Digital literacy enables up-to-date sleep medicine in inclusive healthcare

eSleep_dHealth

Split, Croatia

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SmartSleep Check: A Digital Screening for Sleep Apnea in Seniors

- **Description**: Reaching people with technology to make obstructive sleep apnea (OSA) screening easy and accessible, as well as raising awareness through educational information
- Group 1: Sleep Rangers
- Presenter: Christianna Ionna Skylouraki

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The Problem

- **The Problem**
  - Accessibility barriers, limited education and guidance
  - Existing tools: Outdated, unaesthetic and pathless

- **Why It Matters**
  - OSA is widely underdiagnosed
  - Limited knowledge among healthcare professionals.
  - It allows us to step in before the problem gets worse
  - Reach out to those at high risk, provide trustworthy information, helpful tips
  - Offers Directing to available care
  - Need for simple and senior-friendly

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The Solution

WEBSITE

- A digital, simplified and elderly friendly solution
- For **patients and healthcare providers**
- Easy-to-interface (**large fonts, few steps**)
- G**uidance** for patients toward information and help

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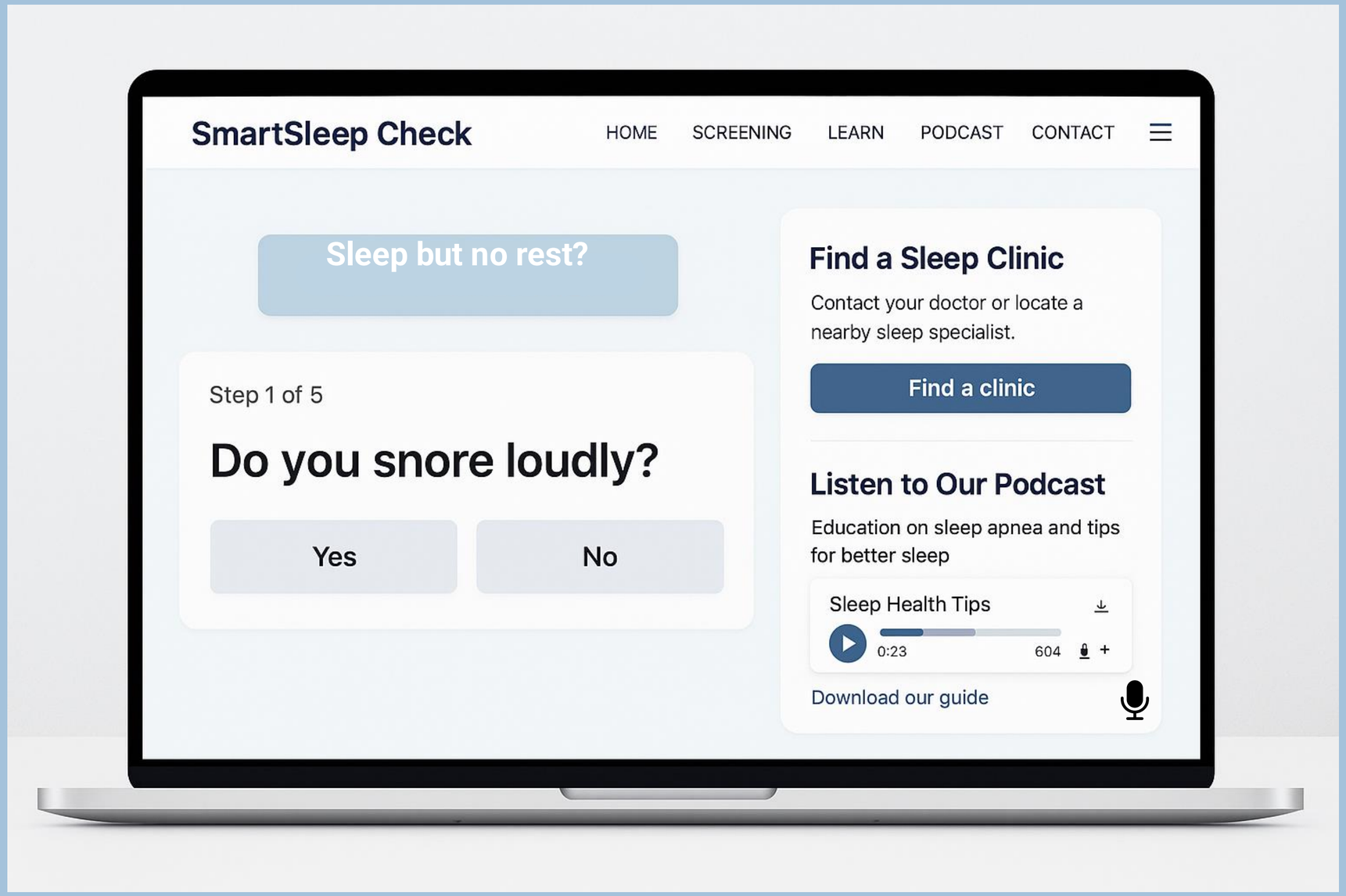

