MSD
challenge

Develop an online platform which helps individuals understand the importance of early screening and helps them conveniently get screened in the state healthcare system.

Introduction to the Challenge

Hungary's population has a significant overall healthcare burden and life expectancy remains low compared to other countries in Europe. Health is one of the most burning issues of the society and the area of prevention is particularly performing bad.

As part of prevention, early **screening** of individuals would be a highly efficient and the most cost-effective tool to significantly improve health outcomes of the whole population is by helping the early detection of serious/chronic diseases. However, such programs are not yet widely introduced in the country and the health literacy of the general public about the importance of screening is very low. Still, screening is available in state run healthcare institutions (e.g., via General Practitioners) so individuals could seek for such options, but it is not convenient, information is hard to find in an organized matter and people are not motivated anyway.

Your challenge is to build a tailored solution which helps individuals understand the importance of early screening and helps them conveniently get screened in the state healthcare system. The goal of your solution should be to give people a tool that can help with early screening, increase motivation and awareness of this area of healthcare.
We are looking at an online platform like a website or an app. The website is the pull part: users go to search for information. The app is the push part: it notifies users to go to a screening, etc. They should be integrated, working basically as one platform.

Who we are

MSD is one of the leading pharmaceutical companies globally as well as in Hungary, with a wide portfolio of preventing and treating diseases. As an innovative company we are at the forefront of R&D and we strive for contributing programs and partnerships that are also beyond pharmaceutical innovation to improve healthcare. MSD in Hungary has a significant role in generating and analyzing real-world, evidence-based data, which can support the healthcare system to receive better outcomes. Digitalization is a key element in this process, and we hope that Hack&Heal could open even more doors for technological innovations in this sector.

We look forward to having fresh new ideas using digital toolkit together with MSD's knowledge that can develop such solutions that in the future might change people's life and have a significant impact on the Hungarian healthcare system.

What we will provide

Environment insights, knowledge of the area.
Our mentors will be available to give you guidance and insights about the topic at hand: early screening, healthcare resources or the EESZT system. Our mentors are mostly digital and PR specialists, but we also have medical expert, and all of them can help you with some information on the company and its acceleration in these topics.

Implementation and technology

You can use any technology you deem fit to solve the challenge. The goal is to create a solution that could integrate with a healthcare system, such as the EESZT. A possible integration could be to reserve appointments at specialist after screening with your app.

Judging criteria

We are looking for solutions that approach the topic with an innovative solution that is also feasible to implement. The main areas our judges will be scoring are innovativeness, impact/value, sustainability, feasibility, prototype, and presentation.

Prizes

The winner of the challenge will receive a prize of 1500 €.