

VMS Final Presentation

12/10/2008

Advisor: Sterling Anderson

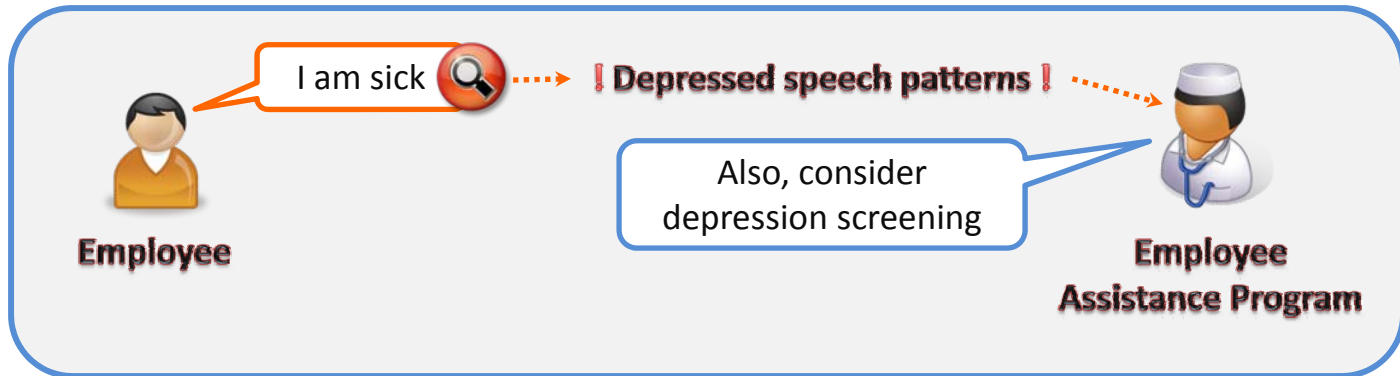
Manuel Duenas

Ricardo Gonzalez

Chris Kenney

Kartik Trehan

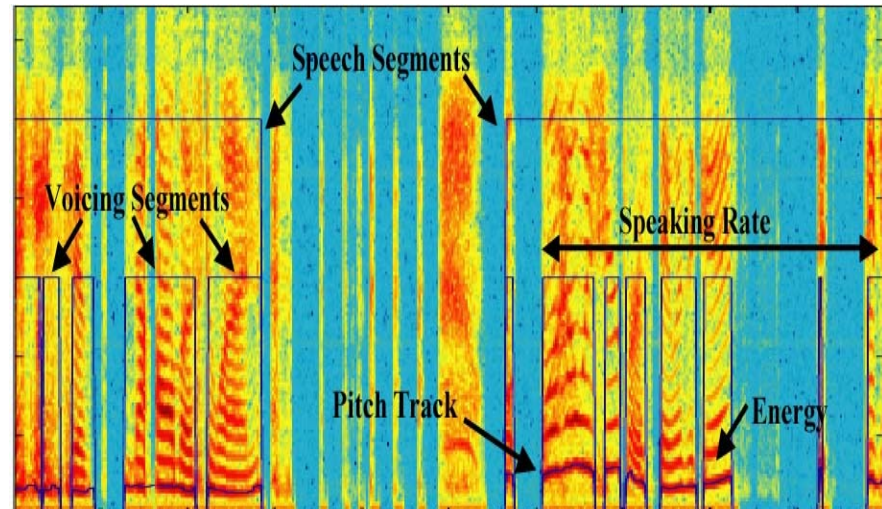
Cogito screens for depression through voice analysis