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Target Market

Elderlies

- Increased **age is risk factor:**
  - Risk of OSA is elevated in people over 50 and peaks in their 60s and 70s
- Need easy-to-use, accessible screening tools

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Market Opportunity

1. OSA is underdiagnosed (80% modere-to-severe cases undiagnosed)

2. OSA prevalance: billion people worldwide

3. Awareness gap

4. Seniors more receptive to online platforms for education/guidance/screening

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Business Model

How will we generate revenue?

- **Freemium model:** free education + paid premium features (tracking, reminders, expert content)
- **Provider partnerships:** clinics & sleep centers use platform for patient education & referrals

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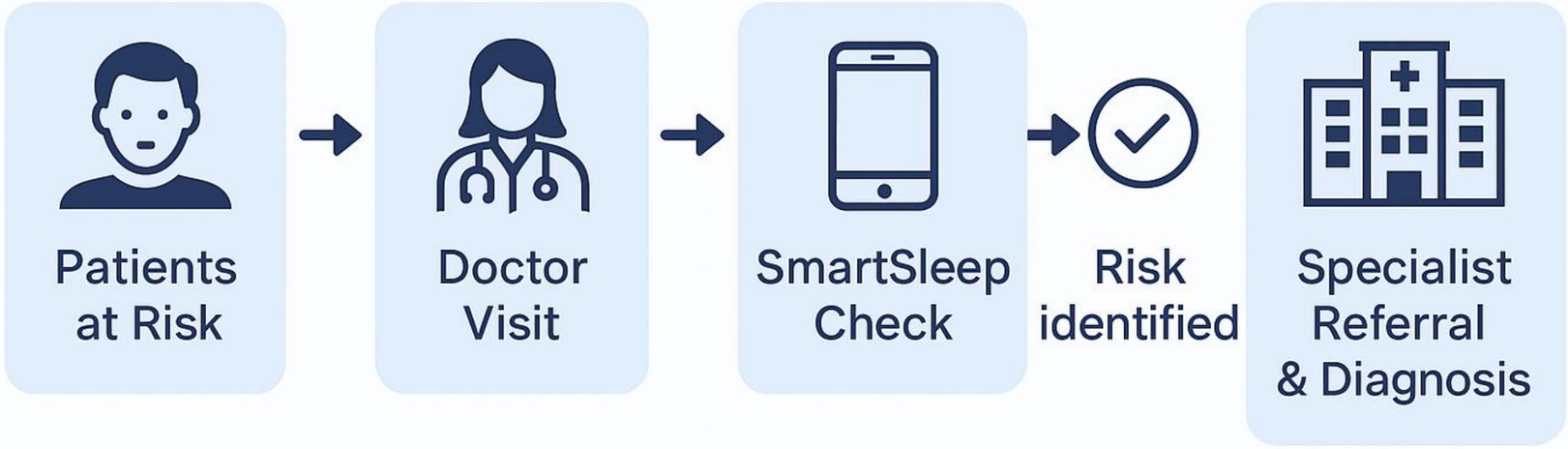
Go-to-Market Strategy

