



Allen Rodriguez

LANSING, MICHIGAN

“We have a lot going on in our day-to-day lives. We need an easy-to-use way to be more involved in our health, and the health of our two boys.”

DEMOGRAPHICS

Male • 37 years old
Hispanic • Married
3 year old son • 7 year old son
Medicaid consumer
Part-time employee at local grocery store



Owns an iPhone



80% of Allen's phone usage



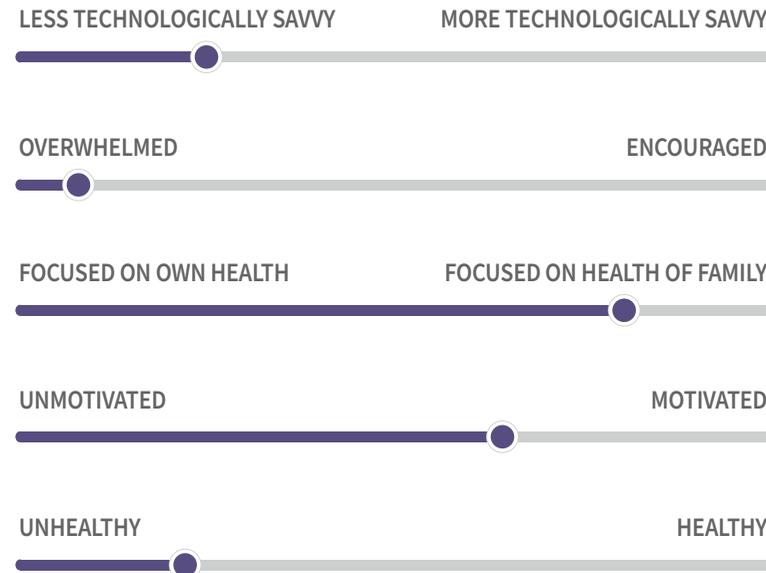
20% of Allen's phone usage

ABOUT ALLEN

Our family had quite the scare recently, as our youngest son experienced an asthma attack and had to be rushed to the emergency room. Both the ambulance staff and the nurses at the hospital had so many questions that we weren't prepared to answer. It was emotional and overwhelming. Just when I'd never felt so helpless and concerned for my child,

a nurse introduced me to myHealthButton; it's been a life saver.

Prior to this, we weren't serious about our health or accessing our health information. However, myHealthButton allowed us to find a local pediatrician for our sons, as well as monitor our exercise, water intake, and even our blood pressure. As a diabetic, myHealthButton makes it easier stay up to date on important items concerning my own health, as well as the wellness of my family. With myHealthButton, we always have our most important health information at our fingertips. I don't know where I would be without it.



ALLEN'S FRUSTRATIONS...



The health and well-being of his family is suffering



Knows he could be utilizing his phone more efficiently



Isn't always able to guarantee meals for his family

ALLEN'S GOALS...



Find an easy way to locate a suitable pediatrician



Track his blood pressure and get his diabetes under control



Easily view his kids' insurance info and immunization records



My wife and I have been searching for a way to be smarter about our health; myHealthButton has helped us accomplish our goals!