HealthOwl submission for the second phase of the NCI-Health 2.0 Developer Challenge, Nov 18th , 2011

We appreciate the comments and useful suggestions of the judges who reviewed the first version of the grant. We have incorporated all suggestions in the second version of HealthOwl.

The major goals of the Healthowl App have not been changed from the prior submission and are to: 1) promote individuals' understanding of cancer screening, 2) facilitate their decision making about cancer screening, 3) encourage individuals to make cancer screening decisions that are congruent with their values and preferences, and 4) translate the cancer screening decision action, by helping patients find a physician in their geographic area.

In this second version we have implemented the following enhancements:

1) We completely rewrote the application as a fully functional native iOS app following the most recent software update version 5 of Apple's operationg systme.
2) Included cancer screening recommendations for 4 commonly cancers: Prostate cancer, breast cancer, colorectal cancer, and cervical cancer.
3) Designed and implemented personalized cancer screening recommendations (based on the NCI) recommendations and added personalized risk estimates (standard vs. increased risk).
4) Provide the opportunity for users to rate the perceived pros and cons of cancer screening
5) Improved the graphical user interface (GUI) by including intuitivly styled buttons, icons and graphics.
6) Added interactive video content to a) illustrate anatomical structures; b) display men and women who have made screening decisions (for or against)
7) Incorporated pervalence data by state and county level for all major cancers from publicly available data. http://statecancerprofiles.cancer.gov
8) Developed and integrated a functional "find the physician" feature using google maps
9) Designed architecture to integrate with Health Vault for implementation
10) Planned and organzied user testing by interviewing members of the target audience about the software, it's design, and usability. Based on this feedback we changed buttons, layout, and content in certain areas.
11) Developed a marketing and business plan (detailed in a separate document).