

About us

 **FEEDBACK**plc

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# Overview



- 1. Feedback is a digital health company focussed on commercialising its recently launched specialist clinical communications platform**
- 2. Well-positioned to capitalise on digital transformation underway in healthcare**
  - NHS transitioning to a population health-based approach, centred around Integrated Care Systems (ICSs) which will require adoption of digital technology such as ours
- 3. First-mover advantage as the only communications platform to incorporate a CE and UKCA marked DICOM medical imaging viewer**
  - Provides a strong competitive advantage over other providers who are unable to display digital patient images for diagnostic purposes alongside chat and video calling
- 4. Highly scalable and able to be deployed completely remotely**
  - Enables a global target customer base
- 5. Validated use case for both public and private customers**
  - Public - NHS
  - Private - veterinary sector
- 5. Significant commercial opportunities across large and growing global markets, e.g.**
  - Clinical communications and collaboration market, projected to reach \$3.8bn by 2027 (14.0% CAGR)
  - Medical imaging market, projected to reach \$43.3bn by 2024 (5.1% CAGR)
  - Other opportunities include remote care, military or humanitarian applications



## OUR MISSION

We believe in supporting clinicians to make the best decisions possible, as quickly as possible, from any location.

We focus on building solutions that enhance access to high quality patient data, that connect clinicians to colleagues, and that leverage the best available technology to support decision making.

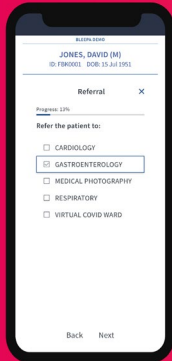
We make world leading solutions that are revolutionising how clinical care is practiced and where it is practiced.



# Bleepa<sup>®</sup> Connecting clinicians

## Direct dialogue

Add a colleague, share a patient and start discussing their care



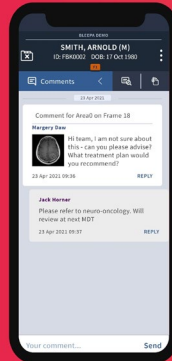
## Clinical-grade images

Share, annotate and simultaneously review images



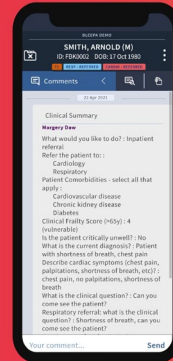
## Patient focused

Patient-specific chat using instant messaging



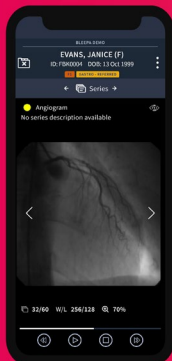
## Efficient referrals

Manage patient referrals and get second opinions



## Play videos

View medical imaging video clips such as angiograms



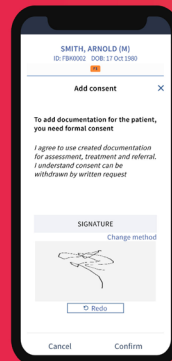
## Capture photos

Take clinical images to add to the patient record



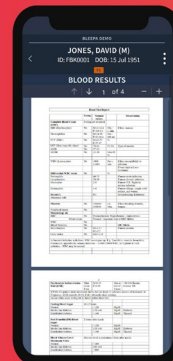
## Record consent

Capture patient consent for any medical images taken



## Add documents

Add clinical information including test results and notes



**Safe** – Patient-specific structure removes misidentification risk, ensures information governance compliance and allows case discussion to link to core medical records, manufactured according to DCB0129 clinical risk safety standard

**Secure** – Zero footprint (no data stored locally on the access device), manufactured following ISO27001 and Cyber Essentials plus certified processes

**Accessible** – Progressive web app, native iOS and Android app – connect from any internet connected device

**Compliant** – The only communication platform to incorporate a CE and UKCA marked DICOM image viewer for clinical image display, manufactured in accordance with ISO13485 quality standards

