



HEWEGO
skills for health



Innovation to provide patients with
personalized, reliable, and
understandable information

Healthcare
professionals lack the
time and resources to
convey detailed
information to all their
patients





Consequences

Unnecessary consultations

Avoidable visits to emergency services

Late detection of complications

Lack of treatment adherence

Misinformation through the Internet
and social media

THE WALL STREET JOURNAL.

HEALTH | WELLNESS | TURNING POINTS

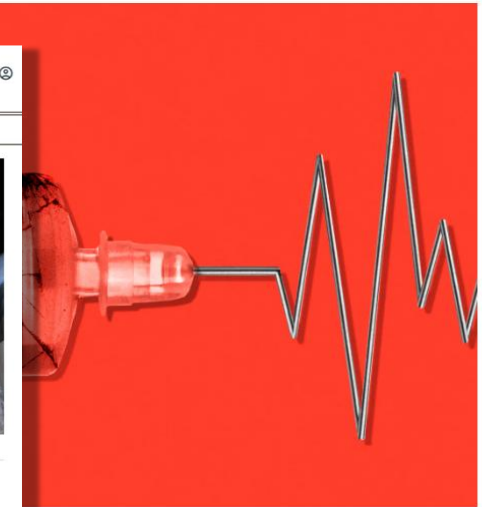
Why We Don't Trust Doctors Like We Used To

Patients often feel ignored and complain about disjointed care and a lack of communication



First-time parents search Google for babies 6 times a day

The most repeated queries have to do with the care of the child's skin, feeding, sleep and crying.



PRESENT PREGNANCY



PREGNANCY

Pregnancy apps: a source of misinformation for first-time mothers

55 % of first-time mothers use pregnancy apps during their conception period, but these are not supervised by doctors and can be a source of misinformation



Our solution

We transform relevant health information into clear and personalized content, providing it to patient when they need it most through the channel they use the most:

WhatsApp



Functionalities



Digital educational prescription



Queries with natural language



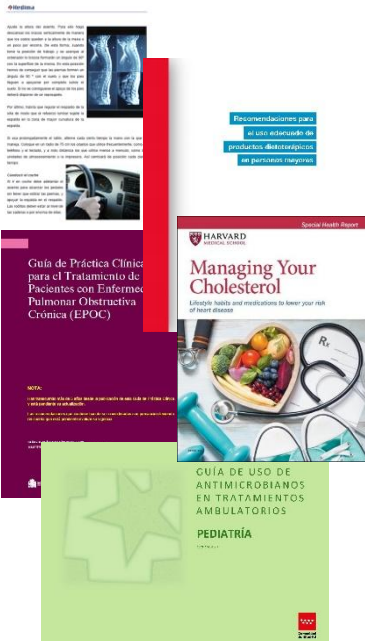
Triage function



Methodology

1

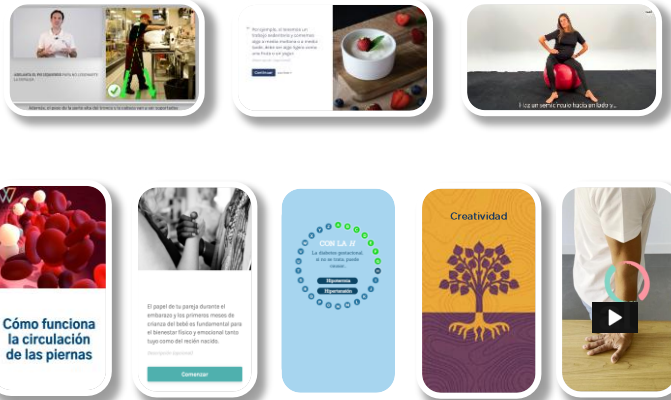
Each medical team selects and monitors the information



2

We create entertaining, understandable and schedulable formats

Videos – Info pills – Games – Audios – Quizzes



↓
KPIs



3

Patients receive the contents on their devices

WhatsApp



Patients solve their doubts with an AI Assistant that extracts the answers from the repository created for them

4

Content can be integrated into other repositories



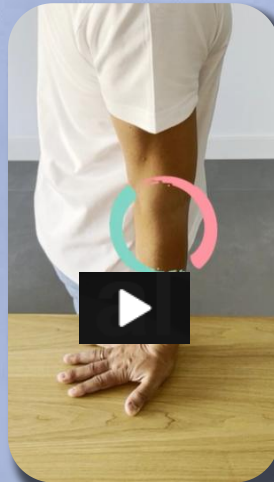
Responsive contents



Content examples



Health information
with questions to
check content
comprehension



Videos that guide
patients to perform
exercises that help
improve their health



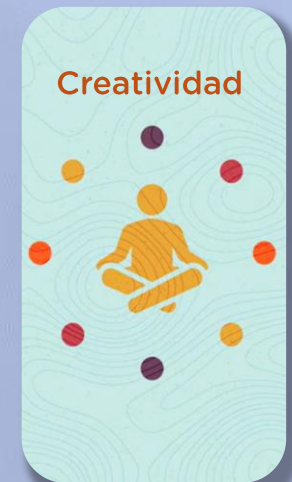
Audio-interviews
to listen to health
information in an
enjoyable format



Health questionnaires
to identify patient
needs



Games to review the
contents and check
the learning level



Video-Podcast
about Soft Skills
that help
to incorporate new
habits

KPIs



Impact on the
healthcare system



Use and Satisfaction
of patients



Adherence
to treatments



Economic
Impact





User Experience

1

Register via multiple channels



2

Accept the privacy policy



3

Enjoy the content



4

Resolve doubts through natural-language queries





Coming projects

 **Hospital General Universitario
Gregorio Marañón**



Pregnancy
and
maternity

 **Hospital Universitario
del Tajo**



Pregnancy
and
maternity



Pediatrics



Rehabilitation

 **Hospital Universitario
La Paz** Hospital Carlos III
Hospital Cantoblanco



Cholesterol

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