Handle My Health

## PATIENT DRIVEN DIGITAL PLATFORMS FOR PERSONALISED MEDICINE

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INTRO

Handle My Health is a B2C medical ecosystem for chronic condition patients - the iTunes/ Facebook of Healthcare.

Using smart tech to link *health data* from clinical systems, apps and medical devices, enabling physicians to deliver effective, *personalised* care at a *lower cost*.

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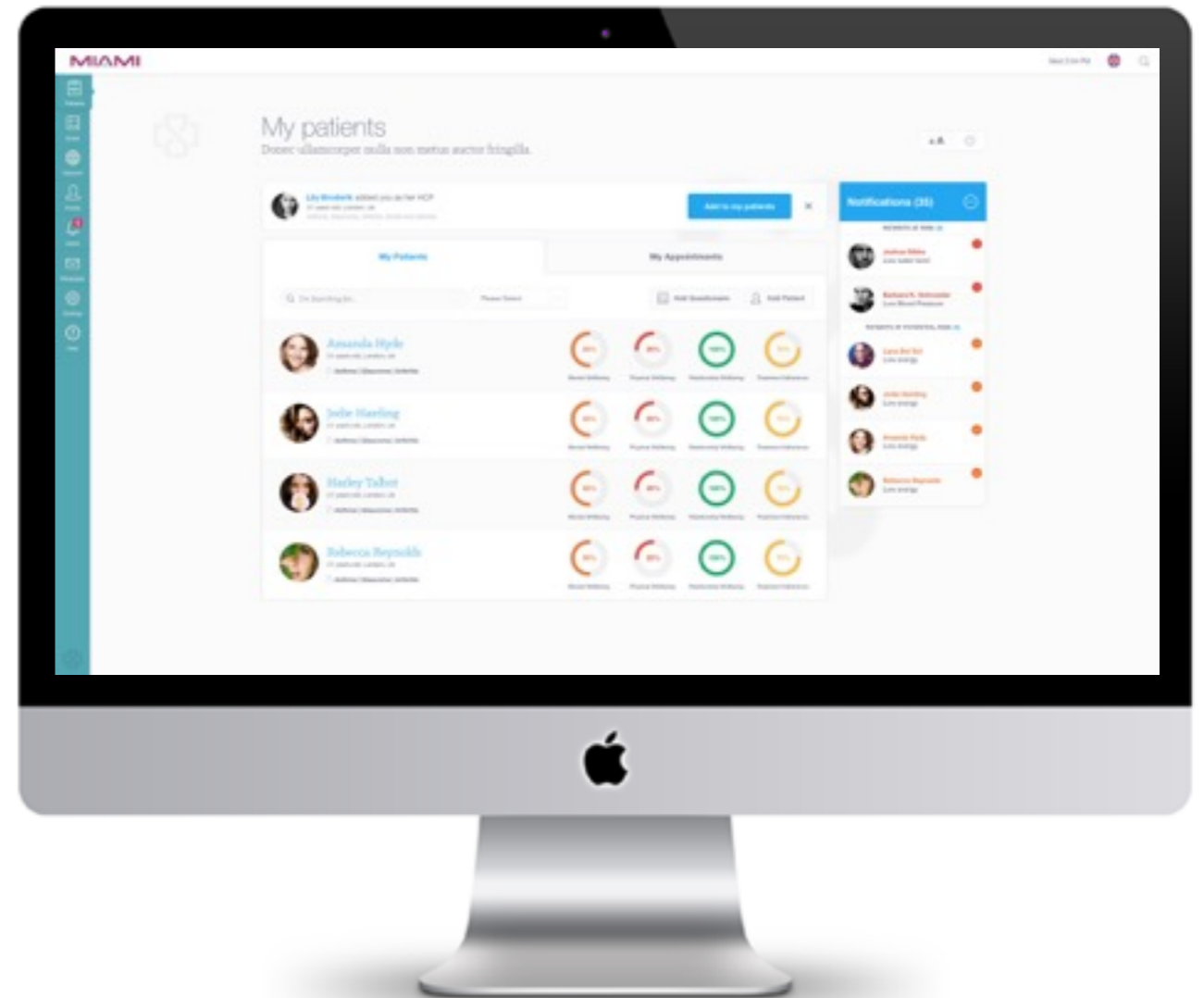
THE WHO

Jack Bowman (Founder & CEO)	Marco Dinacci (Tech Lead)
• Built and sold 2 startups (clinical trial intelligence) • Healthcare marketing experience	• 10+ years programming experience • Built systems for Deloitte & Delta Airways

London/Cambridge, UK
   Caroline Buttelli, Lead Designer
   Yana Leytman, Junior Designer
   Nuno Martins, Lead iOS Developer
   Rodrigo Correa, Partnerships Manager

   Chris Coleman, Operational Lead
   Ingrid Ozols, Sales & Operations

Gdansk, Poland
   Team 12 of Developers

Handle My Health

THE WHO

Dr Natalie-Jane MacDonald
- Health insurance advisor – ex-Managing Director **@Bupa**

