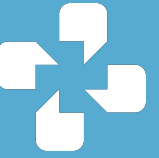


Hospify The Health Network



What is Hospify?



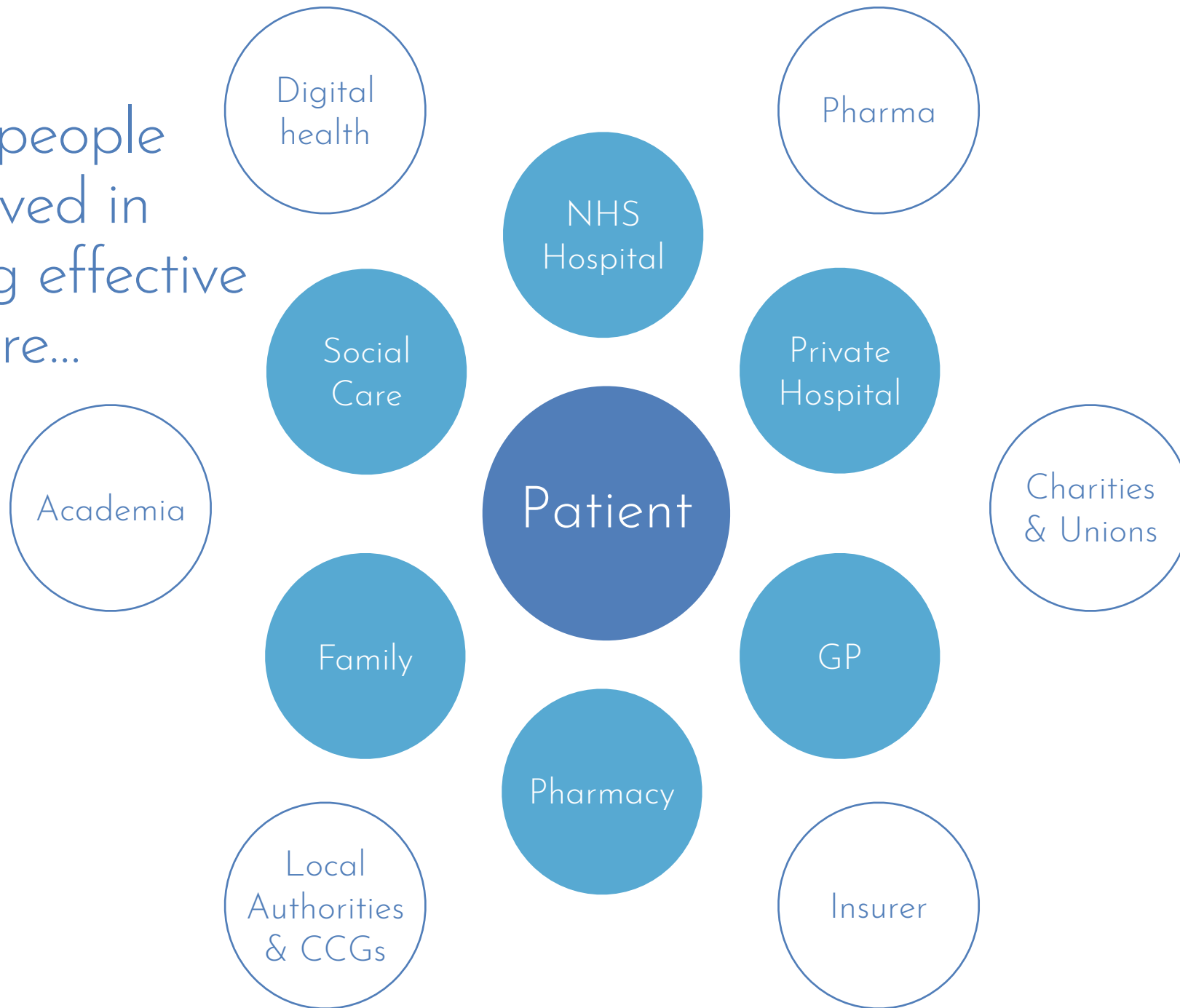
Hospify is a **simple & secure** way of **sharing sensitive & confidential health information** between individuals, teams & communities.

