

**Enhanced Guardians of Youth Sport (E-GuYS)**

**Proposal: HIPAA-Compliant Mobile App for Anonymous Sport Drug Safety Education and Consultation**

**Submitted to:** Guardians of Youth in Sport **Submitted by:** Ashley Anderson, RPh MBA and Andrew Martin (IT) **Updated:** April 15, 2026

**Executive Summary**

We propose the development of **Enhanced Guardians of Youth Sport (E-GuYS)**, a HIPAA-compliant mobile application designed to provide anonymous, evidence-based education and delayed expert responses to prevent recreational or unsafe use of performance-enhancing drugs (PEDs) and body image substances, together called PEIDs. Targeted at U.S.-based athletes (including Puerto Rico), the app addresses a critical gap in accessible, non-judgmental resources that address personal questions on PEIDs with validated information, and optional human interaction.

The app emphasizes **anonymity, security, and public health messaging**, ensuring no personalized medical advice is provided. Key features include a secure delayed chat, pre-validated side effect profile infographics, educational videos for youth, optional surveys, and tailored resources for healthcare professionals.

This proposal outlines the app's functionality, enhanced feature suggestions, development timeline, and itemized budget for a fully functional iOS and Android release.

**Project Objectives**

**Reduce recreational use of PEIDs** by providing access to accurate, non-personalized information on risks and response to personal questions through an anonymous query.

**Support anonymous help-seeking** users and pre-users via secure, delayed expert responses (up to 24 hours).

**Collect anonymized usage data** (via opt-in survey) to inform public health interventions.

**Empower educators and clinicians** with deprescribing tools and continuing education through a secure access system.

**Core App Functionality**

Feature	Description
User Onboarding	Anonymous entry: Age (dropdown 13-17, 18-24, 25-34, 35+), State (U.S. + PR only), Drug (dropdown from validated list), Free-text question (≤100 words).
Educational Video (Auto-play)	60-second video: "Why Doping Hurts You and the Game" — covers health risks, unfair advantage, and cost barriers (\$500-\$2,000/month for cycles).
Validated Information Library	Offline-accessible fact sheets (e.g., Trenbolone: Risks, Side Effects, Legality) sourced from NIH, FDA, WADA.
Delayed Secure Chat	Messages stored on HIPAA-compliant server (AWS GovCloud + encryption at rest and in transit). Experts notified via secure dashboard.
Preformatted Responses	Auto-triggerred for near-exact matches (e.g., "What does tren do?" → approved trenbolone fact sheet).
Expert Response Workflow	Licensed pharmacists and physicians review via web portal. Responses sent to app-generated anonymous ticket ID (user returns to app to retrieve).
Anonymous Survey (Opt-In)	3 questions (bypassable): PCP visit frequency, drug-free workout partner (Y/N), prescription drug sourcing behavior.
Resource Hub	National steroid abuse treatment locator (highlighted), plus an "I'm a Healthcare Professional" portal with deprescribing guide PDF and CME e-courses (partnership with ACCP/ASHP).

## How Anonymous Responses Are Delivered (No Contact Info Required)

### Solution: Ticket-Based Retrieval System

Upon submission, the user receives a unique 8-digit ticket ID (e.g., XS-7492-KL) displayed on-screen and saved in the app's local secure storage.

User returns to the app, enters the ticket ID, and retrieves the response (stored encrypted for 30 days, then auto-deleted).

No push notifications, emails, or phone numbers collected.

Fully HIPAA-compliant — no PHI transmitted.

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### Enhanced Feature Suggestions (Value-Add Ideas)

Enhancement	Benefit
Gamified Education Module	3-minute interactive quiz after the video ("Myth vs. Fact: Steroids") unlocks a digital badge ("Drug-Free Advocate"). Increases engagement up to 40% per published gamification studies.
State-Specific Legal Map	Tap a state to view local laws on anabolic steroids, SARMs, and growth hormone. Powered by public legal databases.
"Coach/Parent Mode"	Separate entry point with discussion guides, warning signs of PED use, and reporting resources.
Multilingual Support	Spanish and English (critical for Puerto Rico and Hispanic athletes).
AI-Powered Triage (Pre-Screening)	NLP engine flags high-risk language (e.g., "I'm about to inject") and prioritizes expert review within 4 hours.
Wearable Data Integration (Optional)	Users voluntarily upload heart rate trends; app displays educational overlay (e.g., "Trenbolone can increase resting heart rate by 15-20 bpm").

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### Development Timeline — Six Months from Approval and Funding

Phase	Duration	Milestones
Phase 1: Planning & Design	Weeks 1-4	Requirements finalization, UI/UX wireframes, HIPAA compliance audit plan
Phase 2: Backend & Security	Weeks 5-10	Secure server setup (AWS GovCloud), encryption and ticket system, admin dashboard for experts
Phase 3: Frontend Development	Weeks 7-14	iOS (Swift) and Android (Kotlin), video, fact sheets, survey, offline mode
Phase 4: Content & Validation	Weeks 9-12	50+ drug fact sheets (WADA/FDA sourced), video production, expert response templates
Phase 5: Testing & Compliance	Weeks 13-18	Penetration testing, HIPAA/HITECH compliance certification, beta with 50 educators
Phase 6: Launch & Training	Weeks 19-24	App Store and Google Play submission, educator training webinar, soft launch in 5 states

Specific calendar dates are set after funding confirmation.

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### Itemized Budget (\$103,300)

Line Item	Cost	Notes
Project Management	\$10,800	1 PM at \$90/hr × 120 hrs
UI/UX Design	\$7,000	Figma prototypes, user testing
Mobile Development (iOS + Android)	\$31,000	1 developer × 3 months
Backend & HIPAA-Compliant Infrastructure	\$14,000	AWS GovCloud, encryption, DBA
<b>Security Audit &amp; Compliance</b>	<b>\$25,000</b>	Third-party HIPAA assessment
Content Development	\$4,000	50 fact sheets, video script and production
Expert Review Panel (Year 1)	\$5,000	Pharmacists and physicians at \$200/hr × 25 hrs/month × 3 months
Video Production	\$2,000	60-second animated video (studio)
Testing & QA	\$2,000	Automated and manual testing
Launch & Maintenance (3 months)	\$2,500	App store fees, monitoring, updates
<b>Total</b>	<b>\$103,300</b>	

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### Sustainability & Next Steps

**Year 2+ Funding:** Apply for CDC or NCAA public health grants.

**Partnerships:** Collaborate with NFHS, USA Cycling, or state athletic associations for distribution.

**Data Insights:** Publish anonymized survey trends annually to justify continued funding.

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### Call to Action

We seek your endorsement and partnership in piloting **E-GuYS** in your educational network. Your feedback will shape the beta phase.

### Next Steps:

Schedule a 30-minute demo at your convenience.

Sign the Letter of Support (template provided).

Join the Advisory Board (optional, 2 meetings per year).

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### Contact

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*E-GuYS: Because fair play starts with informed choices.*