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## **THE HUMAN RIGHT TO ACCESS TO HEALTH: AN ANALYSIS FROM THE STARTUP COGNI**

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**Abstract:** Contemporaneity reveals some sensitive social fractures regarding the effectiveness of human rights in Brazil. Today's technologies and innovations, on the other hand, present opportunities for reviving these safeguards. The understanding of a State formed by all that composes it, in an unprecedented way, has led the private sector to develop functionalities for everyday life. The startup Cogni, that is, the ecosystem designed to offer services to mental health professionals and patients, reveals new conjectures in the field of the human right to health. The research develops the theme based on the bibliographic methodology and a descriptive case study.

**Keywords:** Human right; Health; Startup; Cogni.

## INTRODUCTION

The human right to health was internalized within the Constitution of the Federative Republic of Brazil of 1988 as a guide for public policies and alternatives arising from the private sector for the elaboration of strategies that optimize the reach of these safeguards.

The right to health stands out for being the propellant for the achievement of other guarantees, especially with the scenario of the recent Covid-19 pandemic, clarifying the existing challenges and the need for innovative solutions to rethink human care.

The startup analyzed in the present work is the "Cogni App", the choice being based on the tripod: innovation, human right to health and technological feasibility of escalation. The endorsed startup was developed by João Otero, Master in Computing by UFRGS in 2006.

The business model has as the central basis the cognitive-behavioral psychology line, which is considered the - gold standard - regarding scientific evidence, facilitating

access and credibility given to the application.

The business model aims to be a reference for professionals working in the field of mental health based on the referenced approach, as well as for users who seek to have a kind of - electronic diary - to understand their thoughts and their relationship with the state. of humor, analyzing the physiological impacts and daily attitudes.

Currently, the application has the support of WOW Accelerator, Mentoring, Consulting and Investment for startups. The support of respected historically consolidated partners, such as Pharmaceuticals EMS and the Founder Institute, contribute to optimizing the ideation phase and enabling dynamism in the startup market "Cogni App".

Social demands reflect on the development of an application in the health area, especially in the sensitive and complex field of mental health where effective public policies that accompany the territorial extension of Brazil are lacking. In addition to the barriers caused by geographic extension, there are stigmas still present in society regarding exposing questions to the psychologist and initiating drug therapy.

On the "Cogni App" platform, users register information considered relevant for a better emotional modulation, as well as psychiatrists and psychologists have a panel that allows monitoring of records based on the authorization given in the application itself by patients who undergo therapy with registered specialists.

The operational stage is in a phase of rapid acceleration and market conquest without the need for high advertising costs, this is because the mental health area itself is in unprecedented expansion. Also, because it is an application that is generally not used freely by users, but rather as an ally to those who do psychotherapy in this line, knowing what their therapists or specialized and active

psychiatrists are indicating, consequently increases patient loyalty.

The study of the human right of access to health is developed in this research with alignment to the tripod: new technologies, technological feasibility of scaling the startup and the realization of safeguarding access to health. The sensitive field and with unprecedented demands of mental health, from the private initiative of the startup “Cogni App”, will be presented in this research with respect to the methodology of a descriptive and bibliographic case study.

## **THE HISTORICAL OVERVIEW OF THE HUMAN RIGHT TO HEALTH IN BRAZIL**

The evolutionary history of Brazil is marked by relational challenges between heterogeneous groups, and in addition to the observed social contrasts, a strong distance between the collectivity and the administrative agents of the State is revealed. Contemporary concern is centered on the challenges caused by globalization, where serious internal problems are interfered with by events in other nations.

Existing technologies facilitate the understanding of the most urgent demands by the public and private sector, in addition to optimizing the use given the large computer network is global, that is, breaking the geographic barriers and limited public policies in Brazil. The foundation of the startup “Cogni App” follows the social studies that establish “global problems demand global answers, people share common challenges and opportunities.” (HARARI, 2018).

The creation of the Unified Health System (SUS) was established in Law n° 8.080 of 1990, with the main objective of establishing a management model in public health with the principles of universality, gratuitousness and systemic – preventive and interventional

– actions. The structural complexity of Brazil, at geographic and social levels, revealed the inability of purely administrative actions to successfully manage the human right to health.