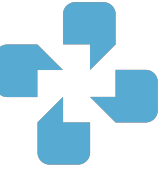
Our **free messaging app** can be downloaded from the app stores; the **team messaging platform** (the Hospify Hub and Web App) can be purchased by hospitals, surgeries, and other healthcare institutions.

Together, the Hospify Mobile App, Hub & Web App combine the best of consumer tools like **WhatsApp, LinkedIn and Slack**, in a manner that's appropriate for use in health.



A lot of people are involved in providing effective healthcare...





...but data regulations and out-dated comms make it really hard for them to talk about the patient.



Traditional channels
slow, expensive and silo-ed



Modern channels
fast and cheap but banned



1bn

internal NHS phone calls
made each year.

23%

Calls to find
the right extension
or pager number

32%

Unanswered calls

7-10%

Calls to invalid
numbers



21%

of medical errors in the NHS cite poor inter-team communication as a primary cause.

That's 400k incidents a year.



600k

NHS staff are using consumer messaging apps like WhatsApp to solve these communication problems.

They are breaching regulations, but have no real alternative.



As a result of COVID-19

40%

of patients* are now happy to have an online consultation with their doctor rather than take the risk of visiting a hospital or surgery.

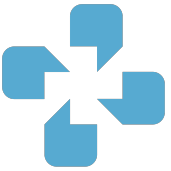
* The NHS treats 1m patients every 36 hours

Why can't we just use Skype & WhatsApp?



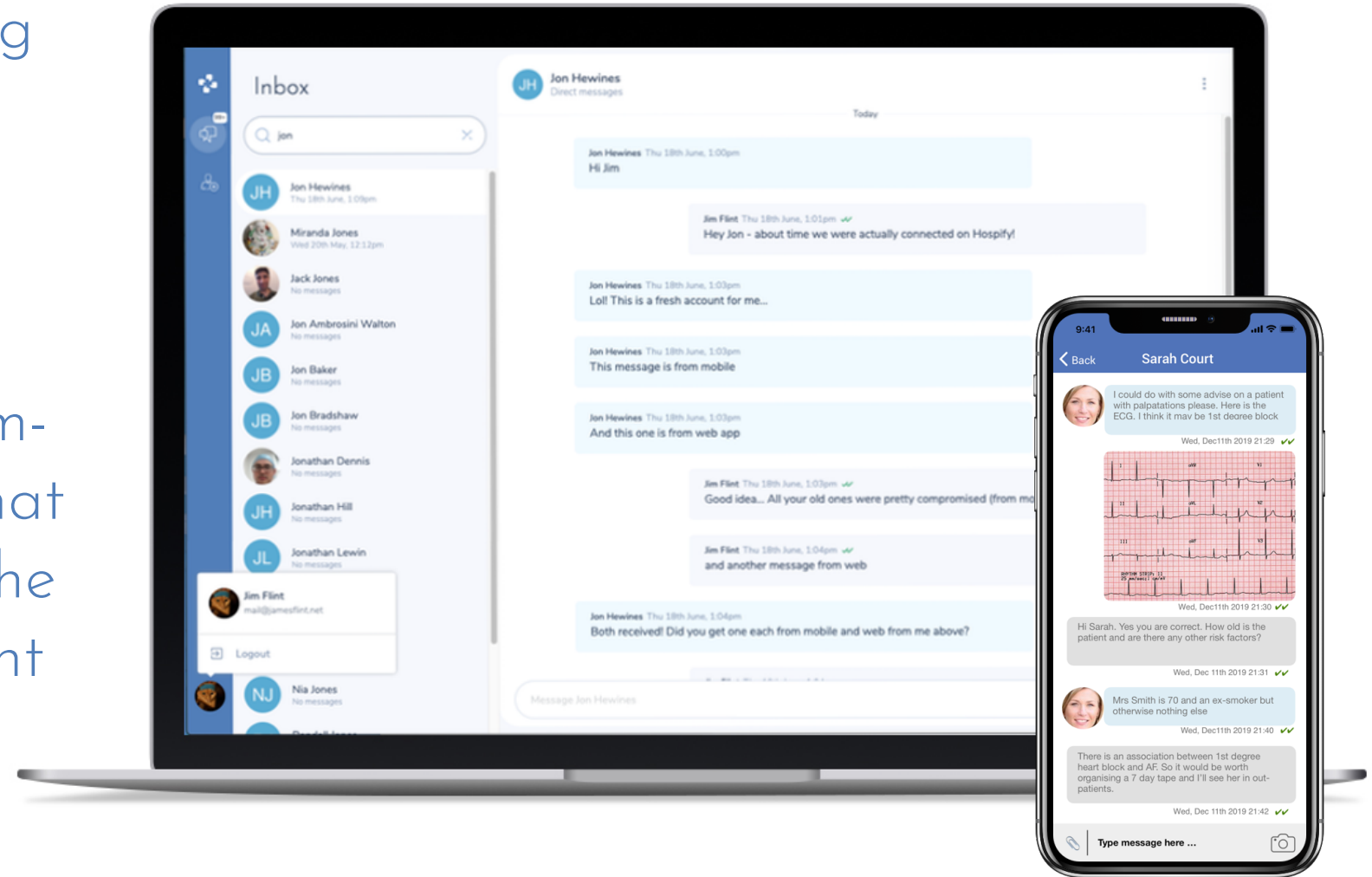
- Consumer messaging and video platforms, although often encrypted, are monetised through **advertising and data harvesting***, and therefore emphasise sharing information not containing it. So they aren't suitable for handling patient identifiable data (PID). *Hospify monetises via a SaaS model, and so can handle PID appropriately.*
- Existing privacy apps don't offer a platform appropriate for corporate or medical use. *Hospify provides not just a mobile messaging App and Web App, but a scalable admin Hub for managing teams.*
- Using a consumer app for work risks exposing the privacy and peace-of-mind of the professional as well as that of the patient. *Using Hospify enables the segregation of personal and work communications.*

