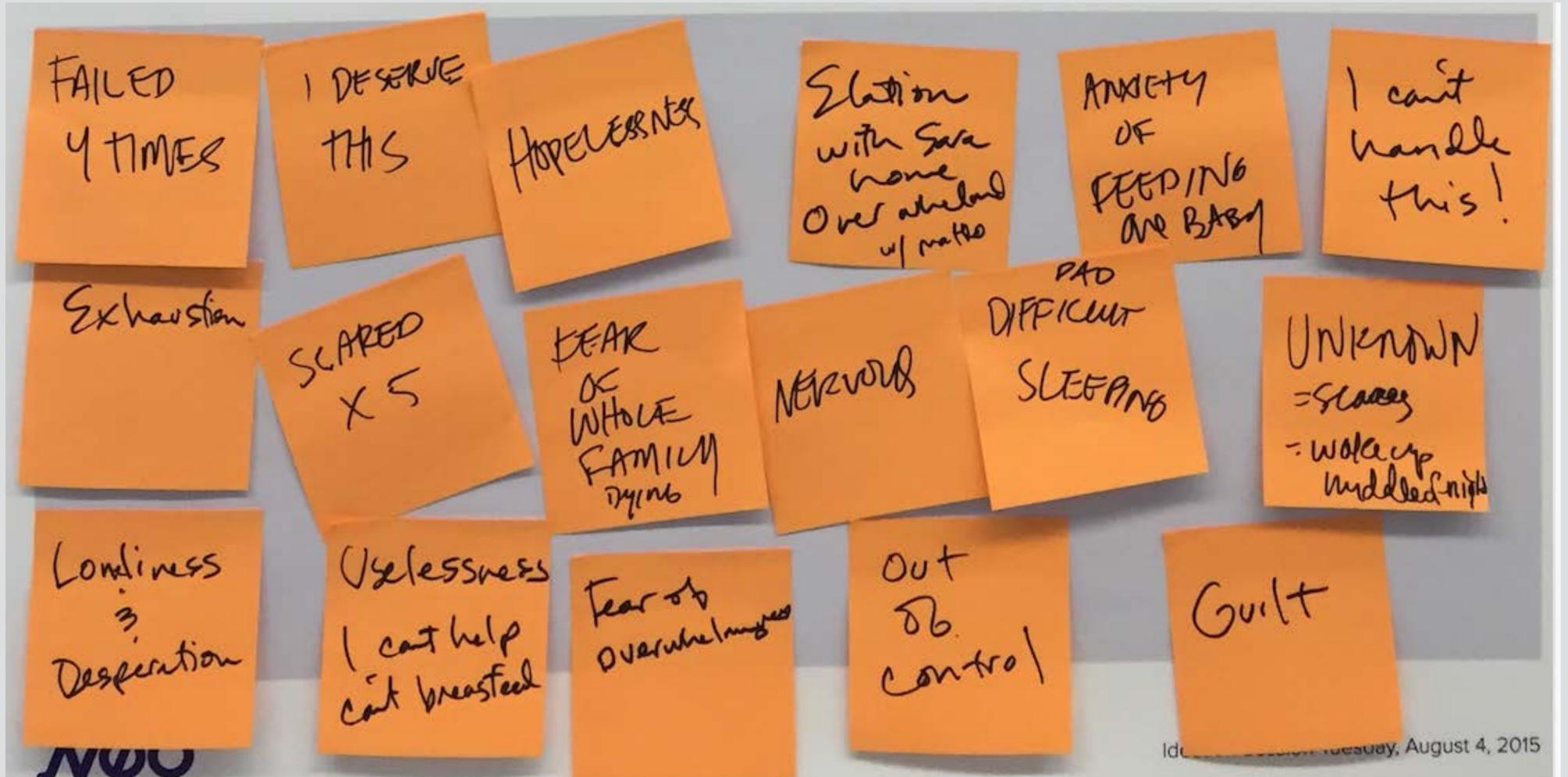
This is  
**Maria &  
John &  
Mateo &  
Sara**



- Twins, Born at 32 weeks
- Mom – Preeclampsia, Emergency C-Section
- Dad – Helping and back at work
- Mateo 3lbs 1oz / NICU for 4wks  
– ups and downs with respiratory and hernia problems
- Sara 3lbs 6oz / NICU for 3 wks  
– Grower/Feeder Preemie

## Individual Journal Exercise:

Imagine you are Maria or John. Write a journal entry from his/her perspective. It can be about a moment, a day, a week or just a general entry. Write about what you might be going through, feeling, needing, doing, saying; then share a feeling or need that you wrote about with the larger group.

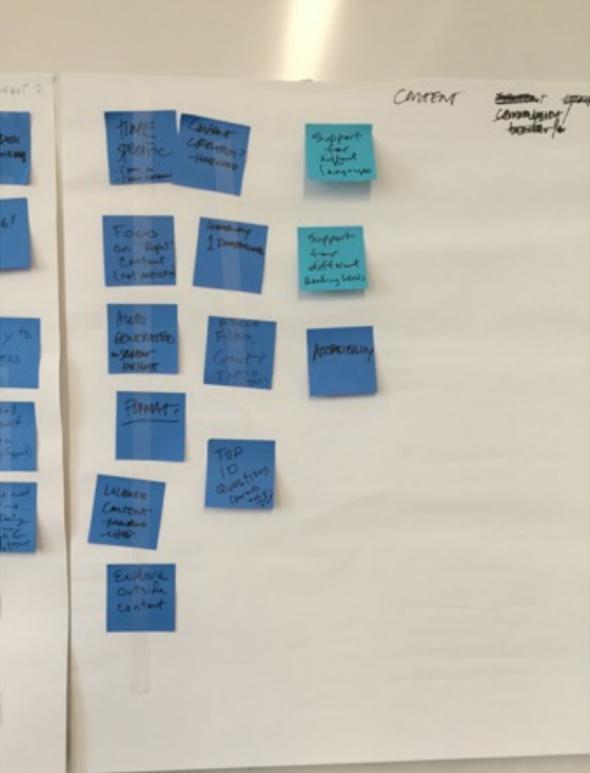
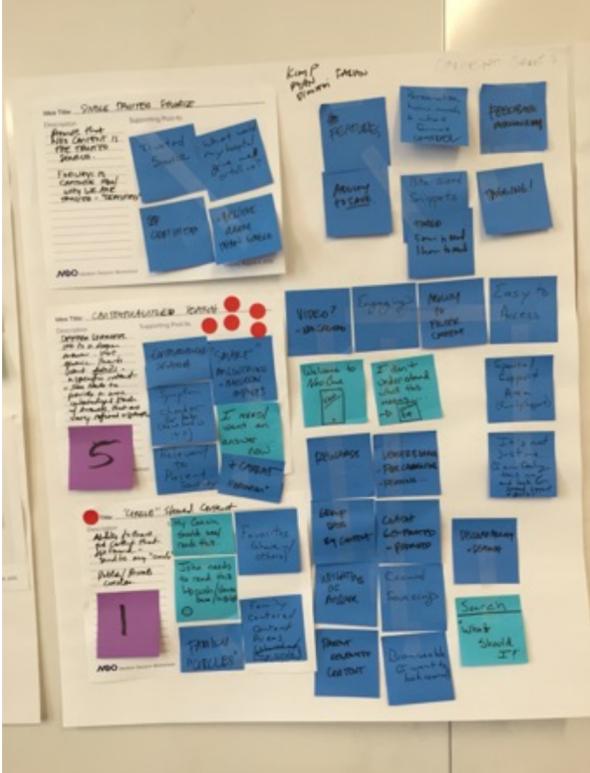
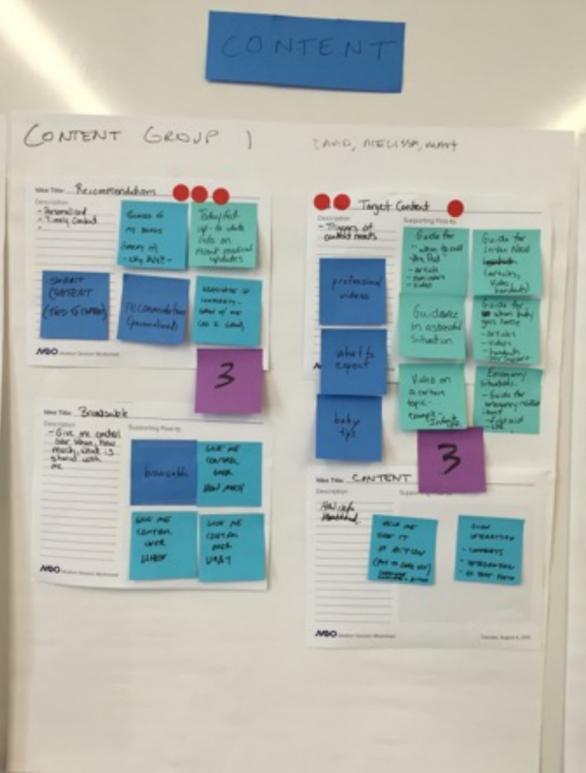
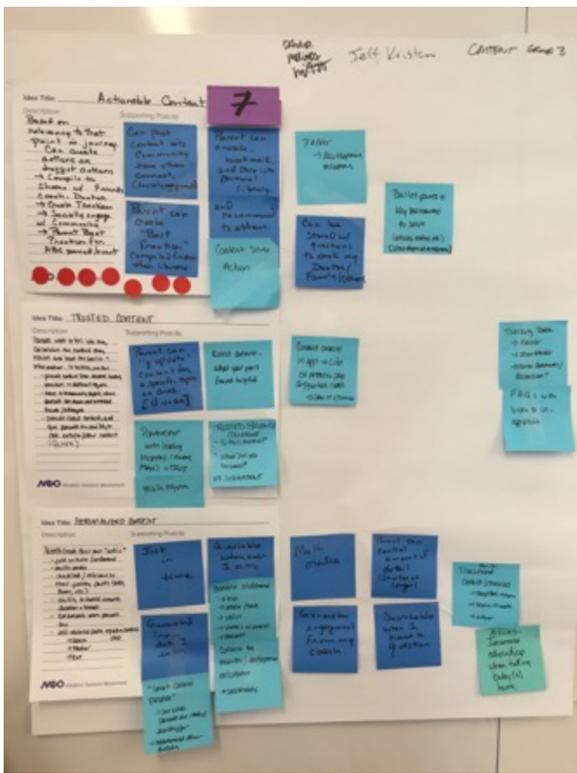