Health insurance users, due to the high demand for more complex cases, especially in the mental sphere, which sometimes requires combined and longer-lasting treatment, also expressed discontent. The possibility of daily and cross-border use of an application with the purpose of helping users in the modulation of mood and understanding of Dysfunctional Thought Records (DPR), automatically allows them to have a complementary resource that optimizes the conduct of clinical cases.

The privacy guaranteed by the panels reserved for therapists and psychiatrists automatically provides a greater alliance in the care of the demands presented. The times reserved by health plans and presented by the public network, in most cases, are usually punctual compared to the needs of the bond between professional and patient. The guarantee of information transposed in an ethical, fast and uninterrupted way by the platform, generates respect for the “Cogni App” on the part of specialist customers and users.

The development of alternatives in the private sector to assist in the realization of the human right and internalized as human to health, automatically generates the feeling of belonging in state citizenship. The possibility for a startup to go beyond market perspectives, generating socially relevant impact, fulfills the contemporary purpose of humanism in which “the focus of development policies must be focused on satisfying the needs and pleasures of individuals, respecting that everyone has a purpose”. of life.” (COUTINHO, 2013).

The institutional bases of technological companies are focused on innovation, the attentive look at needs not yet satisfied by

other means. The field of health, especially due to the complexity of the mental and emotional levels, needs a path that strengthens the bond. Although telemedicine is already a reality, including for the public health system (NEXO, 2022), it is known that the relationship between patient and professional is determined by an established video call schedule.

The possibilities presented by the startup “Cogni App” make it easier for the patient to report the history of the report to his therapist and/or psychiatrist, in addition to the professional having automatic access to the reports if he is registered on the platform. The functionalities of the administrative panel for professionals go beyond optimizing care sessions, allowing the psychologist and/or psychiatrist to intervene preventively when they notice significant changes, contacting the patient immediately.

The great challenge for the realization of the human right of access to health is that this safeguard is not implemented when the patient enters a unit or hospital, but with the guarantee of his permanence until the conclusion of his treatment. Although telemedicine has facilitated access because there is no travel to the professional, often he is unable to arrange a video call with the patient to find out in detail about the intercurrent. Through the “Cogni App”, the patient’s average can be easily identified, optimizing at the time of consultation.

The guarantee of access to health and continued treatment, based on the innovation brought by the startup “Cogni App”, has facilitated the patient’s relationship beyond the bond established with the psychologist and/or psychiatrist. The functionality of the application to be opened on any mobile device, generates the possibility for the patient to show or report the recorded points that may be interfering with their health in an integral way.

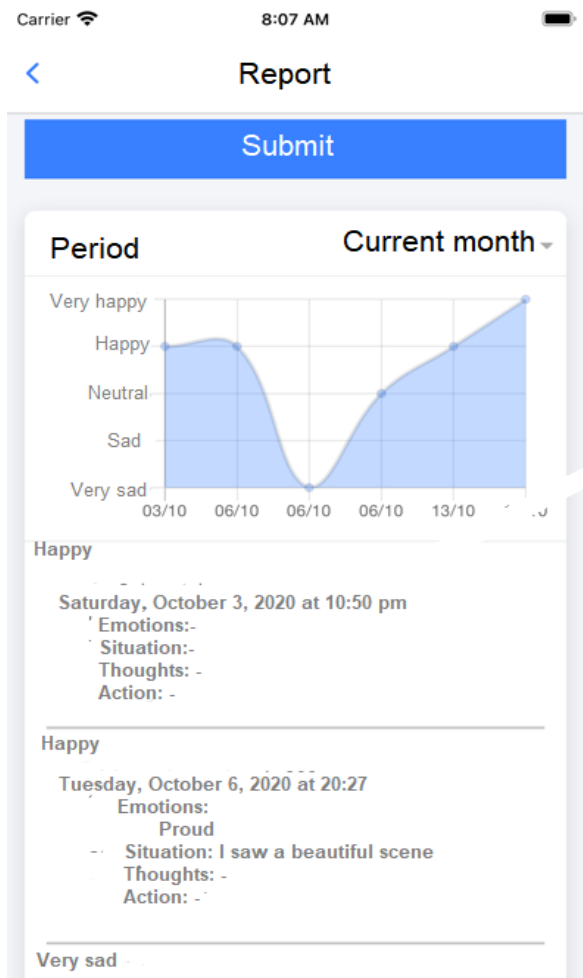


Figure 1 – Report template available in the app.