* <https://www.dw.com/en/germanys-data-chief-tells-ministries-whatsapp-is-a-no-go/a-53474413>



Hospify combines a free mobile messaging App with paid-for WebApp and SAAS Enterprise Hub.

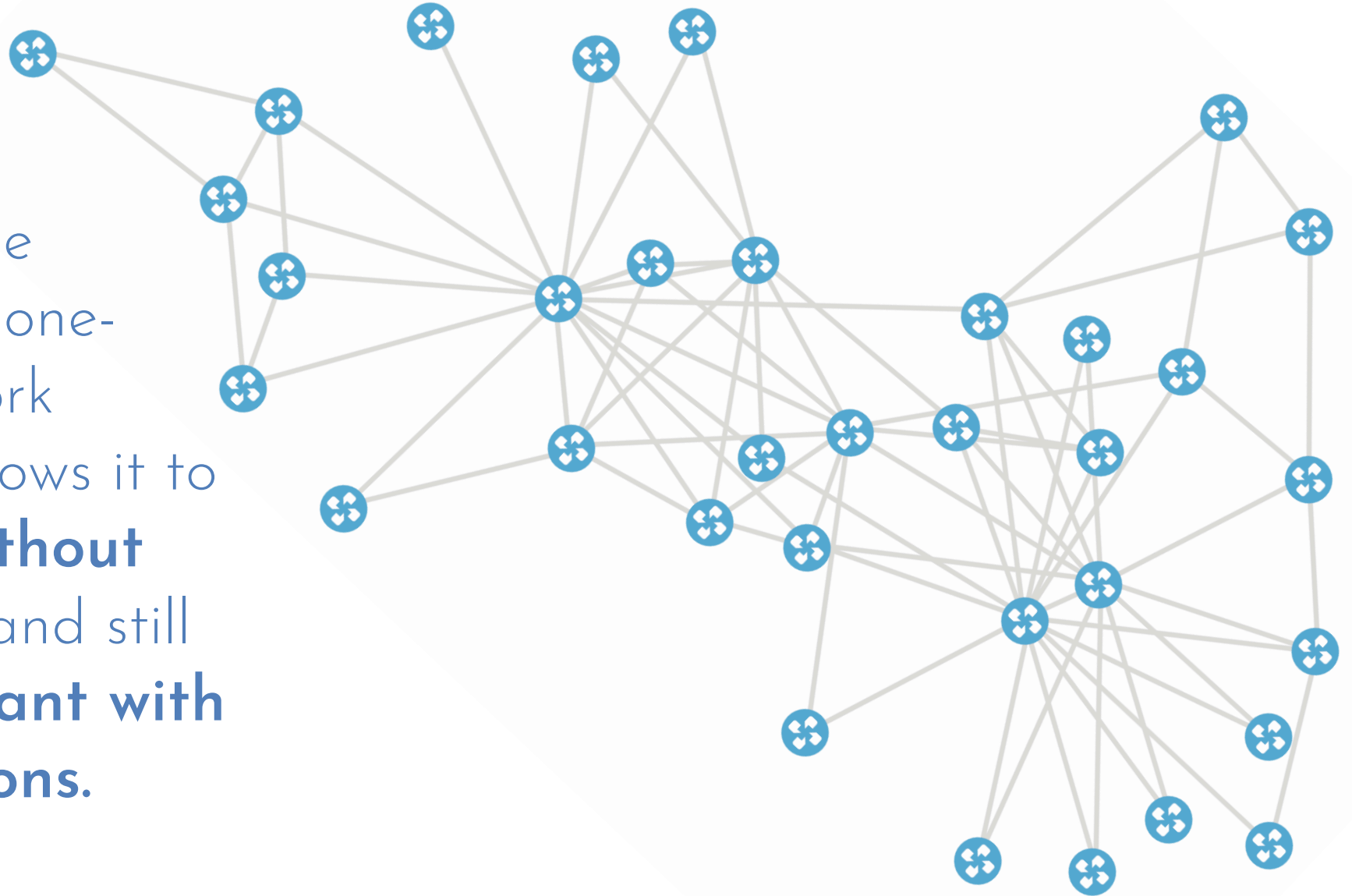
This enables a bottom-up route to market that takes advantage of the network effect inherent to communication platforms.