Dr Ian McPherson OBE
- Mental health advisor – Consultant Clinical Psychologist & ex **@NHS** Executive

Dr Vishal Gulati
- Healthcare Partner **@DFJ**
- Angel investor

Deborah Kobewka
- Data specialist advisor – ex-President **@IMSHealth**

Jenny Levett
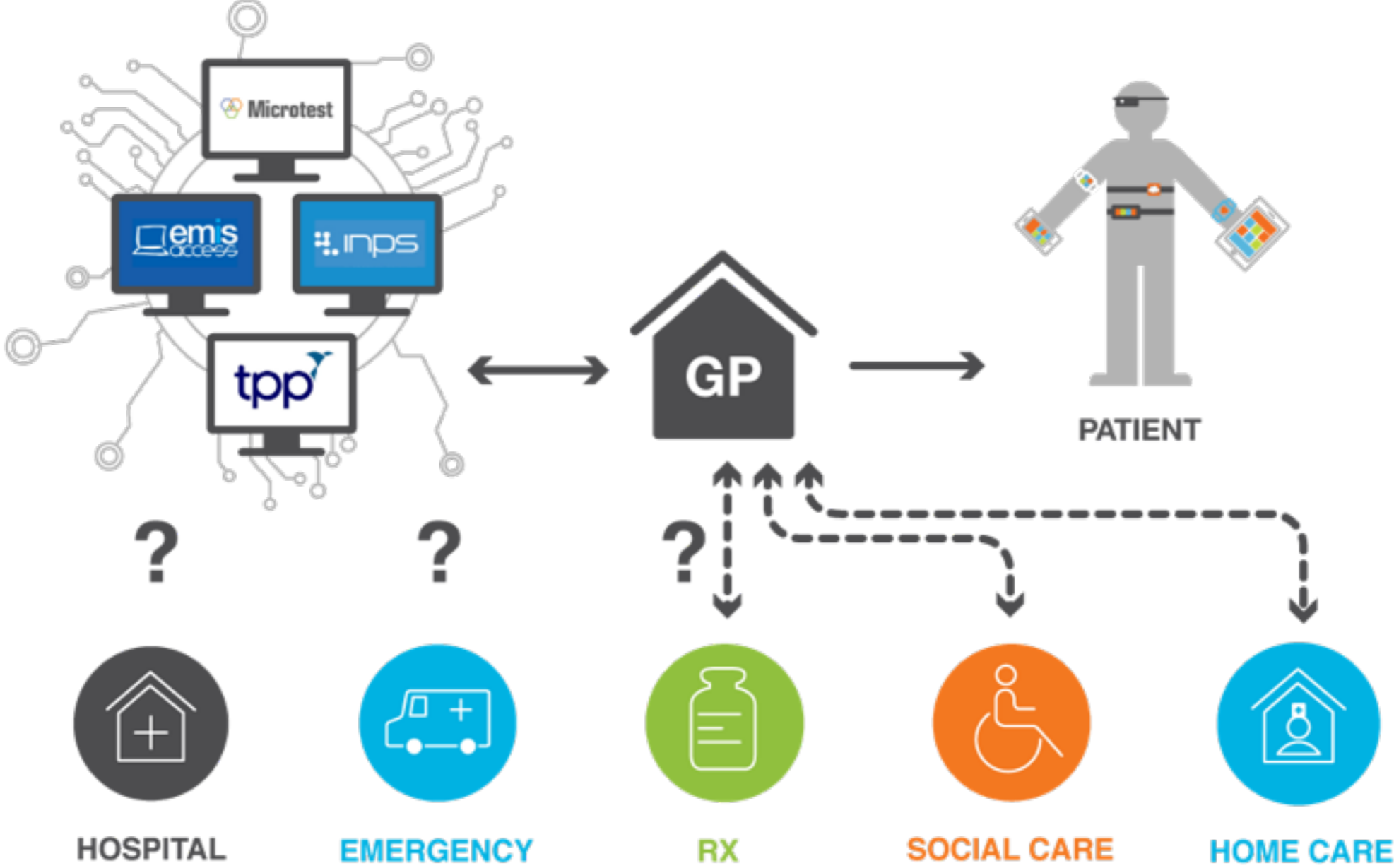- Ex-Global Director of Health **@Serco**
- Consultant **@Bupa**