# Content Ideation Exercise

# How might we use CONTENT to help support our parents?

## Ideation Exercise:

- Individual brainstorming
- Small group work
- Presentations & group discussion



# What is Content?

How do you consume it?

Who creates it?

Where do you get it?

How do you find it?

What do you do with it?

## FORMAT

- Digital/Virtual
- Live/In-person
- Text
- Images
- Audio / Sound
- Video / Movement
- Static
- Interactive / Responsive

## AUTHOR

- Expert
- Professional
- Layperson
- Single
- Multiple
- Self
- Data as content
- Responsive data

## TYPE

- Article
- Blog
- How to / Instructions
- Course
- FAQ
- Definition
- Video
- Podcast
- Transcript

## DISCOVERABILITY

- Received
- Distributed
- Featured
- Grouped / Organized
- Searchable
- Filterable

## ACTIONS

- Read
- Watch
- Listen
- Tag
- Save
- Bookmark
- Share
- Download
- Comment
- Respond
- Ask
- Answer

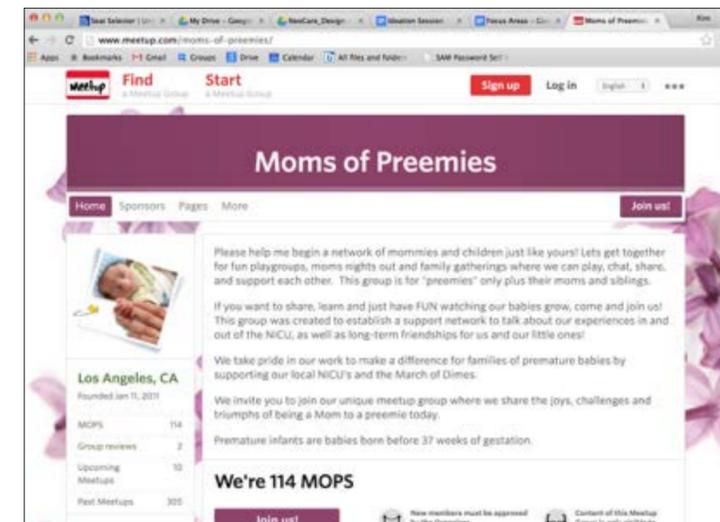
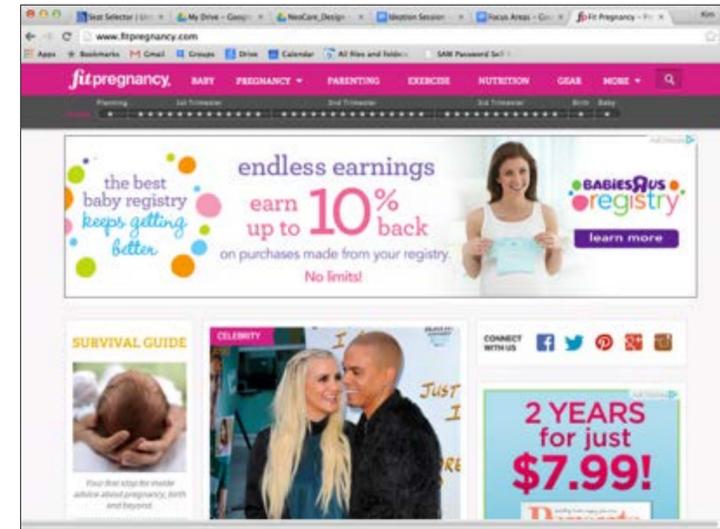
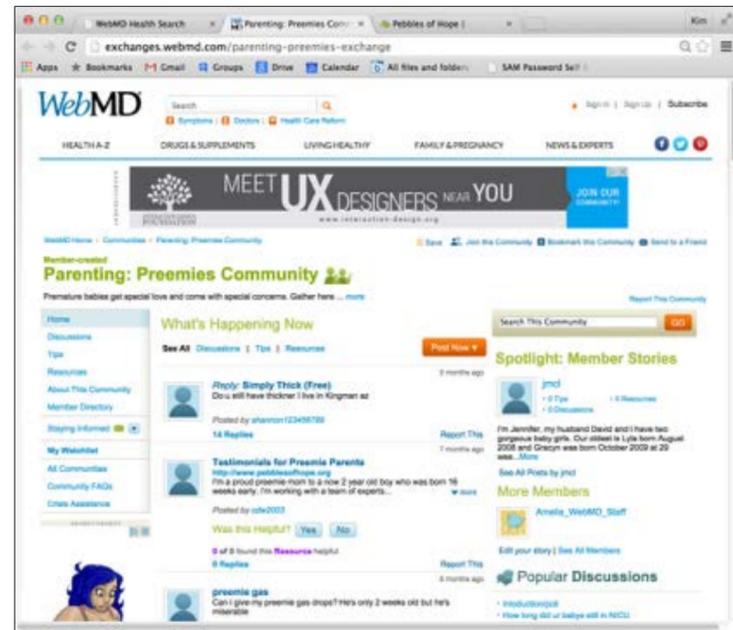
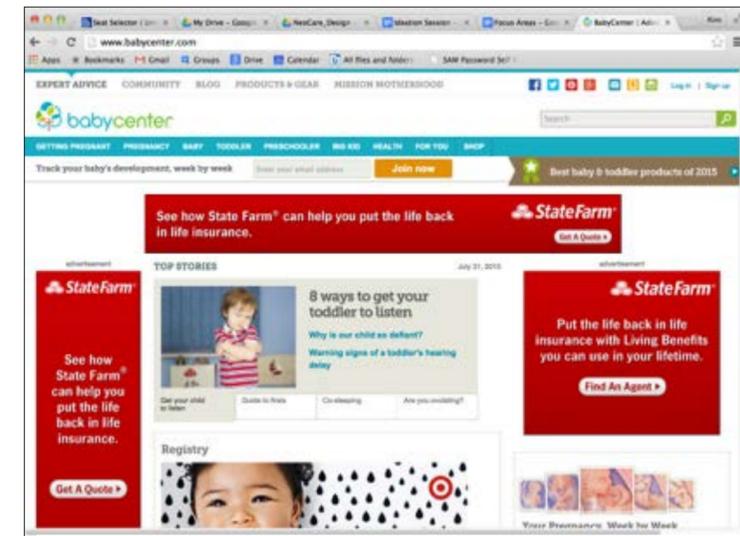
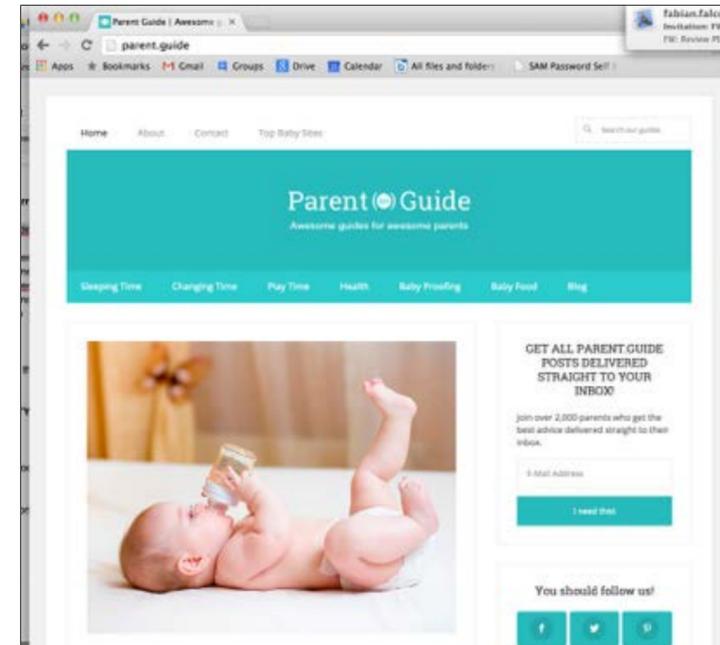
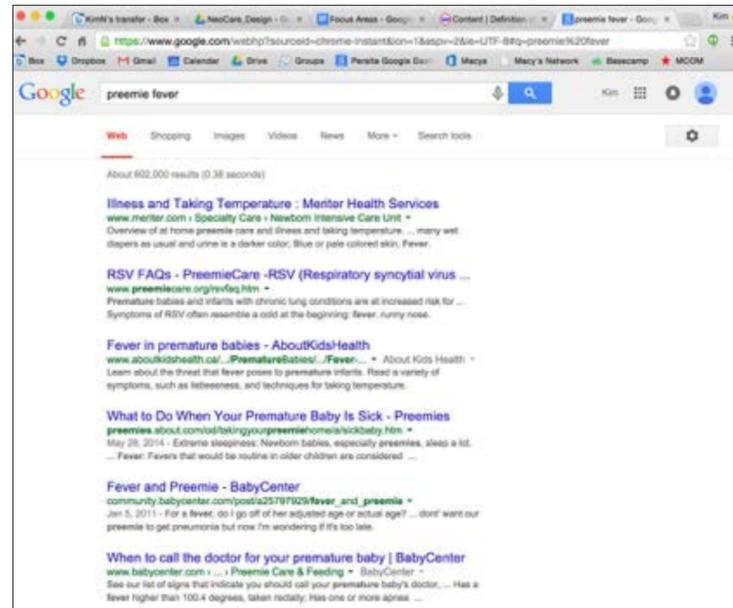
## RESULTS