Our innovation




Hospify's unique
“**serverless**” phone-
powered network
architecture allows it to
**scale users without
scaling costs** and still
remain **compliant with
data regulations**.

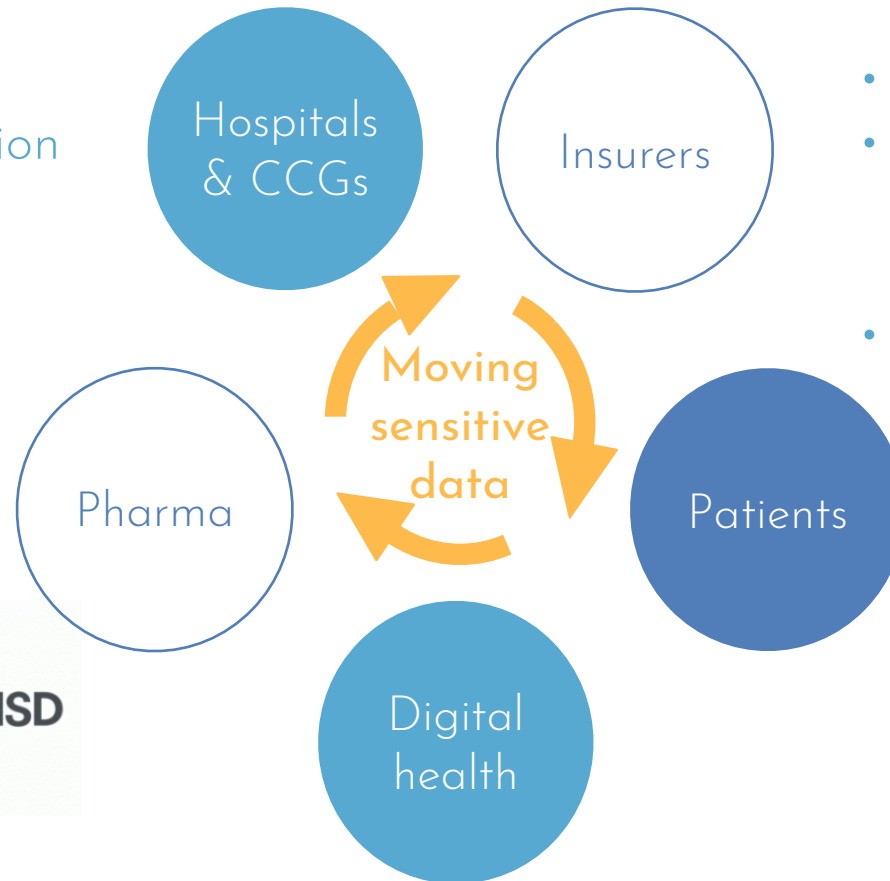


Multiple implementations of a core use case



- Running **Multi-disciplinary Teams (MDTs)** across a region
- Talking to/about **a patient**
- **Disseminating** guidelines
- **Surveying** staff & patients

