

KidPRO app supports medical care for children



Technology consulting firm DataArt has developed an app named KidPRO for children to provide data to support their medical care. It is an offshoot of the ePRO system targeted at adults.

It includes a daily diary, rewards for taking medication and other prescribed activities, a key 'protoganist' avatar in the form of a squirrel named Errol, and a star reward system. It can also capture information for use in children's treatment.

Roman Chernyshev, vice president of healthcare and life sciences at DataArt EU, said: "There is a very serious purpose behind this app – to help the medical and pharmaceutical community adapt their product to the behaviour patterns and compliance rates of children and to record their progress.

"Studies show that children born after the turn of the century respond more strongly to technology than adults. It is the fastest way of ensuring engagement and the most effective."

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