- Learn / Educate
- Connect / Community
- Entertainment
- Empower

# Current Content

## Parents currently using:

- Google
- WebMD
- Baby Center
- BabyConnect
- ParentGuide
- Fit Pregnancy
- Various Parent Blogs
- Wikipedia
- From doctors
- From hospital
- From community



# Communication Ideation Exercise

# How might we use COMMUNICATION to help support our parents?

## Ideation Exercise:

- Individual brainstorming
- Small group work
- Presentations & group discussion



# What is Communication?

How do you access it?  
When does it happen?  
Where does it happen?  
Who do you do with it?  
What do you do with it?

## TYPE

- In person
  - Oral
  - Non-Verbal
- Verbal
  - Phone
  - Recording
- Written
  - Email
  - Text / Chat
- In app
- Visual

## NOTIFICATION

- Phone (ring, call & vm)
- Text notifications
- Email notifications
- App notifications
- App icons

## WHEN

- Specific times
- 24/7
- Life cycle
- Specific known events
- Unexpected events

## WHO

- One to One
- Peer to Peer
- One to Many
- Many to One
- Known to Unknown
- Unknown to Known
- Machine / Data
- Experts
- Laypeople
- Personal
- Formal

## WHERE

- Tied to a location  
(in person / landline)
- Anywhere / Mobile

## PREFERENCES

- How: type
- When: time
- Where: day
- Where: flow
- How reminded

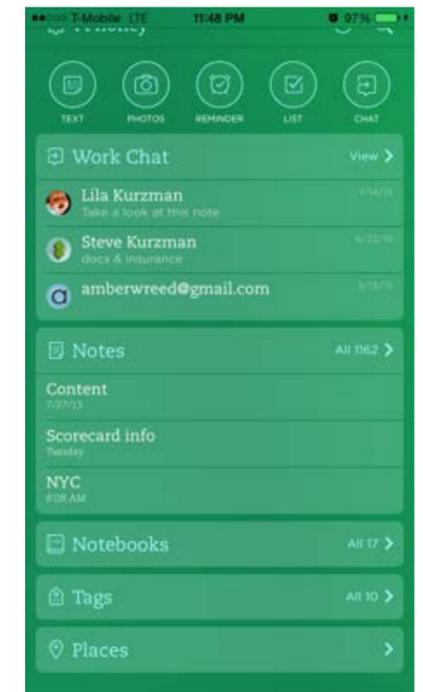
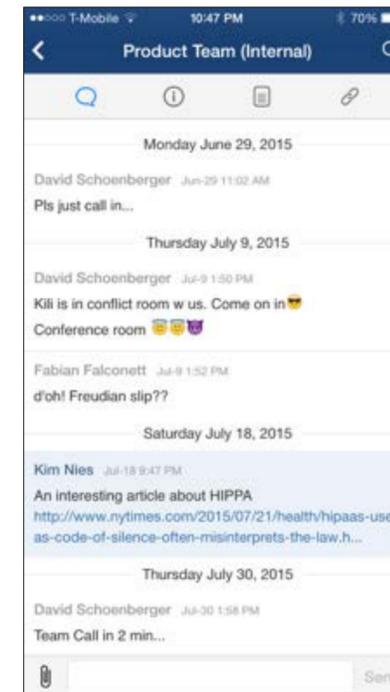
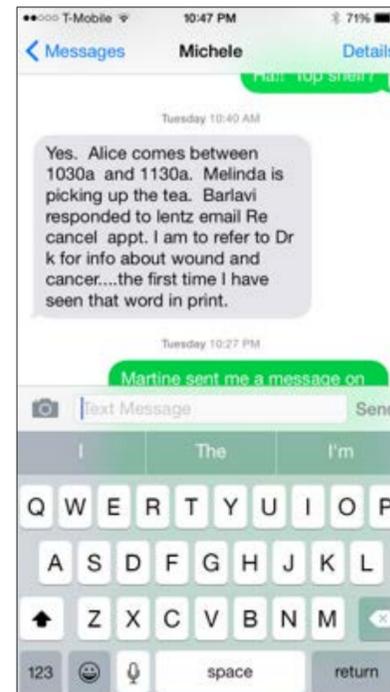
## SECURITY / PRIVACY

- PHI
- Other personal info
- Shared devices
- Parents / kids

# Current Communication

Parents currently using:

- In person
- Phone
- Mobile Phone
  - Text
  - Email
  - In-app
- Computer
  - Email
  - In-app
  - In-site

