

digitalhealth

AI  DATA

Keynote: digital frontiers - transforming health and care with AI and innovation

Dr Ben Maruthappu

Founder & CEO
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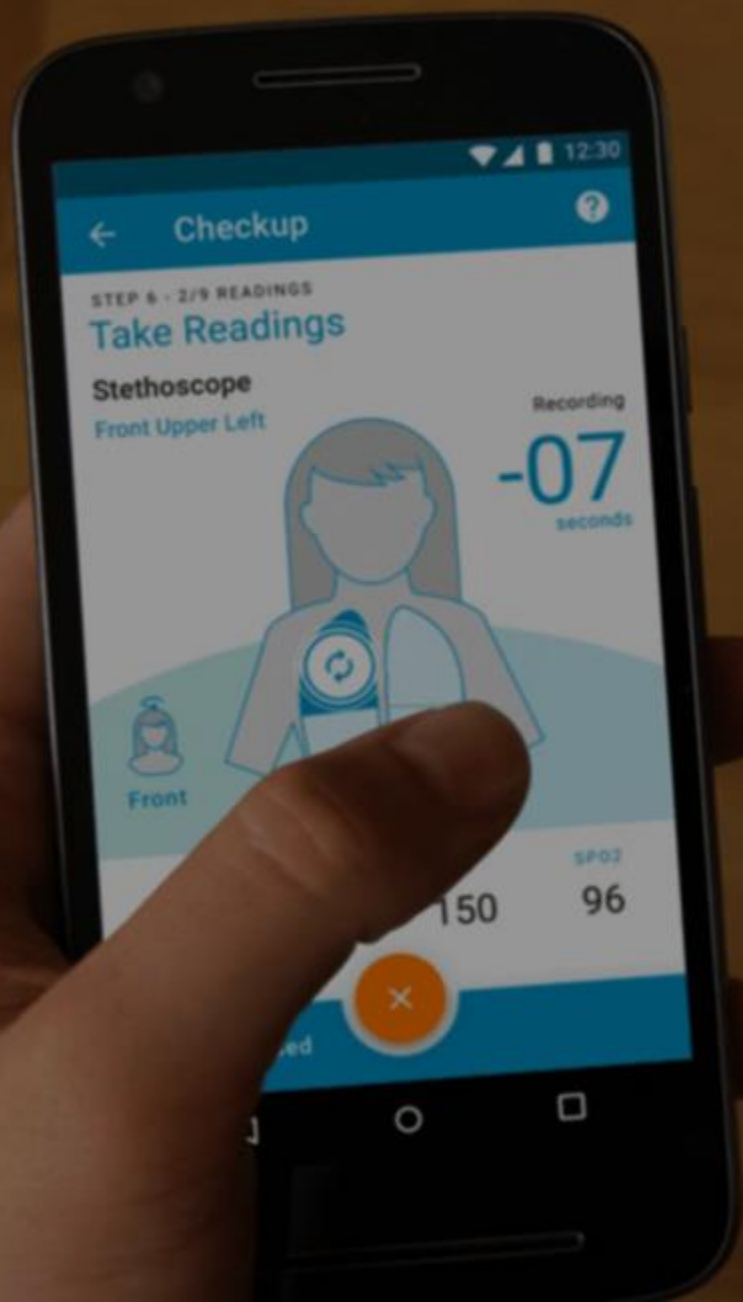
Chair: Kai Nicol-Schwarz