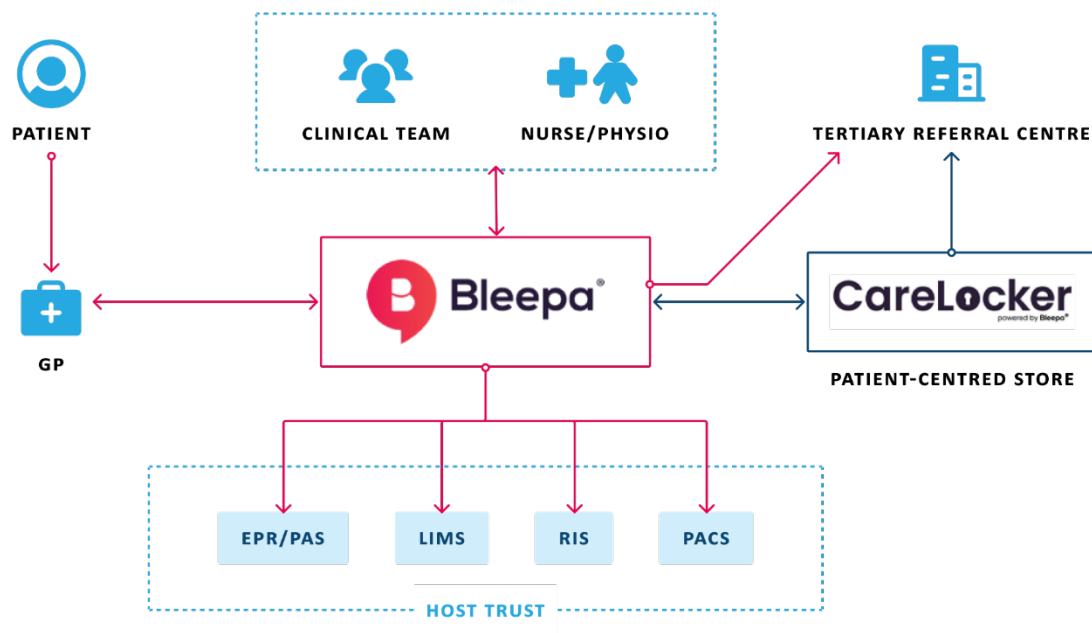
- Revolutionary GDPR compliant patient-centric cloud architecture to underly the Bleepa platform
- Proprietary technology enables an easy route to creation and mobilisation of individual healthcare records
- Potential to be a significant catalyst to multiple commercial opportunities

As a clinical tool Bleepa integrates with multiple hospital systems and centralises relevant clinical data around specific patient episodes. CareLocker provides patient-centric cloud store for this data: containers that store this medical data at an individual patient level.

With this proprietary architecture, patient data can be secured at the individual level, with access control even to subsets of a patient's data. The data can be made available to any care setting through open Application Programming Interfaces (APIs) such as FHIR, ensuring that patients can attend anywhere for treatment or investigation and that their data can be accessed by healthcare professionals who need it across the UK or internationally.

CareLocker offers opportunities for improved storage optimisation making it more cost effective and secure than traditional data storage architectures.

CareLockers can be built on a patient-by-patient basis, allowing organisations to transition to a cloud architecture as patients enter care pathways rather than having to undertake the mass data migrations usually associated with cloud transitions.



# Building the right digital infrastructure for patient care

## Application layer: Bleepa

Patient-specific streams into which clinical results are made available to clinicians for discussion. Result alerts trigger timely review by pathway clinicians and direct case discussion enables rapid decision making, driving efficiency whilst ensuring all parties remain informed and connected.

## Data layer: CareLocker

Patient-specific cloud storage, vendor and provider neutral, creating a common care record that is available to all care settings.



+



# Bleepa<sup>®</sup> Connecting data across multiple care settings



Bleepa Box is a store and forward system that enables digital images to be acquired by a clinician in rural settings and pushed to Bleepa over a cellular network, facilitating instant review by a specialist who can then provide advice and guidance to the acquiring clinician.

The required bandwidth is incredibly low with images being able to be transferred using 3G, though 4G is preferable.

Bleepa Box is already being used in the veterinary sector to allow equine vets to image horses in stables and fields and get a timely response from specialist surgical colleagues. Before this X-rays would be stored on the X-ray machine and downloaded when the vet got back to their practice, often at the end of the day.

Similar use cases occur when delivering care to rural human populations and in a military or humanitarian setting where connectivity is an issue and a timely medical decision is often required.



# Emerging opportunities for our technology

## Community diagnostic hubs

NHS England's ambition is to bring diagnostic investigations closer to patients to reduce the post-COVID elective care backlog. This will enable patients to have tests such as imaging, bloods and ECGs in high-street locations rather than hospitals. This £10bn programme of work is called the Community Diagnostic Hub (CDH) initiative.<sup>1</sup>

CDHs need to connect to both GPs in primary care settings and specialists in secondary care settings, with the test results acquired in the CDH available to both. The Bleepa/CareLocker solution provides the new digital infrastructure these hubs need.

## Tuberculosis (TB) screening in India

There are approximately 2.6m new cases of TB in India each year.<sup>2</sup> TB is diagnosed using chest X-rays, which require reporting by specialists that are predominantly based in urban settings. Bleepa Box enables X-rays to be taken anywhere, including remote rural locations and be rapidly shared with specialists elsewhere for reporting, the decisions being conveyed back to the rural clinicians via Bleepa who can then initiate treatment. The images can also be stored in a CareLocker for each citizen which enables the TB screening programme to become the clinical driver for creating a digital patient record in India.

# Building out our network



Royal Papworth Hospital  
NHS Foundation Trust



Pennine Care  
NHS Foundation Trust



Norfolk and Norwich  
University Hospitals  
NHS Foundation Trust



Royal Berkshire  
NHS Foundation Trust



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