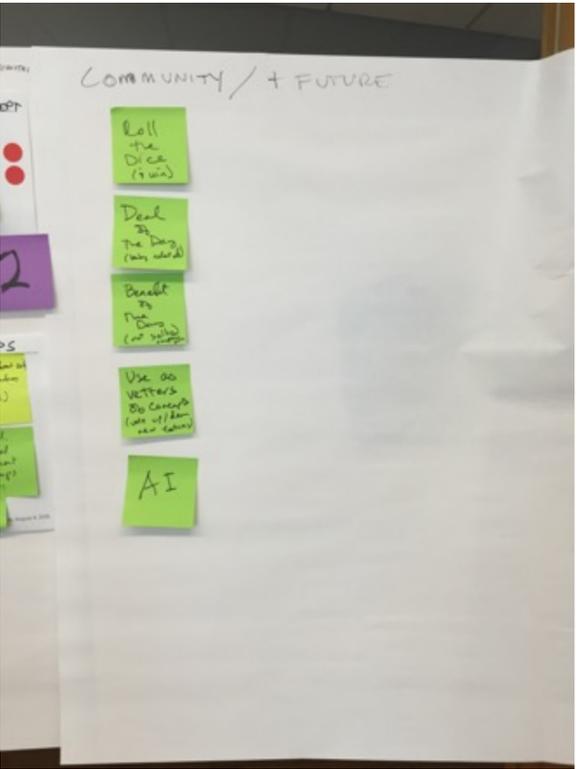
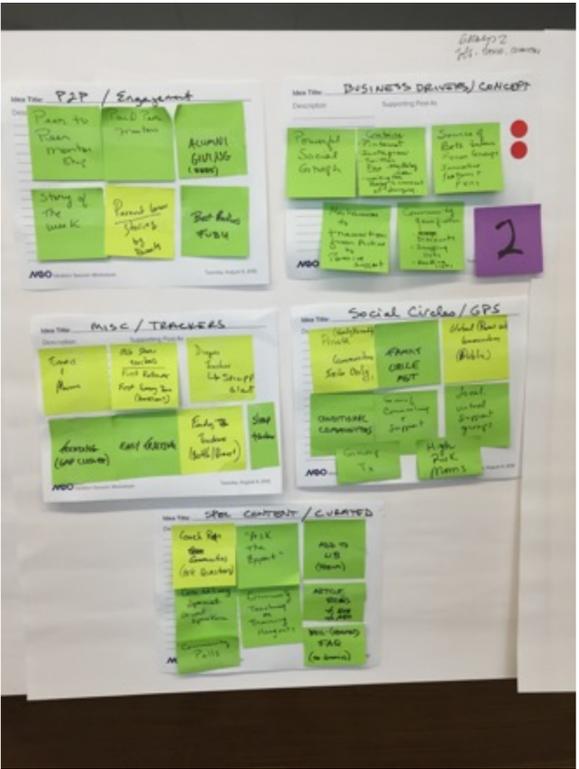
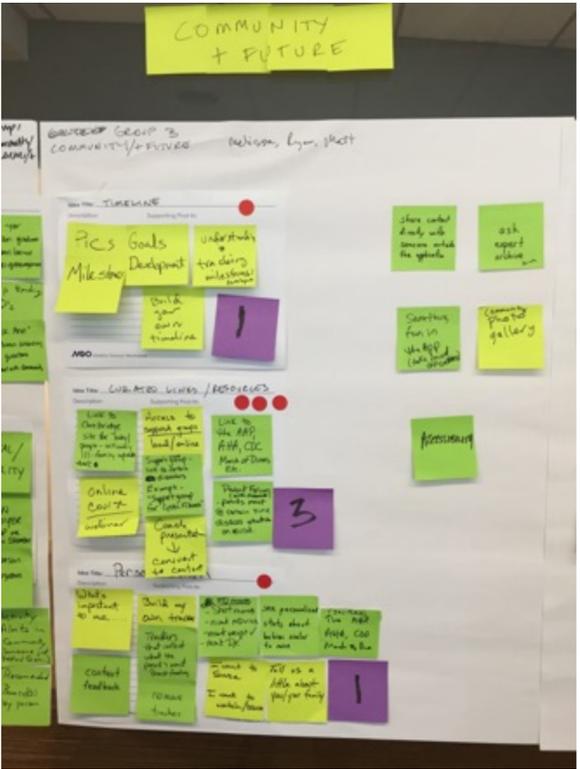


# Community+ Ideation Exercise

# How might we use COMMUNITY & MORE to help support our parents?

## Ideation Exercise:

- Individual brainstorming
- Small group work
- Presentations & group discussion



# What is Community?

What is it based on?

How do you access it?

When does it happen?

Where does it happen?

How is it structured?

Who do you do with it?

What do you do with it?

Why do you engage?

## TYPES

- Family
- Neighborhood
- School
- Religion
- Medical Condition
- Beliefs
- Gender
- Interest
- Situation
- Nationality
- Ethnicity
- Location
- History
- Job
- Hobby

## STRUCTURE

- Centralized
- Hierarchical
- Peer to Peer
- Mixed / amorphous
- Large
- Small
- Local
- Dispersed

## LOCATION

- Real world
- Online / virtual
- Conceptual

## ENGAGEMENT

- Personal
- Anonymous
- Single moment
- Long term
- As needed

## MOTIVATION

- Always / Born in
- Be a part of the community
- Get answers
- Feel connected

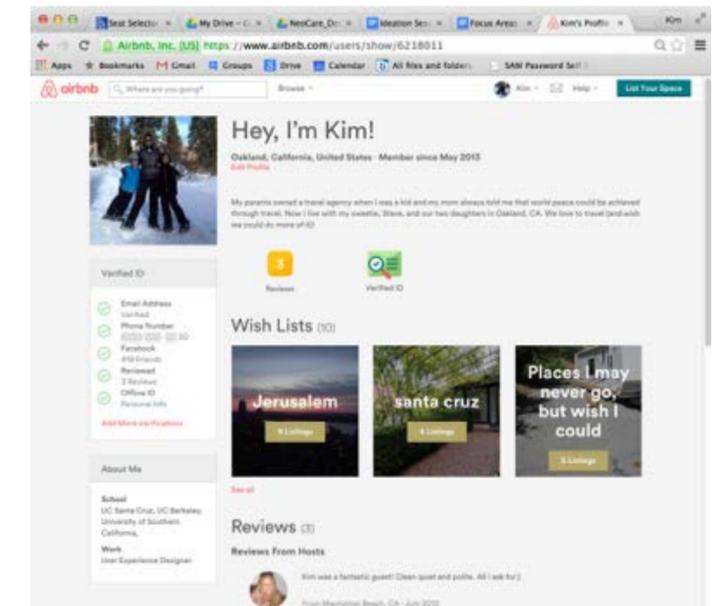
# Current Community

## Parents currently using:

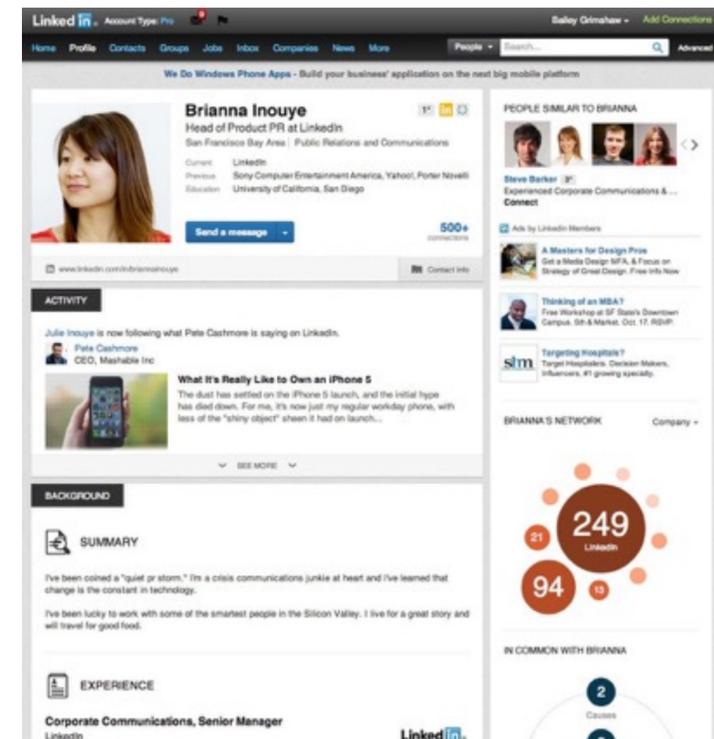
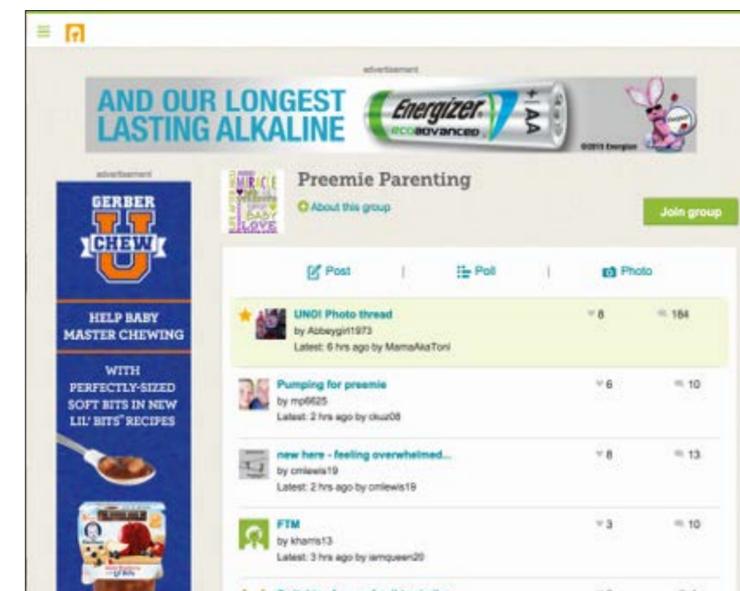
- Family
- Friends
- Neighbors
- Church
- Facebook
- Baby Center
- Baby Connect
- Smart Moms (app)
- Various online forums