Reporter
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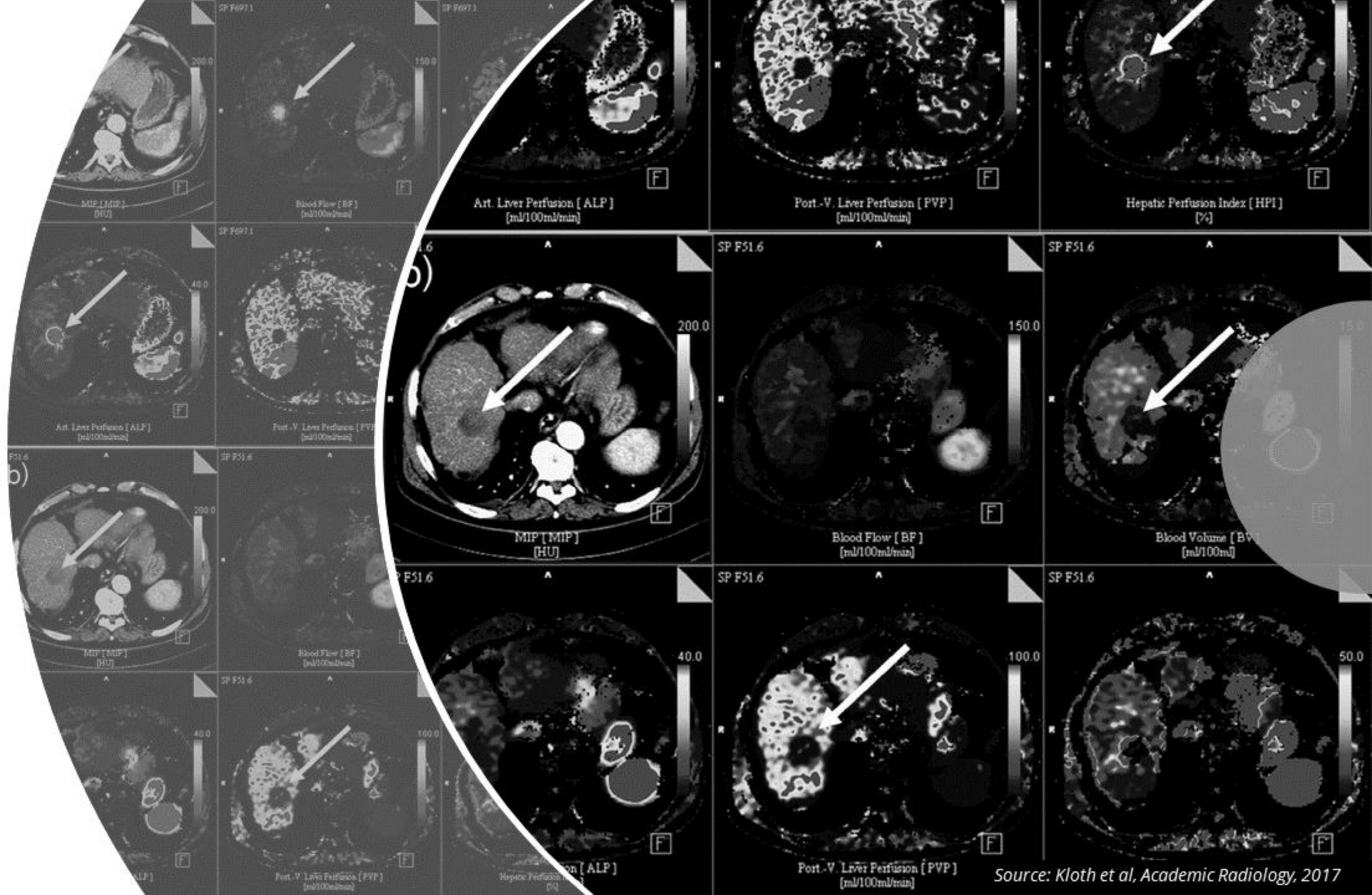
#AIDATA23



BRINGING PRECISION MEDICINE INTO THE HOME

Dr Elina Naydenova
CEO & Co-founder

WWW.FEEBRIS.COM





An iceberg floating in the ocean. The tip of the iceberg is above the water surface, and the much larger part of the iceberg is submerged below the surface. The background shows a blue sky with clouds and a blue sea.


AI

IS A CAPACITY TOOL

● EFFICIENCY = SAVE TIME

● ENABLEMENT = SKILL-MIXING

● PRECISION = BETTER DECISIONS



**“THERE COMES A POINT WHERE WE
NEED TO STOP JUST PULLING
PEOPLE OUT OF THE RIVER. WE
NEED TO GO UPSTREAM AND FIND
OUT WHY THEY'RE FALLING IN.”**