- **Educational outreach**
- Conducting **clinical outcome assessments (eCOA)** 
- Tracking **drug adherence**
- Finding **research subjects**



- **Profiling patients**
- **Coordinating patient groups** to promote condition management and preventative care
- Capturing **data from wearables**

- Creating **care groups**
- Reporting **adverse events**
- Getting **medication reminders**
- Cutting out **unnecessary appointments**
- **Staying informed** about their care

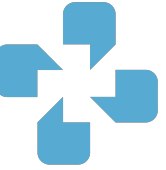
- Communicating **beyond their product silo**
- Reducing reliance on insecure, expensive & non-compliant **SMS**
- **Exporting and broadcast** information using **open standards** **AIDIAN**



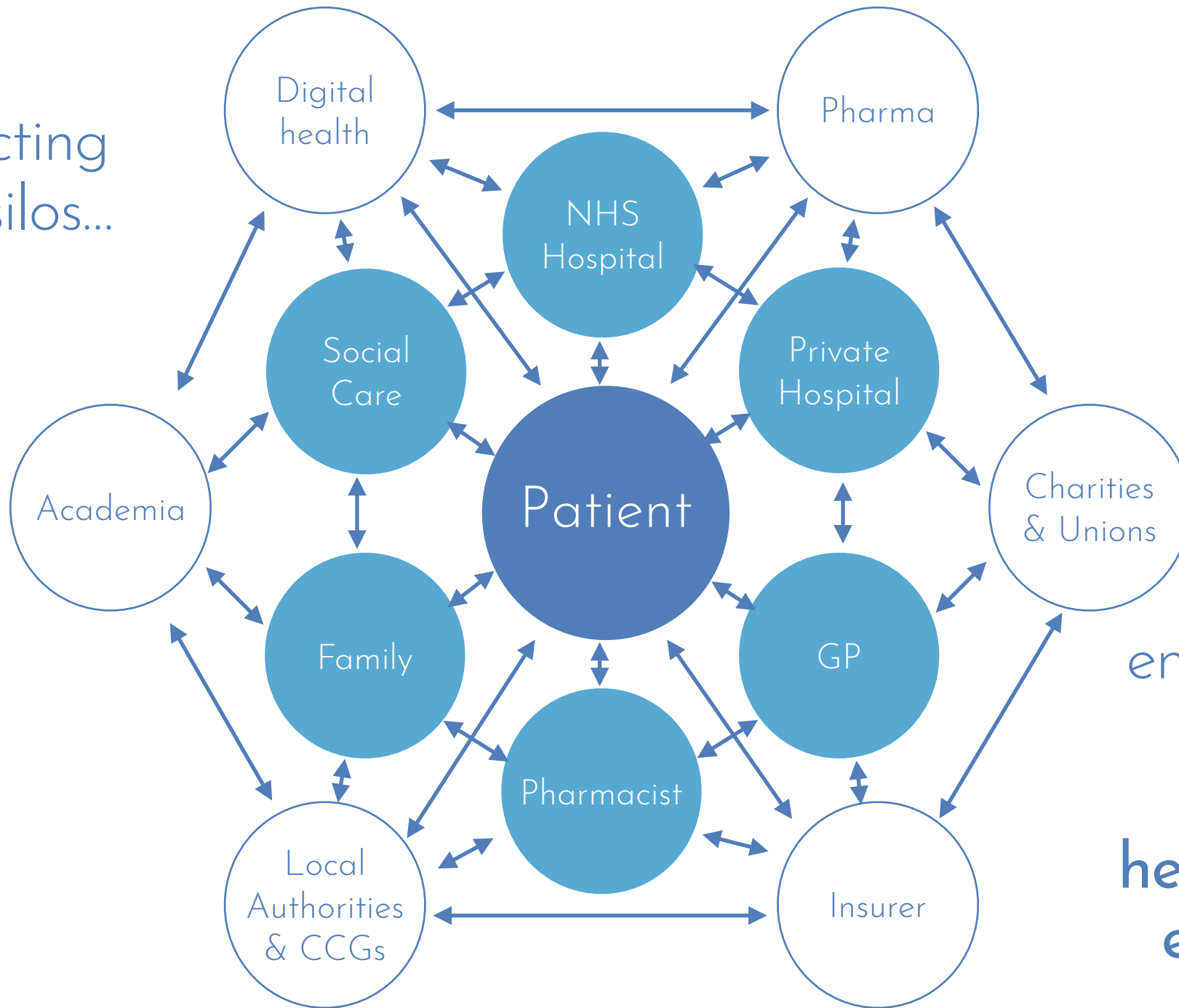
Hospify is the **only messaging app** approved by the NHS Apps Library for use by both patients and clinicians.

