

CREATING HAPPIER LIFE FOR CF TEENAGERS

CF HERO 



2019

2020/2021

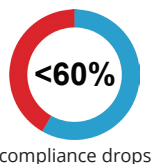
UNIQUE SMARTPHONE FRIEND AND COACH helping CF teenagers to:

- **Stick to therapy** even when they feel good
- Make the stereotype **more entertaining**
- **Build good habits** through gamification
- **Experience potential long-term risks and wins**
- **Take over responsibility** for their therapy and gain more trust of their parents



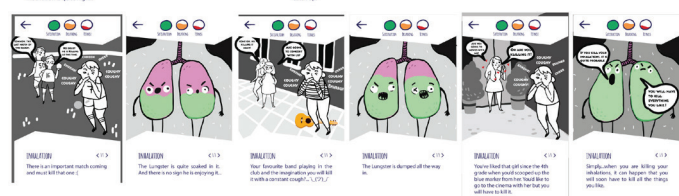
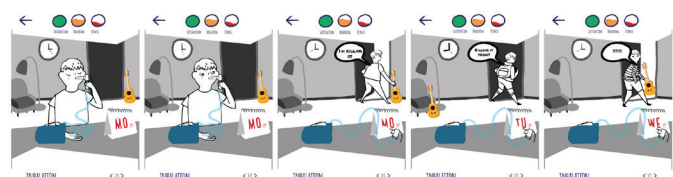
Why?

- Therapy **adherence drops radically** when young patients try to become independent from parents
- A great **harm to their health can be done** in this age when they do not follow the therapy properly
- They are **full-time smartphone users** and require information **on their own terms**



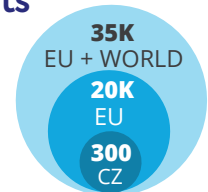
CF Hero playful app enables to:

- Create a **virtual character**
- Follow the **right rhythm of inhalations** and breathing exercises
- Receive **rewards**
- See and **share their goals and progress**
- **Personalize** the character
- Open enlightening and entertaining comics chapters (experiments with the character) **simulating the impact of real-life situations** on their well-being



CF Hero expands abroad to help thousands of young patients

Create **more language versions** of the app and with tailor it to local specifics.



Adding functions and content to address more psychological challenges

- **Build and connect CF Hero community** to further boost adherence motivation
- **Encourage sharing of best practices** in well-being management



Lucid Health Dashboard








Collected anonymized adherence data will be enriched, visualized and will provide additional **information for personalized treatment and aggregated analytics for CF community** (esp. healthcare professionals and CF associations).



Our team

-  **Marek Vosecký** (co-founder, project lead)
-  **Jan Mihule** (co-founder, subject matter expert)
-  **Simona Zabranská** (director of Czech Cystic Fibrosis association)
-  **Babu Cervenková** (DEV supervisor, BIG data miner)
-  **Petr Kosnar** (product design, UX)

Our partners

-  **FN MOTOL** Motol University Hospital
-  **CF Center** Brno Faculty hospital
-  **Pavel Dřevinek** Board Member of the European CF Society
-  **Tereza Doušová** Pulmonary specialist, paediatrician
-  **Lukáš Homola** Pulmonary specialist, paediatrician
-  **Pavla Hodková** Psychologist
-  **Jana Plešková** Physiotherapist