Desmond Tutu

THE FEEBRIS PLATFORM

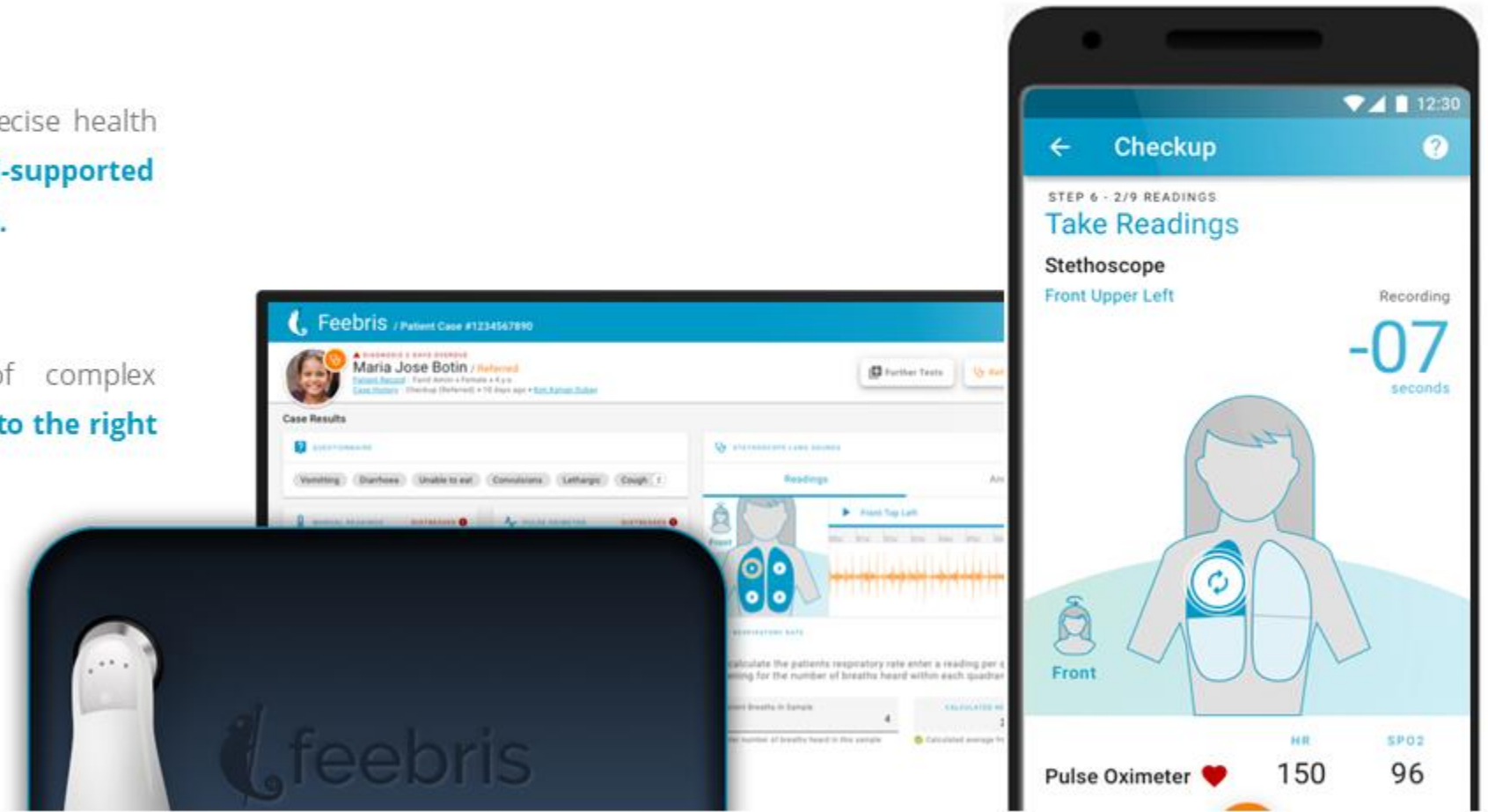
AI-supported technology for community detection and management of disease and deterioration