Source 1: PcMac Portuguese (2021).

Multidisciplinary dialogue is a challenge both in the public and private networks, and since the patient is the main interested in their quality of life, this can make their reports a way of measuring the biopsychosocial status for all professionals who attend. Medication updates, especially in the more zealous scope of psychotropic drugs, can sometimes be difficult to understand for professionals who are not in the area. Direct dealing with the reports sampled by the patient, even being possible to identify registered professionals who take care of mental health, becomes a bridge for approximation and construction of a strengthened and patient-centered team.

## THE STARTUP COGNI APP AND MARKET GROWTH PERSPECTIVES

The unprecedentedly growing healthcare market in Brazil brings prospects for a future with transnational scale, with the startup's alignment with the UN's Sustainable Development Goals, in addition to partnerships with the EMS laboratory, facilitating effective and socially relevant business development.

The expectation of growth in the financial market is proportional to the demands observed in the area of mental health, with Brazil being a country recognized worldwide for the high rates of mental disorders such as anxiety and depression (CONEXA SAÚDE, 2022).

The financial return can be optimized with the support of accelerators such as WOW, which, in addition to the state-of-the-art technical structuring, has a location in Porto Alegre, which is in a region recognized nationally by the startup market (UOL, 2019).

The "Cogni App" initiative to propagate mental and emotional health has already brought recognition, which, although not all financial, translates the startup's values that will guarantee greater visibility and investments in the future. Some of the major milestones in the startup's valuation trajectory include: National Congress of Private Hospitals 2021 and graduated by InovAtiva Brasil 2021.1.

The "Cogni App" application fulfills a great purpose already in the ideation phase, given that it is a way to optimize the relationship between patients and therapists who are linked in the therapeutic process. The right to health is protected by the General Data Protection Law, and the information provided is considered sensitive data and deserves special treatment (Art. 11 of Law No. 13,709 of 2018).

The monetization model, in addition to own investments and those of third parties,

such as the WOW accelerator, is increasing in the number of professionals who legitimize the purpose of the "Cogni App". Payed access by psychologists and psychiatrists to the panel with the records of all patients automatically allows for a greater alliance in psycho-emotional and psychiatric care, increasing patient adherence to the process, in addition to gaining these professionals' confidence in the startup.

The financial return can be optimized when a startup, such as the "Cogni App", provides a free trial period for professionals, in addition to some resources that are quickly accessible and completely free, permanently, to patients and professionals.

The humanized and non-commercial language becomes a challenge for technological solutions in the field of health, and the endorsed startup already has a financial return in terms of partnerships with pharmaceuticals and foundations, which expands the possibilities of monetization based on conscious and sustainable capitalism (SISODIA; MACKAY, 2018).

The startup "Cogni App" goes beyond the provision in the Consumer Defense Code regarding purchases outside the commercial establishment (Art. 49 of Law n° 8.078, September 11, 1990), expanding the period from 7 days to 3 months of free access with a partnership with the EMS Health program.

The partnership with a large pharmaceutical project (EMS Saúde), as well as a transnational incubator (Founder Institute) enables the startup "Cogni App" to scale beyond Brazil's borders. The social movements that prevail nationally are linked to "a strong feeling of constitutional frustration" (MARMELSTEIN, 2019), and the engagement of the private sector in the search for improvements in the scope of these rights revives the tone of citizenship in Brazil.

