

THE Port - Hackathon at CERN

Quality of Life and Chronic Diseases



Summary:

Quality of Life - Health – Wellbeing: Closing the gap of preventive health management for a sustainable future. On the other side: “Why fascination with Ebola and not chronic disease like Tuberculosis?” The general population is not well informed about the scale and impact of these diseases. There is a huge number of misconceptions.

Goals:

Combine these two aspects to a tangible prototype that shows both sides of the medal of health. Can we leverage the marketing power of social media or create a revolution in Internet marketing to broadcast a clear message and raise awareness?

Resources:

FIND Diagnostics, Health On the Net Foundation & Prof. Jean-Henry (Geneva) MORIN, team of academics and industry across many disciplines among which: health, computer science, information systems, sociology, design, sports, management) - interdisciplinary teams- “Prototyping and making is a very good way to think (Design Thinking) - We love to think we're crazy enough to think we can change the world... - we think having fun is an important part of progress and innovation.”