Advantages over PHQ9

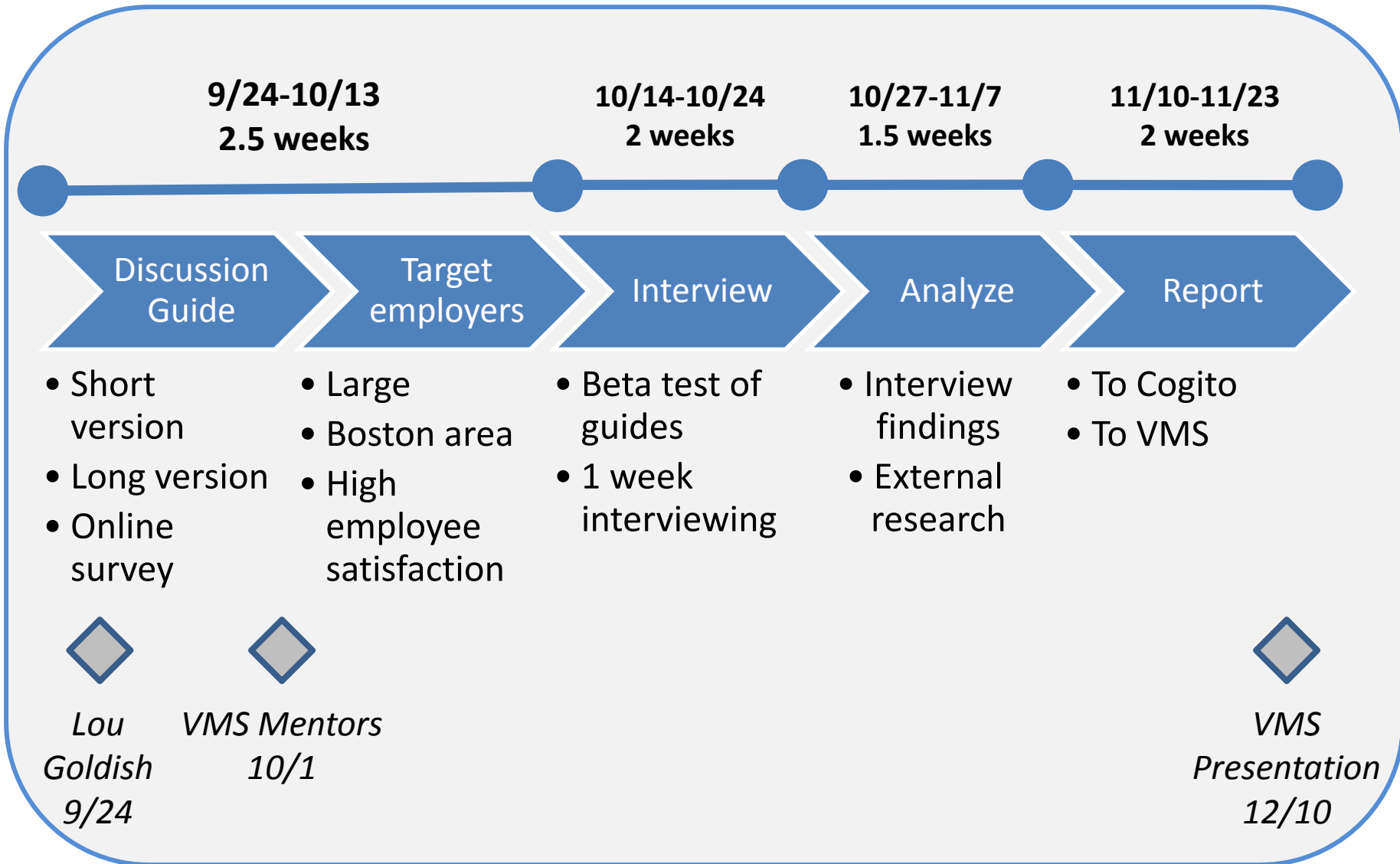
- Less invasive
- Less time intensive
- Objective
- Quantifiable
- Broader applications

Voice Acoustic Analysis

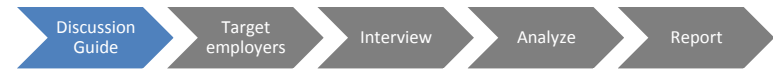


Strategy

Research Objective: Clarify value proposition with EAPs

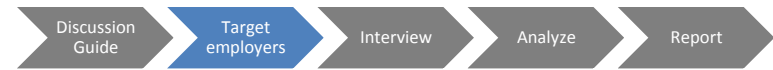


Planning Interviews



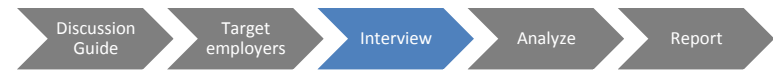
- Wanted to get a sense of company's
 - Current approach to depression management
 - Current challenges in depression management
 - Expectations for EAPs
- Construct interview template

Finding Contacts



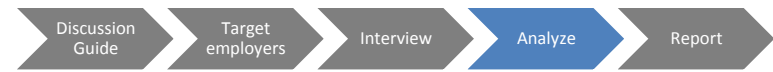
- Available resources
 - Infinite Connection
 - Industry/organization websites
 - Personal network
 - Faculty
 - VMS mentors
- Look for online interest groups (i.e. disease management forum)
 - Be persistent with high-yield sources

Conducting Interviews



- Split your team and divide the number of calls
- Don't be shy, pick up the phone and cold call!
- Use a speakerphone
- Identify yourself as an MIT student
- Be flexible with scheduling
- Improvise and take turns with questions
- Listen actively
- Send thank you emails!

Documenting Findings



- Everyone should take their own notes
- Transcribe notes on the same day
- Compile one document with all key facts

Results

(omitted here to maintain confidentiality)

Acknowledgements

Thank you....

- Joshua Feast
- Jon Jackson
- Cogito team
- Sterling Anderson
- Venture Mentorship Service