It's also the only such app approved for sale on the five most important **NHS Procurement Frameworks.**

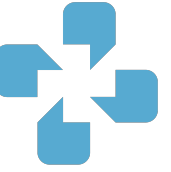
As a result Hospify is now in use in over **200 hospitals and surgeries** in the UK. Our **partners** include UNISON Health, Telefonica/O2, MSD Pharmaceutical, Kent-Surrey-Sussex AHSN, the Innovation Agency and DigitalHealth.London.



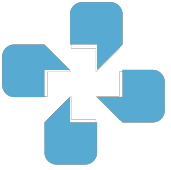
By connecting
all these silos...



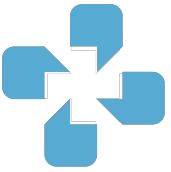
... Hospify
enables and
powers a
proper
**health data
ecosystem**



Supporting material

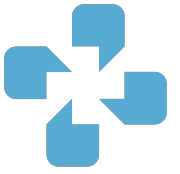


- **Network:** Hospify creates an **easily accessible and fully networked community** of institutions, patients & professionals.
- **Ease of deployment:** Hospify's **simplicity and built-in onboarding tools** mean large institutions can get up and running in days not weeks, without additional development or training.
- **Broadcast messaging and survey tool:** keeps you in touch with your whole organisation/community without sending mass emails.
- **Lower prices:** Built-in **data compliance** (serverless architecture, no data retention on free app) also means much reduced storage & dev ops costs, hence **lower costs to scale, and lower prices.**
- **Ease of integration:** app-to-app sharing and API enable compliant messaging & data services for other industry players, exploiting their networks and creating an **ecosystem.**



- Health Support Systems (HSS) framework
- Crown Commercial Service Spark DPS
- Clinical Communication Tools framework
- Crown Commercial Service G-Cloud framework
- London Procurement Partnership DPS

Hospify is **approved for purchase by NHS bodies** on all of the above frameworks and dynamic purchasing systems (DPSs).



	SMS (S) or Internet-based (I) messaging	Group Messaging	NHS Apps Library approval	Can be used by patients	Can be used seamlessly between institutions	Proper, point-to-point network	Mobile & Web versions	Broadcast & Surveys	Integration with other systems	Easy deployment
Hospify	I	✓	✓	✓	✓	✓	✓	✓	(S)	✓
Microsoft Teams	I	✓	✗	(S)	✗	(S)	✓	✗	(S)	✗
Siilo	I	✓	✗	✓	✓	✓	✓	(S)	(S)	✓
Medic Bleep	I	✓	✗	✗	✗	✗	✓	✗	(S)	✗
Pando	I	✓	✓	✗	✗	(S)	✓	(S)	(S)	✓
System C	I	✓	✗	✗	✗	✗	✓	✗	(S)	✗
iPlato	S	✗	✗	(S)	✗	✗	✗	✗	(S)	✗
AccuRx	S	✗	✗	(S)	✗	✗	✗	✗	(S)	✓

"With the volumes that we are getting now, having to deal with 50 new patients a day in some places, Hospify's a dream. The crucial patient information we're able share by using it - I don't know how we'd do it any other way, to be honest, and it's making a huge difference in terms of our responsiveness and efficiency. It's fair to say that there are cases where it's even saved lives."

Olly Young, Programme Manager
NHS Surge Support, Royal Voluntary
Service

"This is a fantastic step forward for health and any professionals that need a secure messaging solution. Especially if your staff are using WhatsApp without it being security approved."

Paul Withers, NHS & Local Authority Information Security Manager (Birmingham Community NHS Trust, Walsall District Council)

"Cost effective and provably secure."

