

Digital Media in Health Communication and Literacy Programme

PHASE	WEEK	MILESTONE	GUEST PROFILE	GUEST PROFESSIONAL DESCRIPTION
Inspiration	Week 1	needs finding: Behaviors to Become More Innovative	Patient Advocate	individual or an organization with wide experience in advocacy for patients and survivors
			Caregiver	professional focused on helping individuals achieve tasks and functions necessary for daily life that may have become at some point inaccessible to them
	Week 2	needs finding: Generating Insights	Support Organization	civic organization that support patients and their families, increasing the access to multiple resources
			Health Entrepreneur	expert who has a track record of successfully implementing innovative health solutions
	Week 3	needs screening: Understanding the Problem	Global Health Specialist	experience professional who can address current opportunities in Global Health and Health Promotion
	Ideation	Week 4	needs screening: Design Thinking Ideas	Health Literacy Specialist
Health Communication Specialist				expert focused on communication tools to increase health knowledge
Week 5		concept generation: Discover the Job to be Done	Health and Wellness Designer	vastly experienced in visual production and the development of health-related products
			Health Journalist	experience professional who can address current opportunities in Global Health and Health Promotion
Week 6		concept generation: Lean Startup Ideas	Patient-Centricity Projects Coordinator	expert who has a track record of successfully implementing innovative health solutions
			Business Consultant	provides knowledge about how to create sustainable projects.
Implementation	Week 7	concept generation: Minimum Awesome Project	Public Relations in Health Care	expert that addresses evidence-based healthcare in a patient and family-centric manner
	Week 8	concept screening: First Iteration	Health Promotion Specialist	vastly experienced in visual production and the development of health-related products
	Week 9	concept screening: Second Iteration	Health Marketer	expert focused on communication tools to increase health knowledge
	Week 10	concept screening: Final Iteration	International Network Representative	expert who has a track record of successfully implementing innovative health solutions
PUBLIC PITCH	Week 11	Pitch	All of the above	---