Thomas Cuvelier
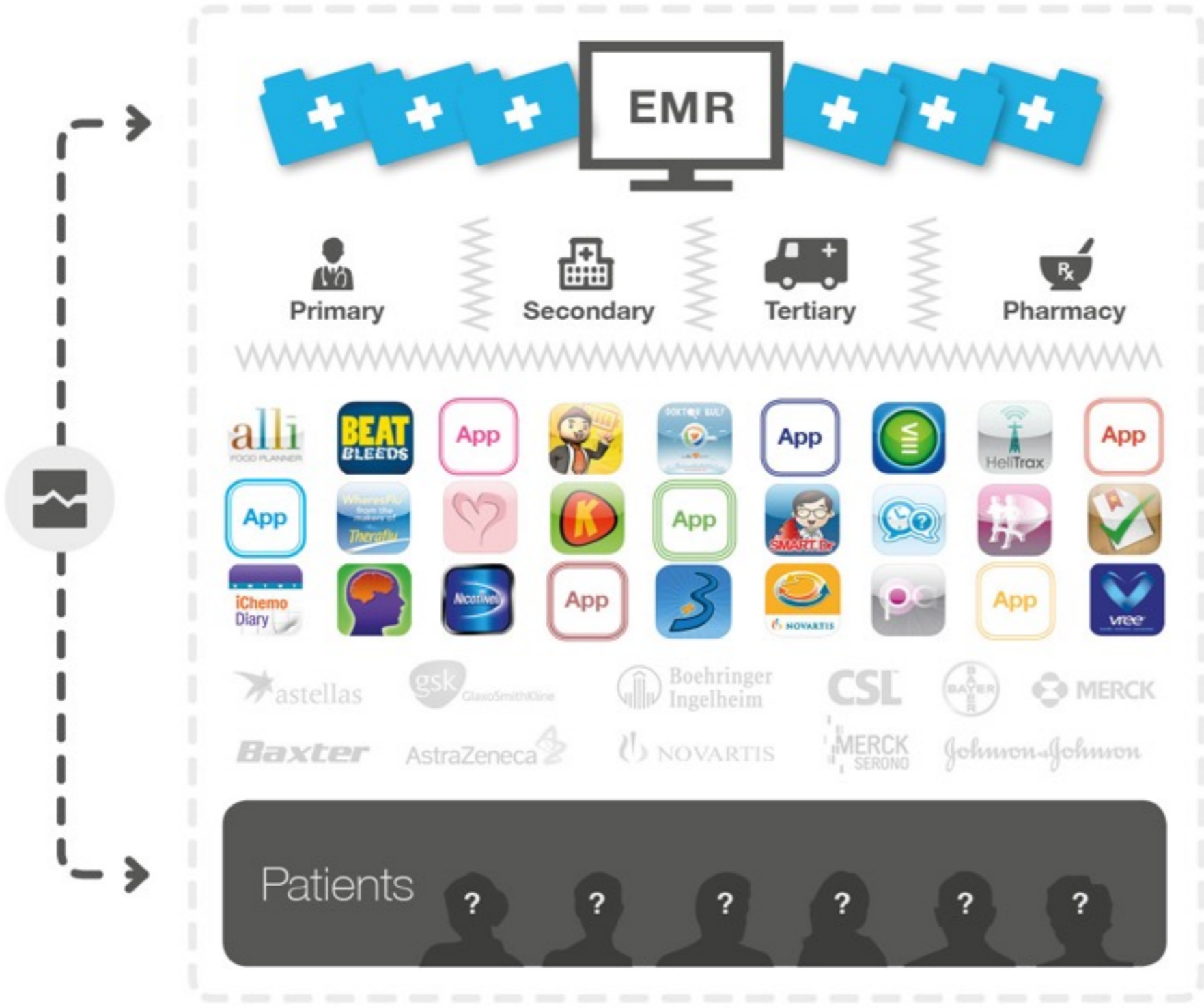- Partner **@JRJGroup** (Private Equity Fund)

THE WHY

Microtest

emis access

inps

tpp

GP

PATIENT

? ? ?

HOSPITAL EMERGENCY RX SOCIAL CARE HOME CARE

Handle My Health

THE WHY

Fig 2.0 Industry Problem of Siloed Systems and Poor Communication

- Healthcare provider problem: *Global, not just national*

- Data is *Disconnected* and in silos (see Fig 2.0)