## Other Examples

- Facebook
- Twitter
- Instagram
- MeetUp
- Match.com
- Airbnb
- Amazon
- Wikipedia
- LinkedIn



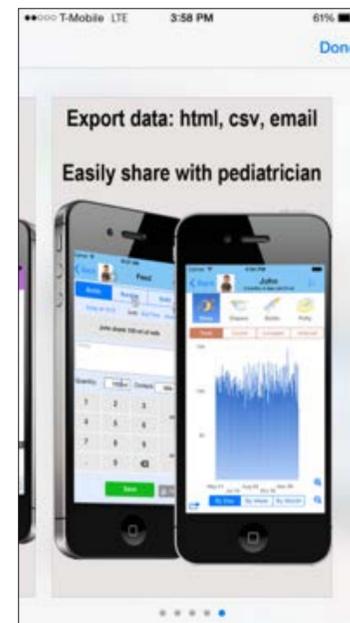
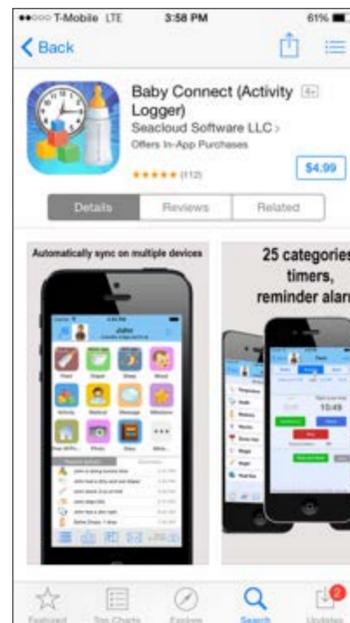
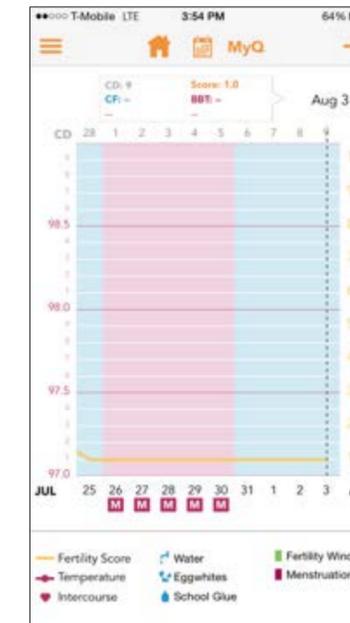
Topic / Topic Starter	Rating	Replies	Views	Last Post
Announcement: Newbie Guide: FAQ and guide for new members to JustMommies pattyandthemoon (Administrator)			Views: 821,586	August 1st, 2011
Sticky: Looking for a host for this board. Rachel	0	519		April 25th, 2012 10:43 AM by Rachel
Sticky: Important Dates! Pug_nar	1	814		February 7th, 2011 07:03 PM by daisy016
expecting a preemie and my first C section ;''''( (Posted JennaBee	0	335		February 27th, 2015 03:02 AM by JennaBee
Interactive course for preemie parents cdw2003	0	117		February 24th, 2015 03:47 PM by cdw2003
My water broke at 29 weeks... MommyofAngels1985	0	200		January 19th, 2015 03:26 PM by MommyofAngels1985
FREE Breastfeeding webinar tomorrow cdw2003	0	390		November 5th, 2014 07:50 AM by cdw2003
Introducing Pebbles of Hope - new org formed by preemie mom cdw2003	0	200		October 2nd, 2014 09:43 AM by cdw2003
Is anyone still posting to this forum? Tinky	4	1,011		April 17th, 2014 07:48 AM by AMPM_1214
What to do with all the preemie clothes? chen75	10	1,374		April 17th, 2014 07:47 AM by AMPM_1214



# Tracking +

## Examples

- Baby Connect
- Baby Center
- Ovia



# Top Concepts

# Actionable Content : 7 votes

Idea Title: Actionable Content

Description

Based on relevancy to that point in journey. Can create actions or suggest actions

- Compile to share w/ Friends Coach, Doctor
- Create Tracker
- Socially engage w/ Community
- Parent Best Practices for ABC period/event

Supporting Post-Its

Can post content into Community have other comment, (social engagement)

Parent can create "Best Practices" compiled from their library

Parent can annotate, bookmark, and store into personal library.

and recommend to others.

Tracker → development milestones

Can be stored w/ questions to ask my Doctor / Family / Others

Bullet points ⇒ Key takeaways to save (articles, videos, etc.) [sleep deprived ⇒ reference]

Content Drives Action

7



# Personalized Preferences : 6 votes

Idea Title: Personalized Pref.

Description

Supporting Post-Its

- Craft my Pref. ...
  - Time
  - Medium
  - Reminders
- Preferences Start w/smt  
let me set
- WHAT DO I NEED TO ASK ABOUT?  
STUFF THAT'S TOO HARD TO TALK ABOUT...
- COMFORT LEVEL vs DESIRE INDICATOR
- WHAT DO/DON'T I KNOW/  
WHAT DO/DON'T I NEED
- "WHO" I'd like to talk to
- Mood RING
- 6
- 015
- \$

# “Push” Communications : 5 votes

Idea Title: “Push” Communications

Description: - More engagement “pushes” from the NEO program to continue the dialogue with parents

Supporting Post-Its

**5**

Daily Aggregate Email (AM Delivery)

Push Notification [Automated Data]

Escalation if no action is taken (es. No response to read article generates a phone call)

Reminders for what to discuss “Suggested topics” “note pad”

Push and Pull → Both parent and Coach initiated for a time

Notification in-app of a new communication

NEO Ideation Session Worksheet

# Contextualized Search : 5 votes

Idea Title: CONTEXTUALIZED SEARCH

Description: DEEPER SEARCHES.  
Get to a deeper answer. Not generic. Parents want details - a specific intent = Neo needs to provide a more contextualized search of answers that are very refined = specific

Supporting Post-Its

- CONTEXTUALIZED SEARCH
- "SMART" ANSWERING = BASED ON INPUTS
- Symptom checker (For baby (How bad is it?))
- I NEED/WANT an answer NOW
- + CAVEAT "OPINION"
- Relevant to Parent Journey

5

Worksheet

# Device Alerts / Notifications : 5 votes

Idea Title: DEVICE ALERTS / NOTIFICATIONS

Description: ENABLE ALERTING ON DEVICE OUTSIDE OF PARENT APP. WILL HELP CREATE ENGAGEMENT AND DRIVE USER INTO APP.

Supporting Post-Its:

- ENABLE SMS NOTIFICATIONS
- NOTIFICATIONS App → Phone ~~App → Phone~~
- device alert
- DEVICE ALERTS - POPUPS
- Notifications to drive engagement:
  - Pop-up
  - Banner
  - lock screen
  - email
- App icon Bug when Article / chat sent to Parent
- Milestone Alerts = trigger content

5

Nova Ideation Session Worksheet

# Curated Links & Resources : 3 votes

Idea Title: CURATED LINKS / RESOURCES

Description

Supporting Post-Its

Link to Corebridge site for baby/ people - critically ill - family updates there

Access to support groups local/online

Link to the AAP, AHA, CDC March of Dimes Etc.

