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Country: **Spain**

Titel of the project: **StrokeStrike.com**

Project details

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Award amount: €100,000

A mobile and online social platform that proposes playing sports to prevent the risk of stroke and promoted a more healthy lifestyle through personalised monitoring of the distance, calories, pulsations, etc., directly connected to your doctor, so that he is kept apprised of your progress and can help you to improve your health.

There is a clear preference for social activities, and those initiatives that are able to take advantage of this potential are becoming the current standard bearers. Everything has become "social": holidays do not count if we don't publish them on Facebook, we make purchases after reading the opinions of other users, learning is on the Internet, laziness is enjoyed in a community atmosphere... And if we look at trends for 2011, indicators point to "social media" growing, companies searching for more social feedback from their clients, and the increase in smartphones. And how is this related to medicine? It is estimated that, by 2015, more than 500,000 persons will use mobile applications relating to health, according to Smartphones Health News. In addition, if we also take into account that the average age of the population tends toward aging, and this is one of the highest risk factors for suffering a stroke, we find that we have a great group of people who are ready to act in a social manner, the technology to do it, great interest in matters relating to health and well-being, and time to prevent risks by adopting healthy lifestyle habits. This is where StrokeStrike.com comes into play, an online and mobile social platform that aims to become a standard-bearer for a new way of understanding the relationship between patients and doctors, through an application that promotes sports and a healthy lifestyle as the foundation to prevent stroke risks, being present there where the objective audience is: the Internet and the mobile phone. StrokeStrike.com is a platform with which each individual can enter walking or jogging routes, and monitor the distance traveled, the average speed, the number of calories burned, their heart rate, and the change in their weight. All of this is done within a friendly environment in which the social character is essential. This is where the slogan "Social Health is Fun" originates, since shared sports are not only fun but are also a motivational factor to reach intended goals and to share achievements. This is why the platform will suggest routes in accordance with treatment needs, it will allow for meetings among patients, it will have specialty areas relating to good habits (diet, relaxation...), it will allow for competitions and personalised training, etc., all of this linked to social networks, so that the patient is able to share his/her achievement with friends and family, and receive needed support from them. In addition, the site will allow for doctors to have access to their patients, to be able to monitor their evolution, set new challenges for them, contact them directly, etc. In conclusion, a scaleable project that uses sports as a starting point, within a social environment, that is entertaining and promotes healthy lifestyle habits, in which patients and doctors may interact with one another and with others in order to prevent the risk of stroke, and to improve the health of those who are still on time to prevent these types of cardiovascular diseases.

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public
- Young people
- athletes
- persons committed to their health

Location

Spain, Europe