

Child-friendly patient app recognised at M&K Awards

IAN BOLLAND

MARCH 6, 2019

A child-friendly patient engagement app has been recognised after winning third place in the IT & Communication category at M&K Awards 2019.

KidPro, developed by global technology consultancy DataArt – who designed, develop and support software solutions – features an animated, interactive squirrel cartoon to increase compliance in paediatric patients undergoing treatment or participating in clinical trials.

The app combines professional medical software with gamification elements that can be used by both children and parents.

KidPro is a patient engagement solution for prototype for paediatric patients that consists of two interconnected applications, one for the child and one for the parents.

The children's application is gamified by an animated interactive squirrel that leads the child through the daily schedule, suggests personalised educational content and rewards for compliance. The application captures digital readings, gathers daily statistics about the child's condition and reports it to the parental application.

The parental app guides parents through the treatment process and monitors the child's condition and progress through a history of indicators. This provides educational content and recommendations for the child's daily routine, diet and activity. It also reminds the parents of the time for the child to take medication and scheduled doctor visits.

Ivan Pantykin, delivery manager of health care and life sciences at DataArt said: "Treatment adherence is an important issue in healthcare, and there is a fundamental need to have a product that will help solve the challenges for the youngest patients.

"DataArt aimed to create an animated companion for children, maximising their medication adherence and transforming it into a fun and rewarding process."

Original article can be found here: <http://digitalhealthage.com/child-friendly-patient-app-recognised-at-mk-awards/>