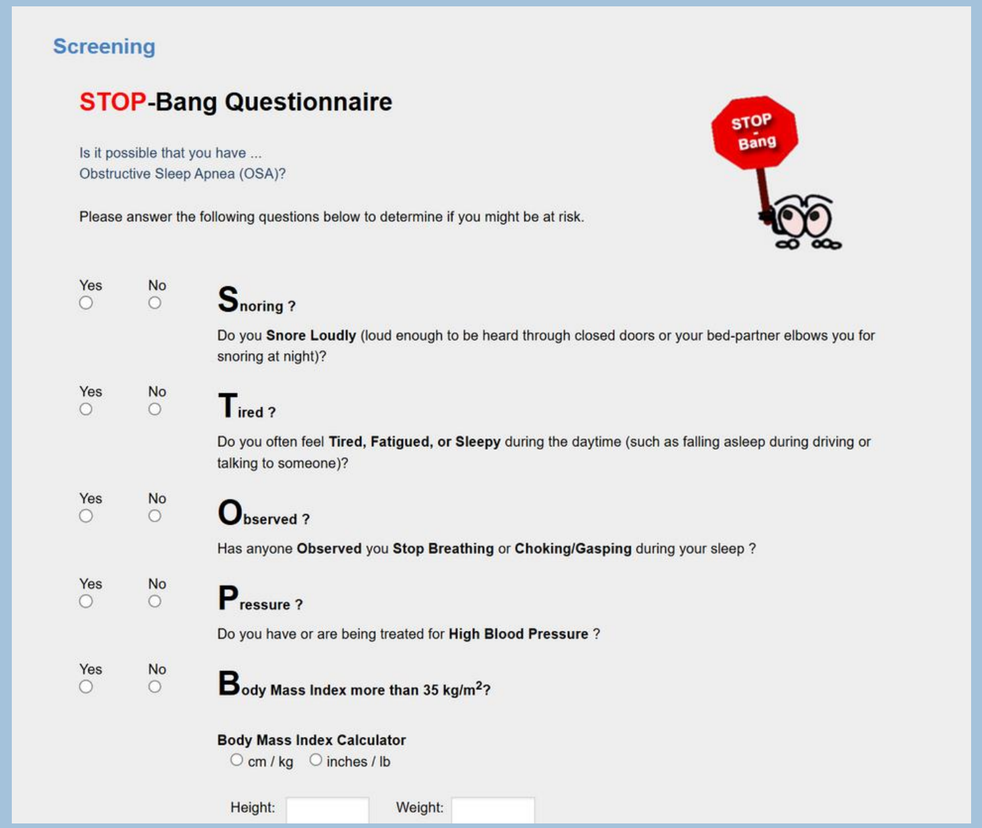
How We Will Reach and Acquire Customers?



Competitor Analysis

- **Multiple questionnaires exist (e.g., STOP-Bang) → BUT:**
  - Text-heavy, confusing for seniors
  - No clear follow-up guidance

- **What makes us different?**
  - Senior-friendly design (clear, accessible, aesthetic)
  - Guided pathways to care, not just a score
  - Provide education through **PODCASTS**
  - Voice accessibility



Screening

STOP-Bang Questionnaire

Is it possible that you have ...
Obstructive Sleep Apnea (OSA)?

Please answer the following questions below to determine if you might be at risk.

Yes ○ No ○ **Snoring ?**

Do you **Snore Loudly** (loud enough to be heard through closed doors or your bed-partner elbows you for snoring at night)?

Yes ○ No ○ **Tired ?**

Do you often feel **Tired, Fatigued, or Sleepy** during the daytime (such as falling asleep during driving or talking to someone)?

Yes ○ No ○ **Observed ?**

Has anyone **Observed** you **Stop Breathing** or **Choking/Gasping** during your sleep ?

Yes ○ No ○ **Pressure ?**

Do you have or are being treated for **High Blood Pressure** ?

Yes ○ No ○ **Body Mass Index more than 35 kg/m^2?**

Body Mass Index Calculator
○ cm / kg ○ inches / lb

Height: Weight:

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Milestones

1. Research
Patient
interviews

3. Idea pitching
refining prototype with
feedback

5. Premium features
expansion
partnerships with
employers, insurers,
device makers

Focus on: Codesign with users, people with OSA, their relatives and health care providers

2. Ideation
sessions
early prototype
initial feedback

4. Website launch
pilot project

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Financials & Funding Ask

1-2 Year Plan

- Year 1 – Build & Pilot
- Year 2 – Grow & Scale

Funding Need

- Year 1: $20k (launch, pilots, marketing)
- Year 2: $300M (scaling, partnerships, global reach)

Closing: Why now?

Billion people suffer from sleep apnea — 80% undiagnosed

Digital health adoption is accelerating — patients are ready for trusted, accessible solutions!

Behind the statistics are real people losing sleep, health, and quality of life.

Together, we can help millions breathe easier, sleep better, and live longer!

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Your paragraph text

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