PATIENT APP

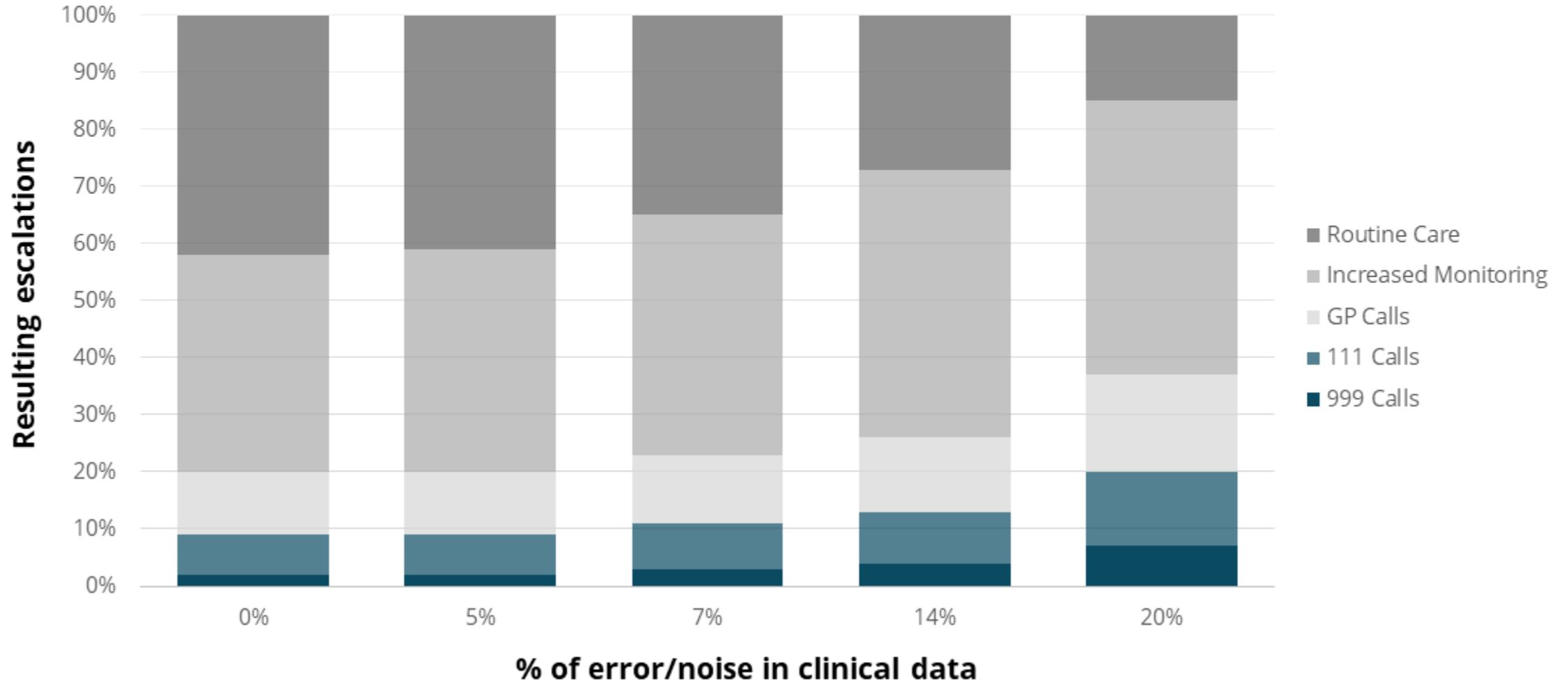
Enabling anyone to conduct a precise health exam: **hardware agnostic and AI-supported to capture advanced biomarkers.**

CLINICAL PORTAL

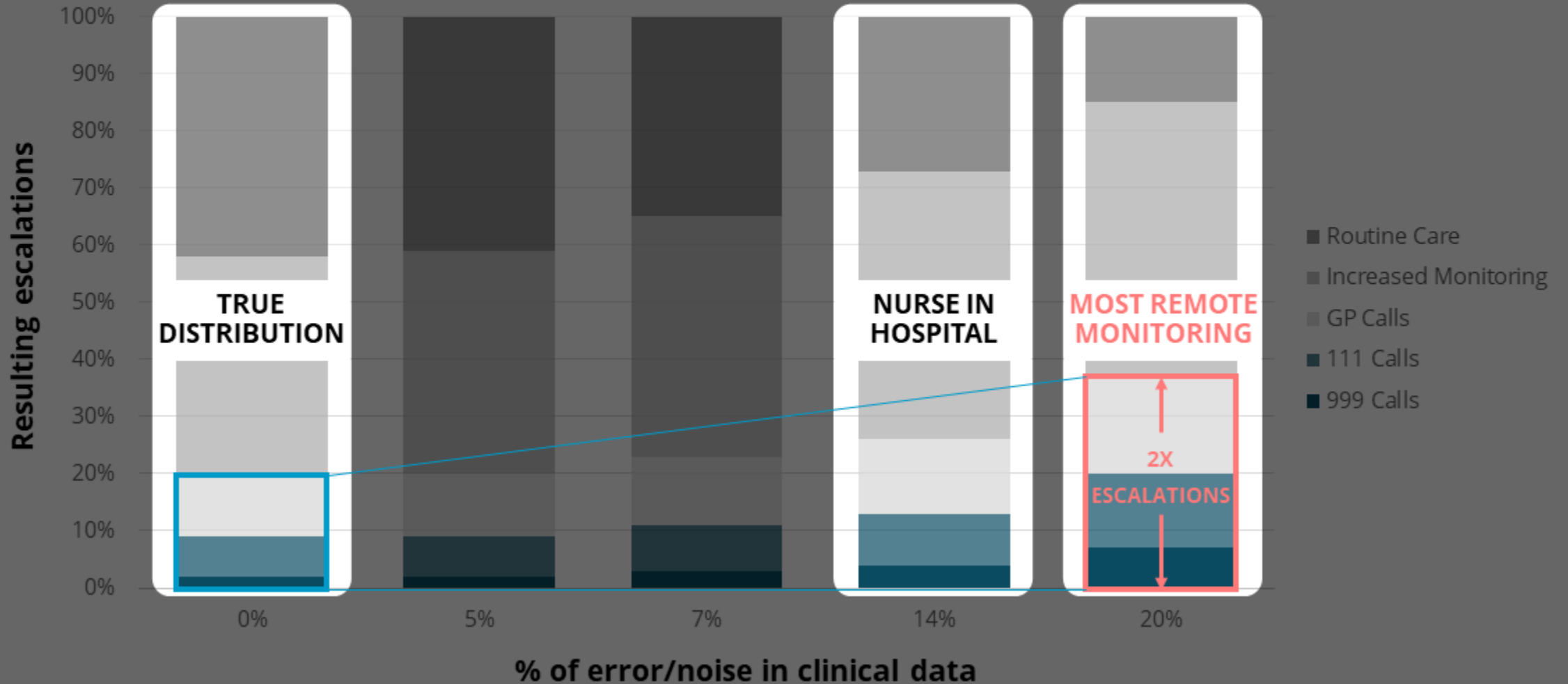
Enabling MDT management of complex pathways: **the right information to the right clinician at the right time.**