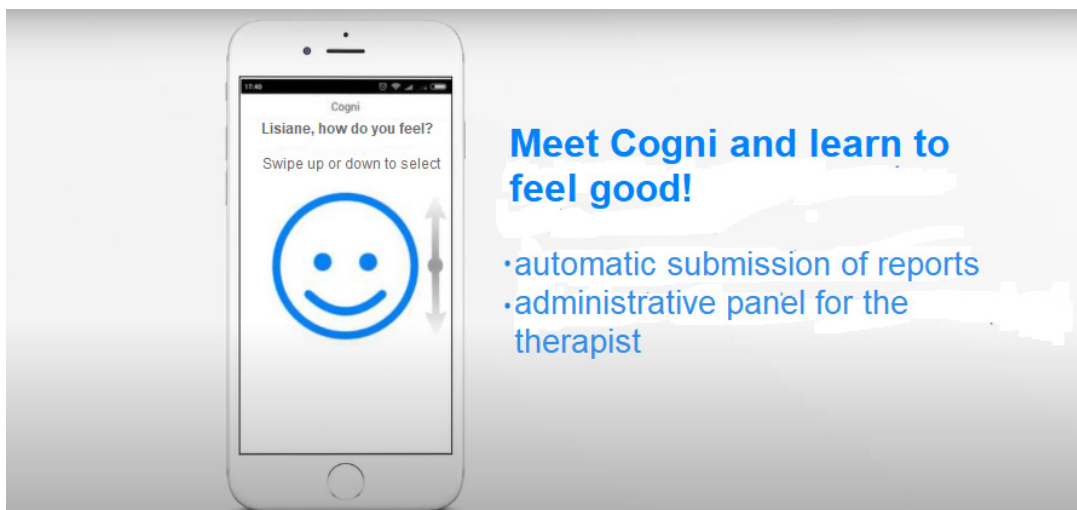


Figure 2 – The pleasant and ethical design worked on at startup Cogni.

Source 2: Cogni (2020).

The socio-environmental concern with the UN Sustainable Development Goals, precisely the reference to health and well-being (COGNI APP, 2022), establishes that the startup is not purely marketing, but its scaling is designed to generate effective social impacts and sustainable.

The focus on this treatment model follows advances in academic research and scientific evidence (TIME DE SAÚDE, 2021) that punctuate the cognitive-behavioral approach as efficient for growing cases such as anxiety and mood disorders. The multiple service options available on the internet sometimes leave users and professionals doubtful about the credibility of the contents provided. The startup being established in a robust line generates credibility for the business and the entire technological ecosystem in Brazil.

The partnership with the pharmaceutical industry, which is well-balanced by professionals and patients, consequently allows greater security for the startup ecosystem, as it externalizes robustness in an extremely sensitive field that has not yet been properly clarified, such as that of psychiatric drug prescription. EMS Saúde favors a greater understanding of the evolution of

treatment by psychiatrists and patients, making adherence more natural and aligned.

In the legal sphere (Art. 196, caput of the 1988 Constitution), favoring adherence to treatment, optimizes relational issues that could become time-consuming, with the “Cogni App” being a facilitating bridge between developers, patients and professionals in the health industry. The model of conscious and sustainable capitalism endorsed in this article, accompanying the merged era between physical and digital media, conceives health in a way that management is guided by investment in common goods and values.

The privacy policy, as well as the terms of use, are available on the website and through the application, facilitating the visualization and understanding of the legal bases and the company, both necessary for a better use of the offered features. The high publicity for transparency, allows the use by users in general to be satisfactory and lasting. In the case of patients, it optimizes the proper formalization of the link with professionals from electronic panels, performing a visualization of the records in a careful and ethical way for both parties.

## THE RIGHT OF ACCESS TO MENTAL HEALTH IN THE POST-PANDEMIC PERIOD

Public policies for access to health are highlighted by the universal, free and systemic model of the Unified Health System (SUS). The reality of Brazil, however, becomes a challenge regarding the expansion of this model of preventive care and treatment throughout the geographic extension.

The socioeconomic fractures that mark the national history were clarified in an unprecedented way with the Covid-19 pandemic. The emergency need for care, ranging from small to large, generated a small number of professionals and spaces destined for other needs that were not viral.

The field of mental health is complex given the proportion of contemporary demands in face of the number of professionals distributed by region. The spread of telemedicine was a facilitator in building alliances between patients, psychiatrists and psychologists, however, this resource is available to those who are open to receiving care.

The viability in the startup market, added to the social impact generated by the “Cogni App”, is based on the fact of preserving intimacy at its maximum. Despite the startup’s ideation being ethical regarding the impossibility of an application replacing the therapeutic and psychiatric link, the dynamics used by users allow a first contact with the cognitive-behavioral approach and give an idea of what clinical management can be like.