- No Feedback to patient or doctor

- Lack of system integration and interoperability

THE WHAT

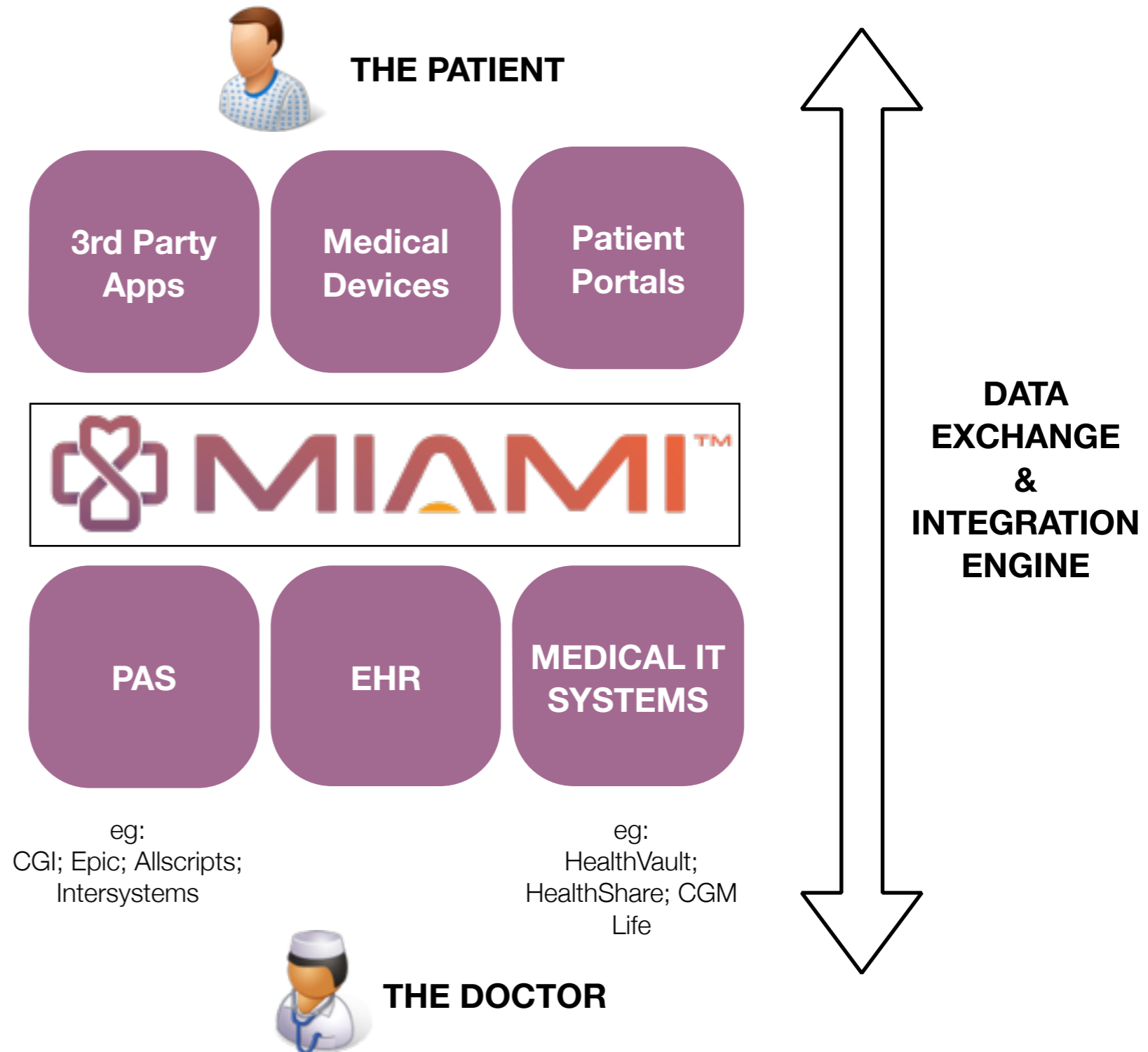## MIAMI™ Data Flow

CLINICIAN

MIAMI™ FEATURES

- ✓ Medications management
- ✓ Treatment efficacy
- ✓ Treatment & care plans
- ✓ Realtime quality of life
- ✓ Mental-physical health review
- ✓ Risk management
- ✓ Discussion plans
- ✓ Health information

