

Code name: SUP

Looking at the whiteboard, we've come up with a few concepts to work from. We can always improve these ideas in order to start building the physical form.

#1: Conversational agent as mediator

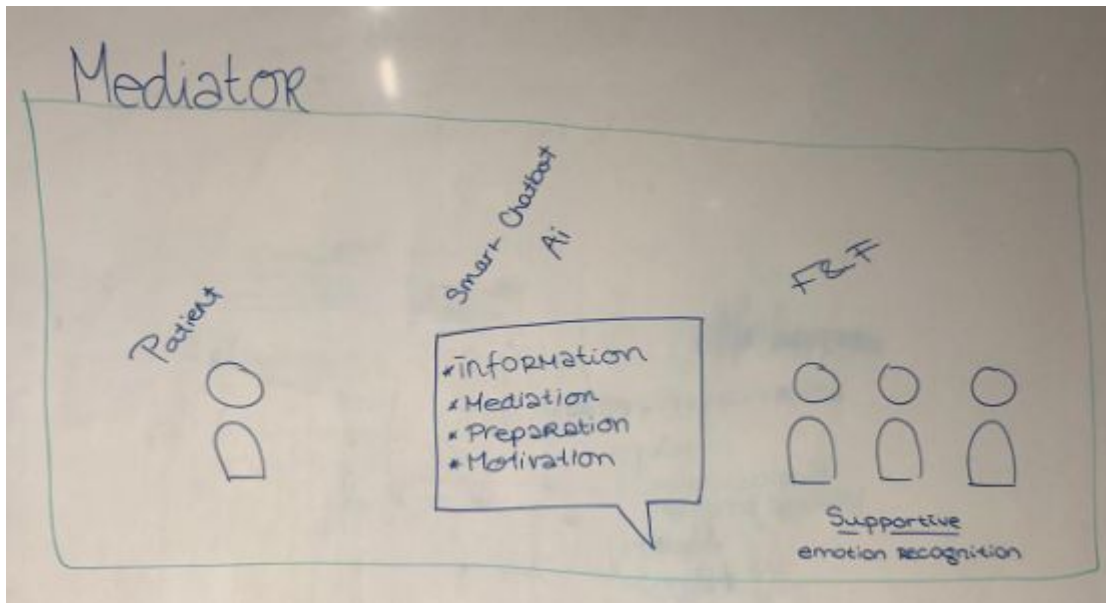
We assume family and friends are most likely to help the patient in any way during the process. Most of the people are looking up information about the esophageal cancer online or try to support them emotionally, physically and/or motivationally. It is also presumed that they are helping someone without helping the patient at all. For example, by telling him/her different information and miscommunication between caretakers.

We can provide a conversational agent by means of a mediator for helping, coaching, motivating and supporting the patient and his/her family & friends. The agent becomes a personal assistant for the patient who is accessible for friends & family and learns from that group of users. Every group has its own agent who only learns from their behaviour.

The agent should be able to connect all caretakers in order to exchange knowledge about the patient and his/her daily routines. It can also suggest or remember questions when the patient is at the doctors' office.



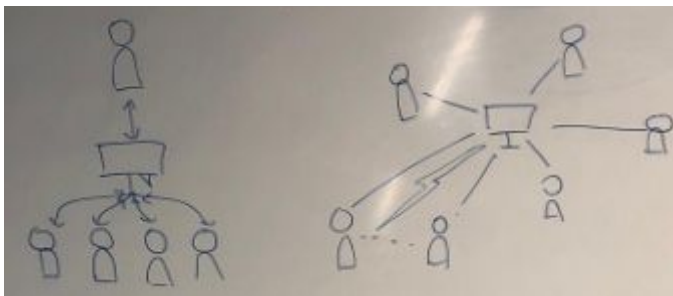
- Text/voice-based
- Learns routines
- Motivational because caretakers know what's going on & act on it
- Help preparing questions for next appointments
- Agents learn from chats with patient:
 - How to address users
 - How patient deals with (new or current) routines
 - Overall needs of patients
- Prevention miscommunication
- Narrator/Voice-over
 - Helps the patient to tell his/her story to caretakers
 - Diagnose
 - Operation
 - Daily update
 - Mental stage
- Mediator for caretakers on how to react & help the patient at a certain situation