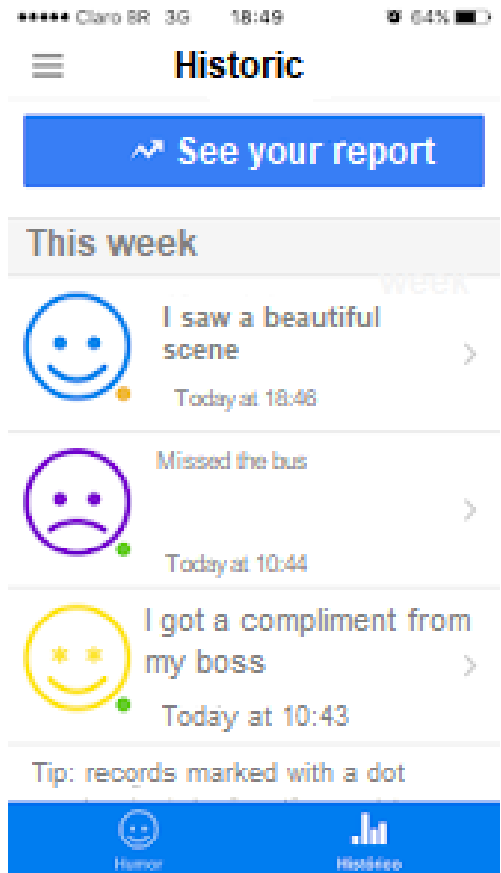


Figure 3 – Dysfunctional Thought Recording (DPR) and emotional modulation.

Source 3: Play Store (2021)

The features presented by the application include the monitoring of emotional states, and from the verification of mood and its impacts, with the passage of use, there is a report that allows a self-assessment by users regarding the need to search for a professional. The motivation presented in the increasing use of technological features, consequently contributes to the breaking of resistance in access to mental health.

Understanding the care with users’ privacy and secrecy naturally gives individuals a feeling of trust and delivery. The ease of installing the application on a device for individual use allows the user to better manage the future possibilities of finding a qualified professional from their online searches. The network society permeates

the processes in which “smart money needs to pursue smart ideas in every corner of the world.” (TUCKER, 2012).

The actions proposed by accelerators such as WOW naturally focus primarily on the health field, with investors understanding that channeling resources to startups that guarantee mental care is a strong social valuation. Contemporary economics aims to go beyond profits, including ethical and moral values linked to well-being as a policy “in which intellectual factors have often had greater weight than material factors.” (PRELOT, 1964).

The unprecedented connections in the virtual environment, by covering sensitive and deep lines such as cognitive-behavioral, establish the tone of citizenship, comprising network navigation beyond mere virtual interactions. The understanding of the use of technologies for the promotion of health and well-being establishes “that human feelings provide meaning not only in private life, but also in social and political processes.” (HARARI, 2016).

The knowledge by users that established professionals are referring their patients, consequently increases social robustness in installing the application, as well as confidence in the new possibilities presented with modern approaches in mental health.

The reflections promoted by the Covid-19 health crisis have repercussions on the possibilities of managing life from computer systems and personal mobile devices. Although human contact is essential in more complex cases, the use of technology as a form of preventive and educational monitoring facilitates adherence to actions such as social distancing, when the need arises.

## CONCLUSION

The development of applications had an unprecedented scale during the period of the Covid-19 pandemic, with the health field facilitating access to professionals, as well as the possibility of self-monitoring of individual stages. The field of psychology and psychiatry grew in proportion to social processes that revealed the need for a more positive management of emotions and mental disorders.

The platform initiatives are not intended to promote the human right to health in an exclusively autonomous way, replacing specialized professionals to monitor the cases that arise. In understanding the inability of the public and private system to reach users as they need it, an ecosystem such as the “Cogni App” becomes an ally in recording thoughts, mood and the physiological and daily impacts for those who download the app. application.

Patients who follow up with psychologists and/or psychiatrists sometimes do not have the possibility to report the facts to professionals at the exact moment they happen. From the availability of a safe and efficient space like the “Cogni App”, naturally comes the feeling of a more welcoming, integrated and effective treatment. The State in the updated conception is guided as an entity that develops from systemic actions, therefore, where private initiative and public administration work for the achievement of common goods and values.



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