HOSPITAL

PHARMACY

HOME CARE

SOCIAL CARE

LOCAL AUTHORITY
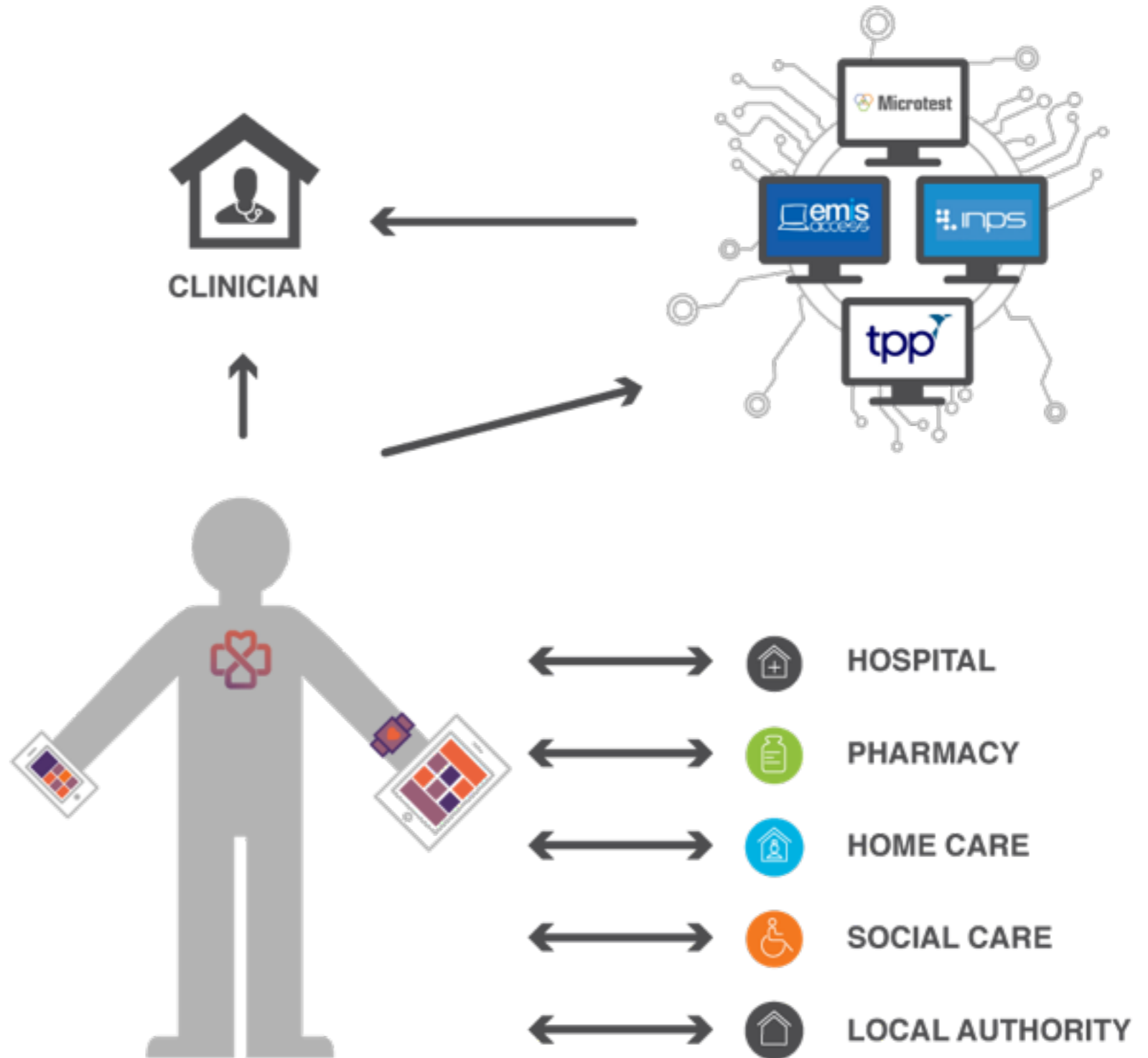
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THE HOW: INTERFACE

- Secure Data *Exchange* between Clinical IT systems, PAS and EHRs (*the doctor*) & apps and medical devices (*the patient*)

- *Ecosystem* (technical architecture) providing Partners Integration, Interoperability, Security and *Accessibility* for Patients, Doctors and Managers