Support <sup>link</sup> group - link to certain disorders

Example - "Support group for Cystic Fibrosis"

Parent Forum (with moderators) - parents meet @ certain time discuss whatever on mind.

Online course webinar

Coach presentation  
↓  
convert to content

3

Idea Title: Person

# Recommendations : 3 votes

Idea Title: Recommendations

Description

- Personalized
- Timely Content
- 

RELATED TO  
MY NEEDS  
(SPECIFY IT)  
- Why this? -

Today fed-  
up - to - date  
info on  
recent medical  
updates

SMART  
CONTENT  
(TIED TO CONTENT)

Recommendations  
(personalized)

GRADUATE IN  
COMPLEXITY -  
GROW W/ ME  
(AS I GROW)

3

# Target Content: 3 votes

**Target Content**

Description	Supporting Post-Its
- Triggers of content needs	
professional videos	Guide for "when to call the Ped" - article - reminders - video
what to expect	Guide for in the NICU <del>contract</del> (articles, video, handouts)
baby tips	Guidance in a stressful situation Guide for when baby goes home - articles - videos - handouts - peer support
	Video on a certain topic - example - Infant CPR
	Emergency situations - - Guide for emergency related items - first aid - CPR

3

# 24 / 7 Support : 2 votes

Idea Title: 24/7 SUPPORT

Description: EXPANDING OPERATIONAL SUPPORT BEYOND STANDARD BUSINESS HOURS WILL BE TECHNICAL AND CLINICAL SUPPORT. INCREASED AVAILABILITY WILL PROVIDE SUPPORT/ ASSURANCE TO PARENT

Supporting Post-Its:

- IN APP VIDEOCHAT "MAYDAY" - AMAZON
- 24/7 (DOES NOT HAVE TO MEAN HURRY COACH - IN PERSON)
- OVERNIGHT TECHNICAL SUPPORT
- 24/7 → how!
- CREATE OVERNIGHT CLINICAL SUPPORT

2

ksheet

Monday, August 4, 2014

# Business Drivers / Concept : 2 votes

Idea Title: BUSINESS DRIVERS / CONCEPT

Description

Supporting Post-Its

Powerful  
Social  
Graph

Combine  
- Pinterest  
- Instagram  
- Twitter  
Fxn - My Baby  
now  
- waiting for  
Baby to come out  
of surgery.

Source of  
Beta testers  
Focus Groups  
Innovative  
features +  
fxns



Mechanism  
to  
Transition  
from Active  
to  
Passive  
Support

Community  
gamification  
- ~~Exp~~  
- Discounts  
- Shopping  
lists  
- Reading  
lists

2

NOO

Tue

# Curated Discussions : 2 votes

Idea Title: Curated Discussions

Description

Supporting Post-Its

- Moderated Forums to drive community through NEO case participants and answer key questions

"NEO Forums"

COACH to Group Q&A

Guest Host on board (Neonatologist, Pediatrician etc)

Monthly (recorded) Conference calls w/ NEO grads as panelists / NEO coach moderated <sup>take</sup> questions

"HELP!" Button = community

one-year program graduate

- lessons learned

- words of encouragement

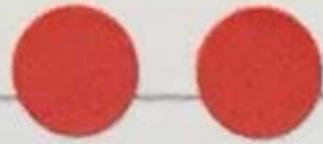
Top trending Q's

"ASK Ann" column answering key questions shared with community

2

# Peer Matching : 2 votes

Idea Title: Peer Matching



Description

Not just finding a peer but the right peer to interact with

Supporting Post-Its

Parent matching  
(Someone like me)

Connect to  
"Like me"  
Parents

Peer to Peer  
(with controls)

FEEL LIKE  
"NOT THE  
ONLY ONE"

PEER-TO-PEER

SHARED  
EXPERIENCE  
STORIES

2

# Tone : 2 votes

Idea Title: Tone

Description

- Empathy
- App vs. Coach Interactions
- Determine how tone of program changes during parent journey

Supporting Post-Its

- Encouragement
  - through communication
    - verbal
    - text
    - articles
- "Human touch" contact for difficult times
- "Empathetic App"
- Changes in types of communication throughout parent journey

2

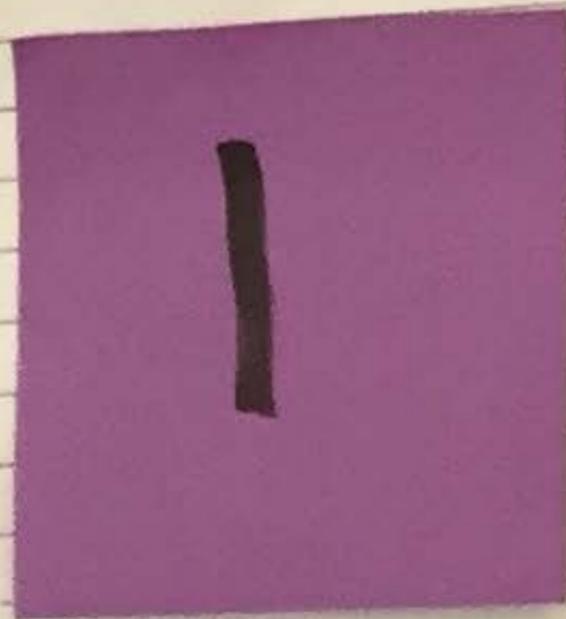
NVO Ideation Session Worksheet

# "Circle" Shared Content : 1 vote

 Title: "CIRCLE" Shared Content

Description  
Ability to share  
out content that  
has found. -  
send to my "circle"

Public/Private  
circles.



My Coach  
should see/  
read this...

John needs  
to read this  
↳ push/share  
see/highlight  
☹️

Favorites  
(share w/  
others)

Family  
Centered  
Content  
Areas  
(shared w/  
my circle)

FAMILY  
"CIRCLES"

**NOO** Ideation Session Worksheet

# Personal Content : 1 vote

Idea Title: Personal Content convert to content

Description: Supporting Post-Its

What's important to me.....

Build my own tracker

Trackers that reflect what the parent's want

Breast feedings

remove trackers

~~Track~~ MD records

- Shot records
- recent MD visits
- recent weight ✓
- recent DX

I want to share

I want to watch/browse

see personalized stats about babies similar to mine

Tell us a little about you/your family

(sources)  
The AAP  
AHA, CDD  
Mach of Doe

content feedback

!

Wor

Tuesday, August 4, 2015

# Timeline : 1 vote

Idea Title: TIMELINE

Description

Supporting Post-Its

PICS

Goals

Milestones

Development

understandly  
≡  
tracking  
milestones/  
development

Build  
your  
own  
timeline



**NOO** Ideation Session Worksheet

# Emergent Themes

# Relevant Content & Information: 137 ideas

Parent can create "Best Practices" compiled from their library

Tracker -> development milestones

Can be stored with questions to ask my doctor/family/others

Bullet points: key takeaways to save (articles, videos, etc) [sleep deprived -> reference]

Partnership with leading hospitals (Harvard, Mayo) = TRUST

Rated content - what your peers found helpful

Curated content in app -> list of articles plus suggested reads ("saw it 3 times")

Just in time

Generated from data I enter

Content on demand: text, article/read, voice, videos we/content, podcasts

Content by month / development milestones (searchable)

Multi media

Parent can control amount of detail (shorter or longer)

Searchable when I have a question

How to: Transitional content / checklist 1) hospital to home 2) home to work 3) other etc.

Articles: increase education when taking baby home

Tracking Data: easier, show trends, nurse comments / discussion

FAQs with links to in-app articles

Smart content (tied to context)

Recommendations (personalized)

Graduate in complexity - grow with me (as I grow)

Browsable

Give me control over how much

Give me control over what

Professional videos

What to expect

Baby Tips

Guide for "When to Call the Pediatrician" -> articles, reminders, video

Guidance in a stressful situations

Video on a certain topic (example: infant CPR)

Guide for "In the NICU" (articles, videos, handouts)

Guide for when baby goes home (articles, videos, handouts, peer support)

Emergency situation: guide for emergency related itemes, first aid, CPR

Trusted Source

Certified

What would my hopsital give me or tell me?