Paul Hughes, Information Security Manager, North West Anglia NHS Foundation trust

"Hospify will be the WhatsApp of healthcare."

Innovate UK



News



Hospify becomes first NHS-approved clinical messaging app

Read more

Hospify becomes first NHS-approved clinical messaging app

The Journal of mHealth

The Global Voice of Digital Health

THE ESSENTIAL RESOURCE FOR HEALTHTECH INNOVATION

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London NHS Trust Deploys Secure Messaging App to Help Staff Amid Coronavirus Epidemic

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UKHotViews

Thursday 02 April 2020

SME Hospify ramps up secure messaging in NHS



Hospify has had a very busy month. Founded by two specialist in 2014, the tiny start-up has spent five years...

notoriously slow.

In late February, Hospify celebrated securing £0.5m in seed funding and day approved for the NHS Apps Library. In fact, it is the first - and so far, only - rigorous testing required to be included in the Library and approved for use the NHS. Last week, NHS Wales also approved the app for use across Wales.

As the NHS has ramped up coronavirus preparations over the last few weeks, idea' to an urgent requirement for many, according to CEO James Flint. The nu least doubled to more than 200 (including both acute Trusts and GP surgeries tripled. "We've had more people sign up in the last month than in the last six ye

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Entrepreneurship

Coronavirus opens up the NHS for health tech entrepreneurs

The pandemic has sparked a digital transformation in Britain's health service

Some of our clients & partners



AIDIAN*

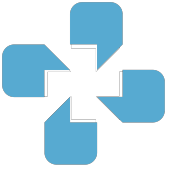


- **Finnish medical device company** with sales teams in **50 countries**
- Aidian devices send medical data to Aidian's app via Bluetooth; the app produces PDF reports and the **reports shared to medical teams via Hospify**
- Integration currently in testing, **launch is Q3 2020**
- Hospify included in Aidian's marketing and gives a **commission on referred sales**
- A substantial - and replicable - **opportunity for Hospify to scale internationally** without international sales teams of its own.

* Previously known as Orion Diagnostica



**London North West
University Healthcare**
NHS Trust



Situation

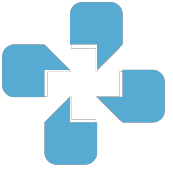
- 9000 staff, many working remotely because of Covid-19
- Mixture of Trust issued phones and personal handsets
- Immediate need for a simple comms solution with an easy, remote rollout

Implementation

- Hospify selected on basis of its ease of use and deployment
- Rollout done with only one day onsite
- Over 1000 clinicians onboarded using the Hub in less than two weeks
- Staff used their own mobile devices & patients can use Hospify for free

Impact

- Efficiency gains from simple, non-siloed comms
- Reduced risk of data breach and better clinician & patient privacy



Aims

- Improve comms with 500,000 healthcare members
- Update member benefits with premium digital package
- Protect & educate members around data breach
- Build a more positive relationship with Trusts

Implementation

- Offer Hospify Hub to union members at branch level
- Allow branch admins to send union updates directly to members phones

Impact

- Provides an up-to-date contact database of branch members
- Easy way to co-ordinate teams and administer services
- Talk privately with members about sensitive issues
- Attract and retain members for very low cost
- Provide compelling digital benefit for branches at national scale



Situation

- Diabetic foot clinic
- Multi-disciplinary staff across two sites
- Complex patient needs

Implementation

- Hospify group created
- Shared between doctors, nurses and podiatry
- Picture messaging key to success

Impact

- Week-round communications now augment the weekly clinic
- Reduced time to decisions
- Fewer face-to-face follow-ups
- More timely interventions



Situation

- **58m patients** required globally for clinical trials every year.
- **48%** of clinical trials **miss their enrolment targets**.
- Pharmacos are already switching from paper to digital tools (eCOA) to lower the cost of running drug trials.

Implementation

- Using Hospify instead of a bespoke data collection app can **further reduce average set-up costs (\$197,277) to under \$100k**.
- This **Electronic Clinical Outcome Assessment (eCOA)** market was valued at \$635m in 2017 and is projected to grow at 15.3% CAGR to **~\$2.16B by 2025**.

Impact

- Substantial **cost-savings** per trial.
- Creation of a **persistent patient network**, leading to easier on-boarding for future trials.



Hospify

Thanks for reading!

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