THE PATIENT

| 3rd Party Apps | Medical Devices | Patient Portals |

⊗ MIAMI™

| PAS | EHR | MEDICAL IT SYSTEMS |

eg:
CGI; Epic; Allscripts; Intersystems

eg:
HealthVault; HealthShare; CGM Life

THE DOCTOR

DATA EXCHANGE & INTEGRATION ENGINE

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THE HOW: ECOSYSTEM

Fig 4.0 MIAMI Ecosystem: Supporting Innovation and Overcoming "Silos"
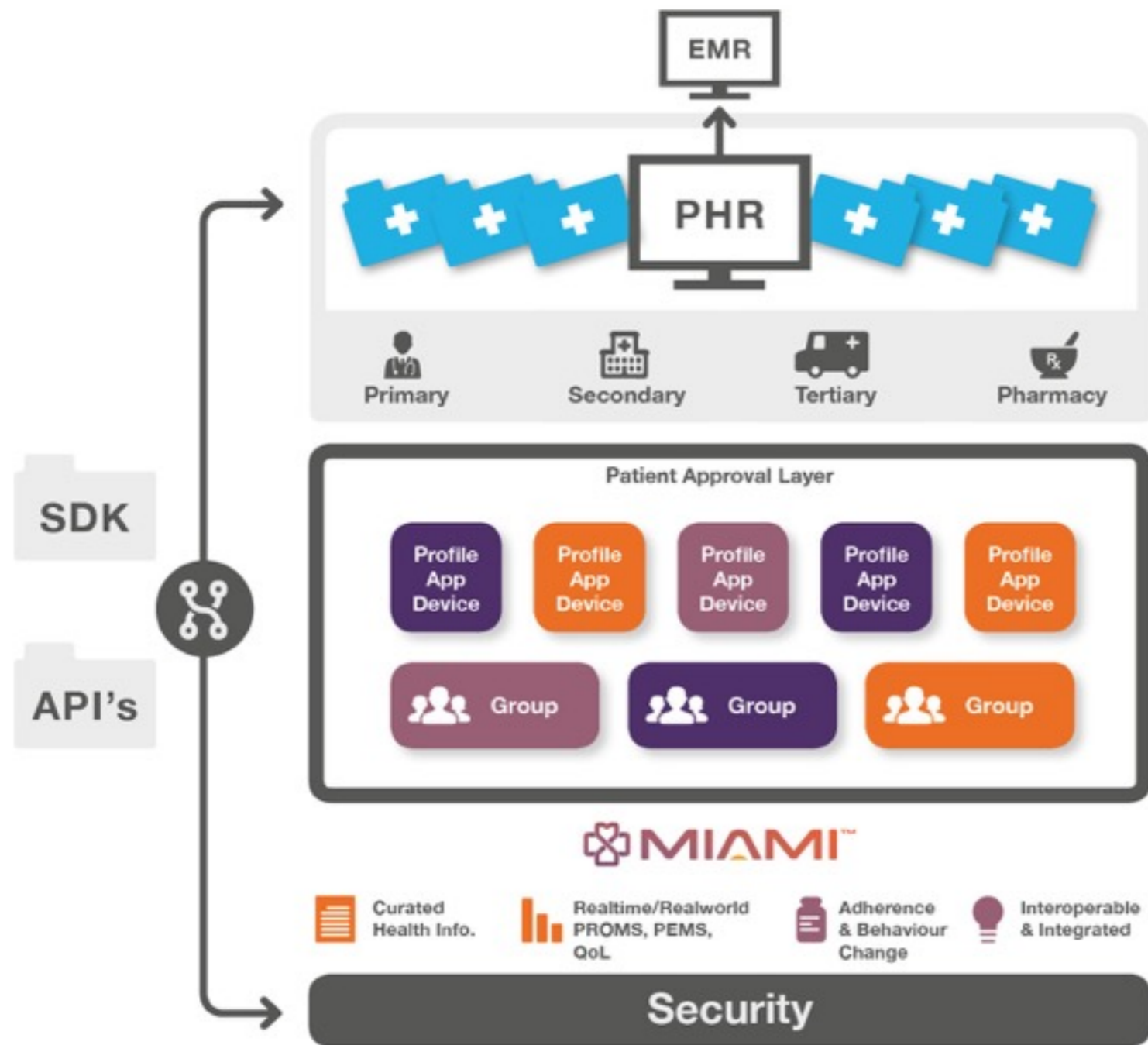
- MIAMI enables:
  - *Continuity* of Care
  - Health *education* information
  - *Personalised* care
  - Delivery at a *lower* cost and *better* quality
  - *Connects data* from health silos (inc. Apps & Devices)
  - Provides *deep* insights
    - Realtime = Data on what happens to a patient when they are not in front of an HCP…

- How it does it:
  - Self reported, *patient controlled* and managed
  - via *Longitudinal* patient data

HOW

- **For Patients:**
  - *Free* at the point of delivery
  - Proprietary 'catalysing' *data capture* techniques
  - Open access

- **For Doctors:**
  - *Open access*
  - Can create 'care plans/treatment programmes' to personalise care for patients
  - Proprietary AI for *early intervention* and tailored treatment)
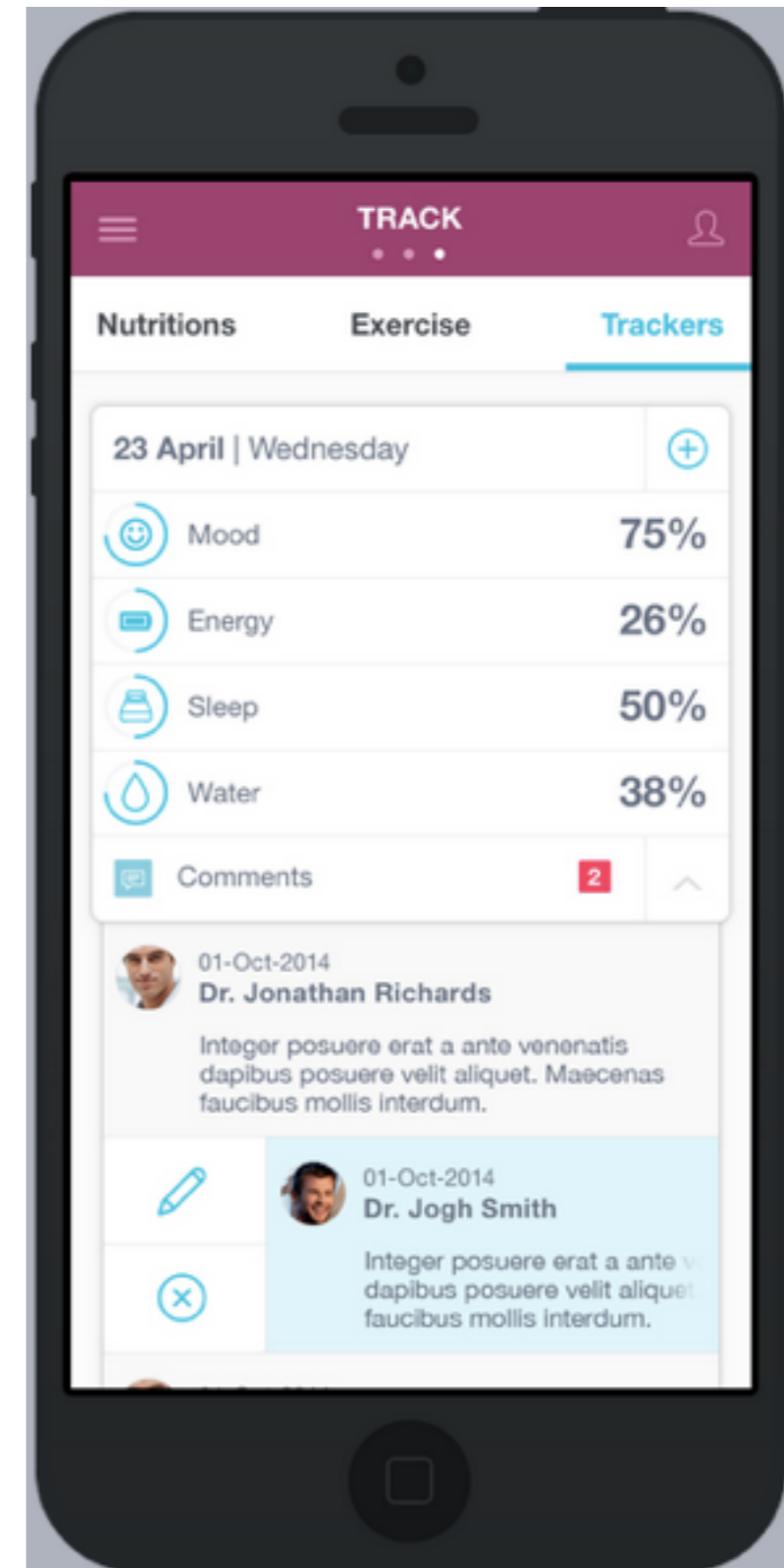
Handle My Health