Believer more than Google

Contextualized Search

Symptom checker for baby (How bad is it?)

Relevant to Patient Journey

"Smart" answering = based on inputs

Encouragement through communication: verbal, text, articles

Milestone alerts: trigger content

Context specific -> reminders / feedings / track

Comfort level vs. desire indicator

In an emergency, connect to doctor (Teladoc)

I need/want an answer NOW

plus caveat "opinion"

Family centered content areas (shared with "My Circle")

Features/d

Bite sized snippets

Tagging!

Timed: 5 minutes to read, 1 hour to read

Video? Neo Created

Engaging

Ability to filter content

Easy to access

Welcome to New Care VIDEO

I don't understand what this means....-> picture, exp.

Spousal support area (Family Support)

It's not just me (I'm feeling this way and look for spread support & guilt)

Group data by content

Coach generated = promoted

Weighting of answer

Parent generated content

Browsable (I want to look around)

Search "What should I?"

Time Specific: 5 minutes, 1 hour

Content creation? Harvard

Support for different languages

Support for different reading levels

Focus on "Right" content (not restrictions)

Search: filters, groupings, topics, tags

Format

License content: Harvard, CHOP

Create / get content for "Top 10 questions parents ask"

Explore outside content

Shared experience stories

Quick trends for tracking

Digital Baby Book / PHR: weight, growth, appts, vaccines

Clincially lead

Coach to group Q&A

Guest Host on board (neonatologist, pediatricians, etc.)

One year program graduate: lessons learned, words of encouragement

Monthly (recorded) conference calls with neo grads as panelists / NeoCoach moderated -> take questions

Top trending questions

"Ask Ann" column answering key questions & shared with community

What do / don't I know?

What do / don't I need?

"Who" I'd like to talk to?

What's next? (in the dialogue)

Asynchronous communication (email, messages, etc.)

"Ask Ann" column answering key questions & shared with community

Potential onsite / webinars (going back to work, pregnant colleagues, etc.

Language based

Multiple language support

Recommended Board(s) by person

Build your own timeline

Understanding & tracking milestones & development

Pictures

Milestones

Goals & Development

Link to Carebridge (site for baby / people - critically ill - family updates there)

Access to support groups: local & online

Link to Support Groups for certain disorders, example "Support group for Cystic Fibrosis"

Link to the AAP, AHA, CDC, March of Dimes, etc.

Online Course / Webinar (use existing sites & link off?)

For any Coach Presentation (offsite) -> convert to content for the site

Parent Forum (with moderators): parents meet at a certain time to discuss whatever's on mind

Content feedback

Build my own tracker

Trackers that reflect what the parents want (breastfeeding)

Track MD / doctors' records: shot records, recent MD visits, recent weight check, recent diagnosis

I want to browse

Ask an expert archive (Quora)

Story of the week

Parents Corner / Stories by Parents

Best Practices - FUBY

Trending (Gap Closure)

Powerful social graph

Combine: Pinterest, Instragram, Twitter, Fxn, My Baby now, Waiting for Baby to come out of surgery

Mechanism to transition from Active to Passive support

Community gamification: discounts, shopping lists, reading lists

"Ask the Expert"

Care Delivery guest speakers

Community polls

Community Teaching or Training Hangouts

Add to LIB (Forum)

Article recs w/in Neo, w/o Neo

Well-Groomed FAQ (no dummies!)

Guide parents to best practices for baby's health

In hospital / in NICU communication

Reminders for what to discuss "suggested topics", "note pad"Push / Pull Blogs (Baby Center)

Push Pull Status to external social media

What do I need to ask about?

Stuff that's too hard to talk about

Actionable Messages

# Community & Peers : 86 ideas

Can post content into community, have others comment (Social Engagement)  
Parent can create "Best Practices" compiled from their library  
Parent can recommend to others  
Parent can "upvote" content from a specific topic or area (quora)  
Rated content - what your peers found helpful  
Trusted friendly colleague "Is this normal?" "What did you do when?"  
NO JUDGEMENT  
My Coach should see/read this  
John needs to read this -> push / share & save / highlight  
Family "Circles"  
Favorites (share with others)  
Family centered content areas (shared with "My Circle")  
Feedback mechanism  
Spousal support area (Family Support)  
Leaderboards: for commenting, reading...  
It's not just me (I'm feeling this way and look for spread support & guilt)  
Group data by content  
Parent generated content  
Multiple coach resource - many to many  
"Like" or "Hug" posts  
In-app community (what happens when people graduate)  
Coach to group Q&A  
Guest Host on board (neonatologist, pediatricians, etc.)  
Monthly (recorded) conference calls with neo grads as panelists /  
NeoCoach moderated -> take questions  
"Ask Ann" column answering key questions & shared with community  
In-person for locals  
Shared resourcing by location (I need ride to hospital...)  
People from the same NICU - NeoCare sub-community  
Plan-sponsor specific NeoCare community sub-group  
Potential onsite / webinars (going back to work, pregnant colleagues, etc.)  
Peer to peer in trusted community

Hospital / Facility  
Within Employer Group or common segment  
In-person get togethers  
Religious  
Condition  
Anonymous  
Activity alerts in community (someone just posted a question on....)  
Recommended Board(s) by person  
Access to support groups: local & online  
Link to Support Groups for certain disorders, example  
"Support group for Cystic Fibrosis"  
Parent Forum (with moderators): parents meet at a certain time  
to discuss whatever's on mind  
What's important to me  
I want to share  
See personalized stats about babies similar to mine  
(sources AAP, AHA, CDC, March of Dimes)  
Share content directly with someone outside the application  
Parents Corner / Stories by Parents  
Powerful social graph  
Private (Family / Friends) communities, invite only  
Conditional communities  
Family Circle Mgt  
Global (Parent only) communities (Public)  
Coach-run communities (ask question)  
Engage with other parents who are experiencing same situation  
Care Delivery guest speakers  
Community polls  
Community Teaching or Training Hangouts  
Add to LIB (Forum)  
Peer to Peer: parents can shape other parents  
thoughts / feelings through communication  
High Risk Moms

"Neo Forums"  
Group moderator needed  
Parent to Peer  
"Ask the Expert"  
"moderators" = at parent level, voted by parents  
"Human touch" contact for difficult times  
Github Sessions (Parent of feeder / growers..etc.)  
Push / Pull Blogs (Baby Center)  
Push Pull Status to external social media  
Parent to Parent  
Peer to peer in trusted community  
Parent matching (someone like me)  
Peer to peer (with controls)  
Peer-to-peer / the "right" peer  
Connect to "like me" parents  
Feel like "not the only one"  
Shared experience stories  
Virtual enables larger network  
Ask an expert archive (Quora)  
Community photo gallery  
Peer to peer mentorship  
Peer to peer mentors  
Alumni Giving (BBBS)  
Story of the week  
Grief communities & support  
Group Txt  
Local support groups  
Community suggested Persona -  
linked, peer to peer mentorship

# Personal Resources : 66 ideas

Parent can create "Best Practices" compiled from their library

Parent can annotate, bookmark and store into personal library

Tracker -> development milestones

Can be stored with questions to ask my doctor/family/others

Parent can "upvote" content from a specific topic or area (quora)

Rated content - what your peers found helpful

Trusted friendly colleague "Is this normal?" "What did you do when?" NO JUDGEMENT

Curated content in app -> list of articles plus suggested reads ("saw it 3 times")

Tracking Data: easier, show trends, nurse comments / discussion

Smart content (tied to context)

Related to my needs (specify it) "Why this?"

Today fed up-to-date info on recent medical updates

Help me see it in action (put to good use) - correlate knowledge & action

Allow interaction: comments, integration, ex. post facto

Contextualized Search

My Coach should see/read this

John needs to read this -> push / share & save / highlight

Family "Circles"

Favorites (share with others)

Family centered content areas (shared with "My Circle")

Ability to save

Personalize how much & what format: Control

Feedback mechanism

Tagging!

Timed: 5 minutes to read, 1 hour to read

Easy to access

Discoverability = search

Auto generated for smart insights

Feedback on tracker input

"My tracking is going somewhere" = "smart comments" on tracked values

Customizable trackers (track what I want)

Personalized tracking - pick trackers

Print / email tracker

Key tracking elements: feedings, diapers, weight, milestones

Digital Baby Book / PHR: weight, growth, appts, vaccines

Get Answers

Guest Host on board (neonatologist, pediatricians, etc.)

