VMS Final Presentation

12/10/2008

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Cogito Health
Cogito screens for depression through voice analysis

Advantages over PHQ9

- Less invasive
- Less time intensive
- Objective
- Quantifiable
- Broader applications
Strategy
Research Objective: Clarify value proposition with EAPs

9/24-10/13
2.5 weeks
Discussion Guide
• Short version
• Long version
• Online survey

10/14-10/24
2 weeks
Target employers
• Large
• Boston area
• High employee satisfaction

10/27-11/7
1.5 weeks
Interview
• Beta test of guides
• 1 week interviewing

11/10-11/23
2 weeks
Analyze
• Interview findings
• External research

Report
• To Cogito
• To VMS

Lou Goldish 9/24
VMS Mentors 10/1
VMS Presentation 12/10

Cogito Health
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