



## Students: The Movers and Shakers of EMBS Student Leader Event Description

Student Club or Chapter: IEEE EMBS Student Club at Shanghai University, China  
Student Leader: Jiang Jiehui

Title of Event: BoP Healthcare Research for Local People  
Approximate Number of Attendees: 15 students

### FUNDING:

Budget (Expenses): \$1,200.00 US (travel fess) \$15,000.00 US (student salary)  
Funding Sources: Philips Apptech, Impact solution

### DESCRIPTION OF EVENT IN PROGRESS:

The BME Department of the Shanghai University has many strong links with local companies, which in turn offer internships to students. This year, the Student Club Chair held such an internship and created a project for the Student Club to work on: BoP Shanghai. BoP stands for Bottom Of the economic Pyramid, and the goal of the project was to improve the living conditions of the masses in rural Shanghai, especially in the areas of medical treatment, healthcare and public sanitation. The Club put together a team (of 7) to personally investigate rural places near Shanghai to see what the towns and villages actually look like and to determine what the most important problems were. Through interviews and surveys, the Club was able to ascertain which problems are most severe and will spend the next few months focusing on product design to help improve the lives of local people.