Edit Profile

Amanda Hyde
London, UK

Age: 37
Gender: Female
Heigth: 172 cm
Weigth: 47.5 kg

My Conditions

Asthma

High blood pressure

Arthritis

My Record

This dashboard enables you to monitor all the things that you are tracking.

+ Add Graph   Discussion Plan

Mental Wellbeing	Physical Wellbeing	Relationship Wellbeing	Treatment Adherence
75%	50%	25%	100%

Last 7 Days | Last 30 Days | Last 60 Days | Last Year | From | To | Sync | ✕

☑ Mental Wellbeing ☑ Physical Wellbeing ☑ Relationship Wellbeing ☐ Treatment Adherence

Progress

Date	Mental Wellbeing	Physical Wellbeing	Relationship Wellbeing	Treatment Adherence
18 June MON	60%	40%	48%	96%
19 June TUE	40%	40%	40%	42%
20 June WED	40%	42%	63%	42%
21 June THUR	60%	60%	20%	60%
22 June FRI	40%	40%	57%	40%
23 June TODAY	42%	42%	96%	42%
24 June SUN	40%	40%	43%	43%

Last 7 Days | Last 30 Days | Last 60 Days | Last Year | From | To | Sync | ✕

🛏 Sleep

Progress

23 June
Condition: 54%

| MON 18 June | TUE 19 June | WED 20 June | THUR 21 June | FRI 22 June | TODAY 23 June | SUN 24 June |

Last 7 Days | Last 30 Days | Last 60 Days | Last Year | From | To | Sync | ✕

Nike+

☐ National Average

Distance x Time

23 June
Distance: 4 km

| MON 18 June | TUE 19 June | WED 20 June | THUR 21 June | FRI 22 June | TODAY 23 June | SUN 24 June |

Discussion Plan

Add Discussion Topic

Discuss with GP my exercise limits as I think these can be increased now   ✎ ✕

Not happy with new inhaler, talk to pharmacist next time I see him   ✎ ✕

8731	4542	2574
Posts	Following	Followers

Profile / Navigation (left sidebar)

Dashboard
Profile
Record
Apps
Network
Reminders 5
Messages
Settings
Help

/ Edit Profile

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Center navigation

CONDITIONS
MEDICINE BOOK
CARE PLANS
MY CARERS
STATEMENTS

Medicine Book

+ Add Medication   Add Journal Entry   ✕

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1 **Codeine** | Chronic Pain   / ✕

Dose	Quantity	Frequency / How Often	Est Renewal Date	Reminder
15 mg	x 1	Every 4 hours	20 days	ON

Prescribed by: Dr. Jonathan Richards
Start Date 12.05.2014
End Date 12.06.2014

ⓘ Medicine Information   ! Report Suspected Side Effect

Codeine Sulfate (Codeine)   ✕

Codeine is a narcotic medicinal drug, which was first discovered in 1830s by a French man. This drug:

– contains opium

– is mainly used to cure pain (for example: headaches, back pains, joint pains)

– is sometimes used to treat coughs

– could be used either medically or recreationally (although it is more commonly used for medical purposes)

– is usually mixed with some other specific kinds of drugs to increase the effect (for example, acetaminophen-codeine)