Shared resourcing by location (I need ride to hospital...)

Build your own timeline

What's important to me

Content feedback

Trackers that reflect what the parents want (breastfeeding)

Share content directly with someone outside the application

Easy Tracking

Milestone Trackers: First Rollover, First Tummy Time (duration)

Feeding Tracker (Bottle & Breast)

Sleep Tracker

Private (Family / Friends) communities, invite only

Family Circle Mgt

Global (Parent only) communities (Public)

Grief communities & support

Parents can get best practice for themselves with Communication

Reminders for what to discuss "suggested topics", "note pad"

Milestone alerts: trigger content

Coach to Parent

Personal

Logging, tracking

Coach referred to broader team: RX, SW, Nutrition, etc. as needed

Action

Craft my preferences: time, medium, reminders

Preferences: start smart & let me set

Who did I speak to? When did we speak? What did I say to them?

What became of it? (States/outcomes)

Recollections / Reflections

# Personalization : 64 ideas

Tracker -> development milestones

Bullet points: key takeaways to save (articles, videos, etc) [sleep deprived -> reference]

Generated from data I enter

Generates engagement from my coach

Parent can control amount of detail (shorter or longer)

Tracking Data: easier, show trends, nurse comments / discussion

Smart content (tied to context)

Related to my needs (specify it) "Why this?"

Recommendations (personalized)

Graduate in complexity - grow with me (as I grow)

Give me control over how much

Give me control over when

Give me control over what

Relevant to Patient Journey

"Smart" answering = based on inputs

Favorites (share with others)

Family centered content areas (shared with "My Circle")

Personalize how much & what format: Control

I don't understand what this means....-> picture, exp.

Spousal support area (Family Support)

Auto generated for smart insights

Parent matching (someone like me)

Peer to peer (with controls)

Peer-to-peer / the "right" peer

Connect to "like me" parents

Quick trends for tracking

"My tracking is going somewhere" = "smart comments" on tracked values

Digital Baby Book / PHR: weight, growth, appts, vaccines

One year program graduate: lessons learned, words of encouragement

Build your own timeline

What's important to me

Trackers that reflect what the parents want (breastfeeding)

Track MD / doctors' records: shot records, recent MD visits, recent weight check, recent diagnosis

Build my own tracker

I want to share

I want to watch

I want to browse

See personalized stats about babies similar to mine (sources AAP, AHA, CDC, March of Dimes)

Tell us a little about you / your family

Mechanism to transition from Active to Passive support

Ability to schedule a time / mode

Meet the parents where they want to be (mode, time, who, mobile)

Escalation if no action is taken, example No response to read article generates a phone call

"Empathetic app"

Changes in type of communication throughout parent journey

Coach referred to broader team: RX, SW, Nutrition, etc. as needed

Context specific -> reminders / feedings / track

Respect Parents' privacy

Craft my preferences: time, medium, reminders

Preferences: start smart & let me set

What do I need to ask about?

Stuff that's too hard to talk about

Comfort level vs. desire indicator

What do / don't I know?

What do / don't I need?

"Who" I'd like to talk to?

Mood Ring

Who did I speak to?

When did we speak?

What did I say to them?

Recollections / Reflections

Flex options

Actionable Messages

Alert with communication drops off

## 24 / 7 (aka “2am”) : 29 ideas

Just in time

Available where ever I am

Content on demand: text, article/read, voice, videos we/content, podcasts

Professional videos

What to expect

Baby Tips

Guide for "When to Call the Pediatrician" -> articles, reminders, video

Guidance in a stressful situations

Video on a certain topic (example: infant CPR)

Guide for "In the NICU" (articles, videos, handouts)

Guide for when baby goes home (articles, videos, handouts, peer support)

Emergency situation: guide for emergency related items, first aid, CPR

Symptom checker for baby (How bad is it?)

"Smart" answering = based on inputs

Multiple coach resource - many to many

Get Answers

Link to the AAP, AHA, CDC, March of Dimes, etc.

Online Course / Webinar (use existing sites & link off?)

For any Coach Presentation (offsite) -> convert to content for the site

Group Txt

24 / 7 (does not have to mean more coach / in-person)

Overnight technical support

In-app videochat "Mayday" (Amazon)

24 / 7 -> now (or maybe it's "how")

Create overnight clinical support

In an emergency, connect to doctor (Teladoc)

Expert help 24 / 7

Real Time

2:00 AM

## Notifications & Alerts : 24 ideas

"Smart content pushes" -> see what parents are reading / searching for & recommend other articles

Generates engagement from my coach

Articles: increase education when taking baby home

Activity alerts in community (someone just posted a question on....)

Timers & Alarms

Use preferences for communication control

Daily aggregate email (AM delivery)

Push Notifications (automated data)

Push & Pull: both parent and Coach initiated for a time

Escalation if no action is taken, example No response to read article generates a phone call

Notification in-app of a new communication

Changes in type of communication throughout parent journey

Enable SMS notifications

Device alert

Notifications: App -> Phone

Device alerts: pop ups

App Icon Bug when article/chat sent to parent

Notifications to drive engagement: pop-up, banner, lock screen, email

Minimal automated messages

Every message benefits the parent

Context specific -> reminders / feedings / track

Triggered by event, also structure and scheduled

Text reminders

Valued notification (don't OVER notify)

Alert with communication drops off

## Reduce Friction : 23 ideas

Available where ever I am

Content on demand: text, article/read, voice, videos we/content, podcasts

Parent can control amount of detail (shorter or longer)

"Hands free" tracking (voice recognition / recording)

Ability to schedule a time / mode

SMS 2 way

Enable SMS notifications

Device alert

Notifications: App -> Phone

In an emergency, connect to doctor (Teladoc)

Multi-Modal: phone, text, video, email, other

Enable for smart phone

Integrate with other apps, cal, etc.

REMOVE FRICTION

Fingerprint reader for login

Preferences: start smart & let me set

My plans changed - simple way to adjust

Online scheduler - I can book time with my coach (like hair stylist)

Text reminders

Voice recording: asking my question in an audio snippet and send to coach

Save my login & password

Flow of communication REGARDLESS of device - all / all device (no FRICTION)

Siri / Transcription

## Pushed / Triggered Content : 20 ideas

Curated content in app -> list of articles plus suggested reads ("saw it 3 times")

"Smart content pushes" -> see what parents are reading / searching for & recommend other articles

Content by month / development milestones (searchable)

Generates engagement from my coach

Today fed up-to-date info on recent medical updates

Relevant to Patient Journey

Easy to access

Coach generated = promoted

Auto generated for smart insights

Top trending questions

Timers & Alarms

Daily aggregate email (AM delivery)

Push Notifications (automated data)

Escalation if no action is taken, example No response to read article generates a phone call

Reminders for what to discuss "suggested topics", "note pad"

Milestone alerts: trigger content

Text reminders

What's next? (in the dialogue)

Alert with communication drops off

Asynchronous communication (email, messages, etc.)

## Internal / Backend : 14 ideas

Crowd sourcing  
Accessibility (requirements for digital)  
License content: Harvard, CHOP  
Accessibility  
Sources of Beta Testers, focus groups, innovative features & fxns  
Use as testers / vetters of concepts, vote up or down potential new features  
Artificial Intelligence  
PHI Compliant: social media, other implications  
All Communications audit-able / trackable / responsible, tied to outcomes  
Tracking Auditing  
Accessibility  
Personas  
Data Driven ("14 types of NICU babies")  
Get serious about data

## Fun, Games, Rewards : 9 ideas

Rewards  
Something FUN in the app (take mind off sadness)  
Community photo gallery  
Story of the week  
Diaper Tracker -> Shopping Alert  
Community gamification: discounts, shopping lists, reading lists  
Roll the dice (& win something)  
Deal of the Day (baby related)  
Benefit of the Day (not selling anything, but could be a sale/discount)

## Miscellaneous : 14 ideas

Remove trackers  
1 dimensional  
"Human touch" contact for difficult times  
"Empathetic app"  
"Human"  
Linked to Experience Map  
Linked to Baby Persona  
Linked to Persona  
Parent to Coach Primary @ onset  
Today FXN  
What does an email only service look like?  
Wearables  
Online ordering  
Cost Monitoring