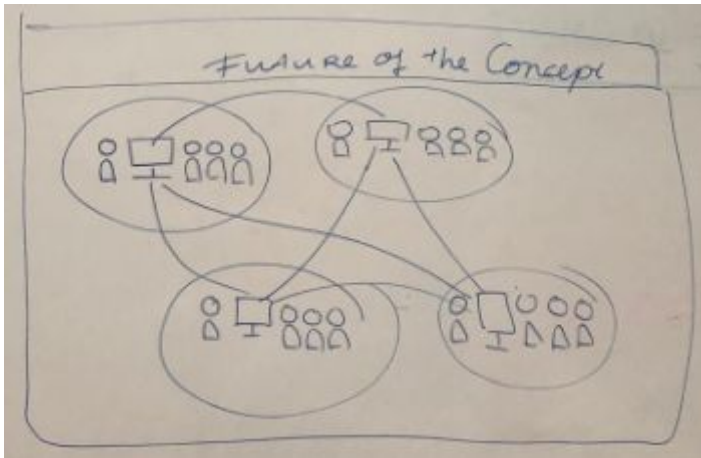
#2: (Social) platform like

We've noticed during the process we've got multiple pieces of information: diets, exercises, doctors advice, etc. However, a more valuable piece of information is the past (or current) experiences from other patients. They are the experienced experts after all.

The conversational agent can provide (or learn from) given experiences to inspire and influence the patient. This platform combines information given by the specialists with experienced users. Kinda like a social platform where social help is possible.



- Connects patients
- AI, learns from experts (experienced patients) and gives advice based on experiences
- AI, has the knowledge of healthcare specialists
- You're learning are everyone's learnings



#3: "I'm Fine"

When a computer or humans ask how you are doing, patients can easily say "I'm fine". However, is there a possibility we can look behind that phrase and help the patients with their unspoken desires?

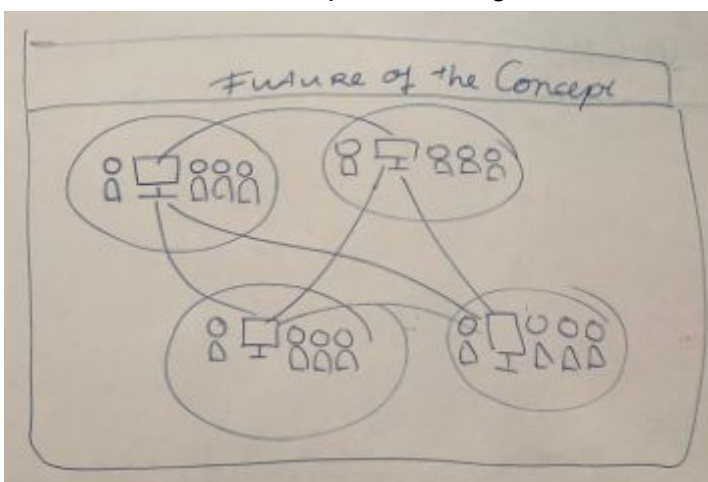
It can be a method for researching the needs of the patient. Can a conversational agent learn to read between the chat lines? What does "I'm fine" mean? Is it for example:

- It is FINE!
- I don't want to bother you about it
- I'm not in the mood for this
- I'm looking for help / I'm depressed
- I'm not ready to tell what's up

What do they feel? What do they think? How do they react to caretakers and specialists? How does the agent (or the caretakers) find out what's up with the patients? Can the agent give information based on certain emotions (on-demand)?

Future aspect:

When we combine concept 1 and 2 together, we've created a structure that looks like this:



Caretakers can attend a group with the patient. The agent uses their experience to narrate it to other groups.

Moscow analysis

Must:

- Website prototype
- Tablet first
- Add caretakers (F&F)
- Conversational agent (text-based)
- Scenario's
- Provide general information
- Prototype testing

Should:

- Responsive website
- Intelligence (AI)
- Personalized information
- Prepare and suggest questions for CP
- Mediate caretakers how to handle
- Co-creations
- Communication strategy

Could:

- App
- Conversational agent (voice-based)
- Product Animation

Would(n't):

- Connected to hospital platform
- Long-term testing