Although codeine is not seen as a dangerous drug, it could cause the takers to suffer severe side effects. Because the drug has opium, depending on the dosage taken, it can cause a person's heart rate and/or breathing rate to drop to a dangerous point. If the dosage is high enough, it could even cause a stop in heart beat; in other words it can kill. Other less severe possible side effects are:
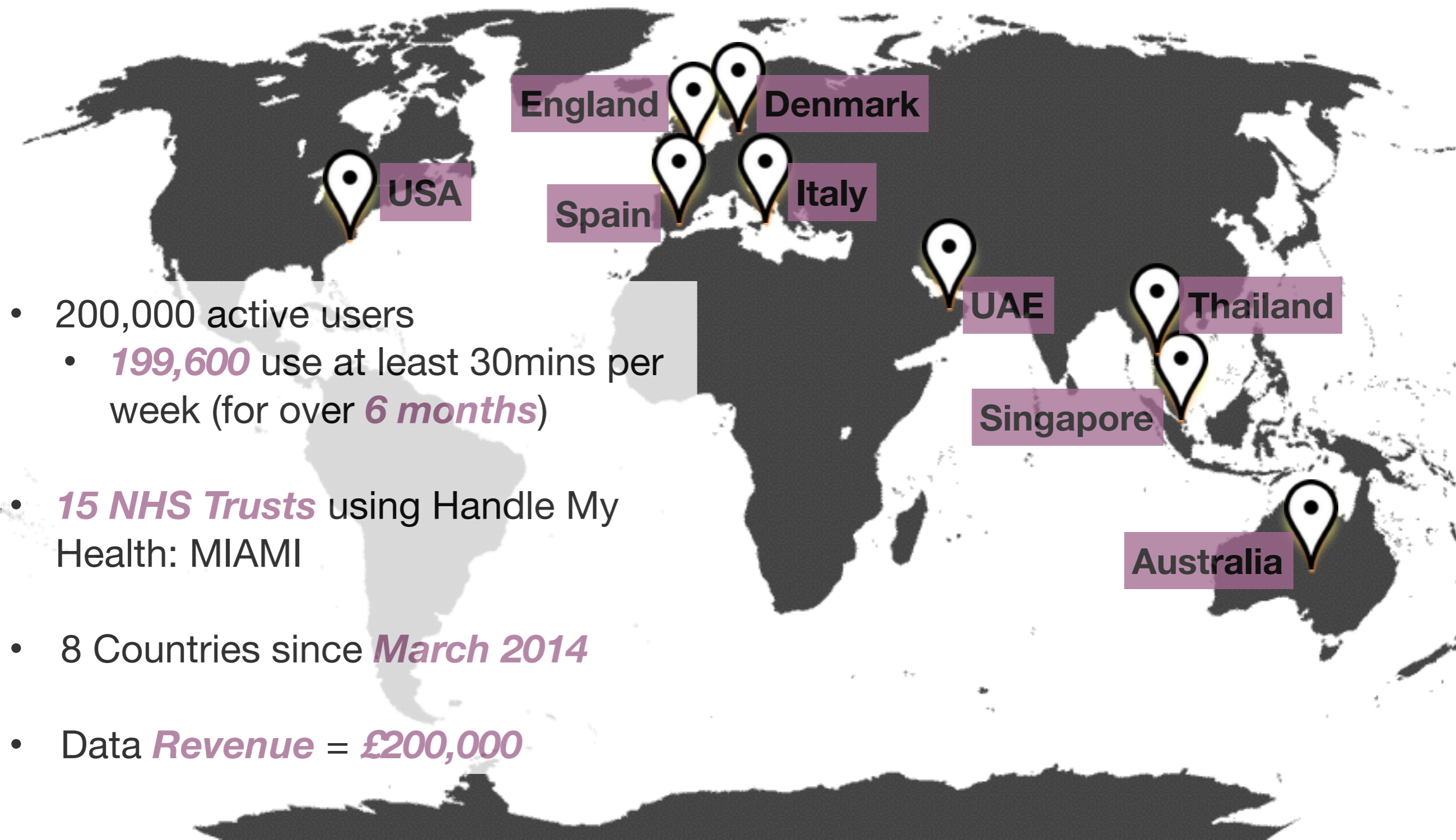
– sleepiness

– dizziness

– stomach pain

loss of control (that is why driving a car after taking codeine is not a good idea)

– skin rashes

– loss of interest in sex

Paracetamol | Back pain   / ✕

Dose	Volume / How Many	Frequency / How Often	Est. Repeat Date	Reminder
500 mg	x 1	Every 8 hours	20 days	ON

Prescribed by: Dr. Jonathan Richards

ⓘ Medicine Information   ! Report Suspected Side Effect

Handle My Health

TRACTION

England   Denmark

USA

Spain   Italy

UAE   Thailand

Singapore

Australia

- 200,000 active users
  - *199,600* use at least 30mins per week (for over *6 months*)

- *15 NHS Trusts* using Handle My Health: MIAMI

- 8 Countries since *March 2014*

- Data *Revenue* = *£200,000*

Handle My Health

THANK YOU

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