BAD DATA WASTES CLINICAL TIME

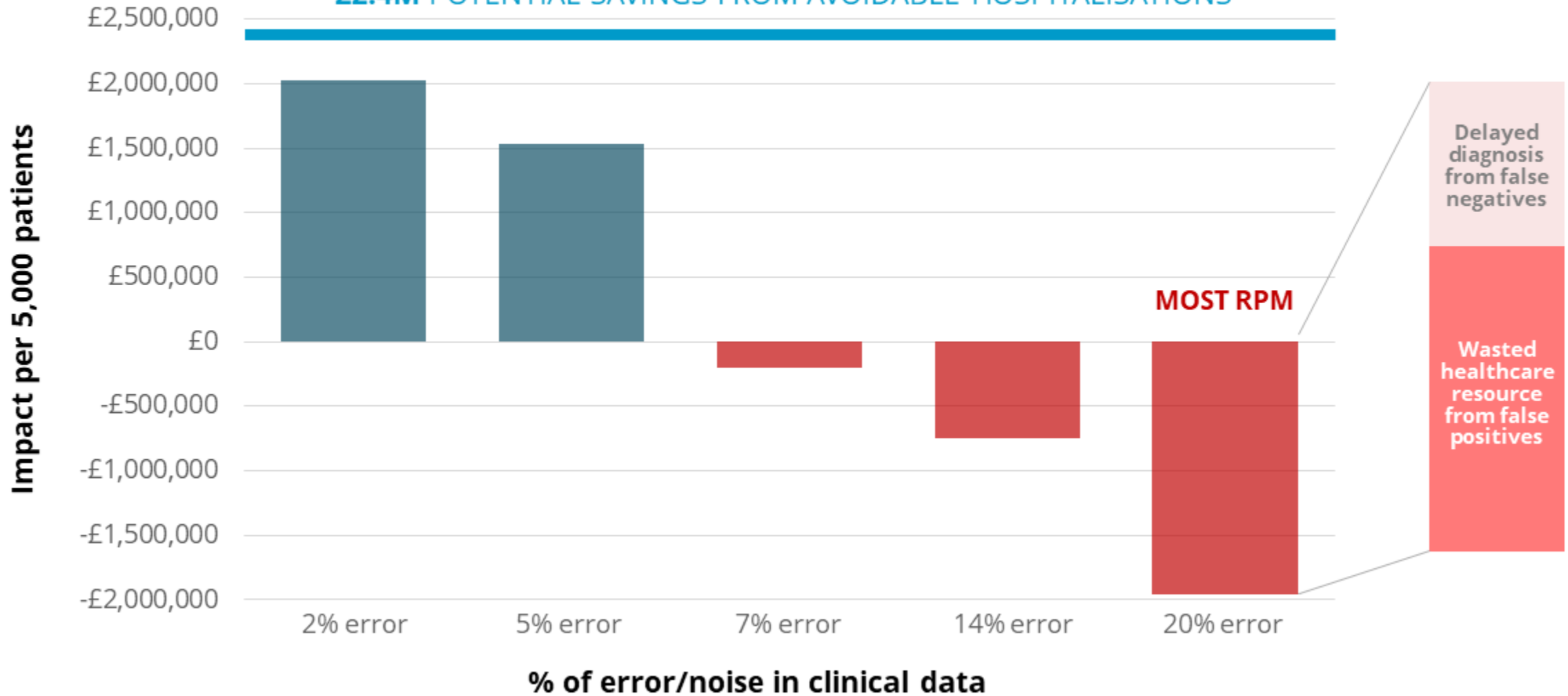


BAD DATA WASTES CLINICAL TIME



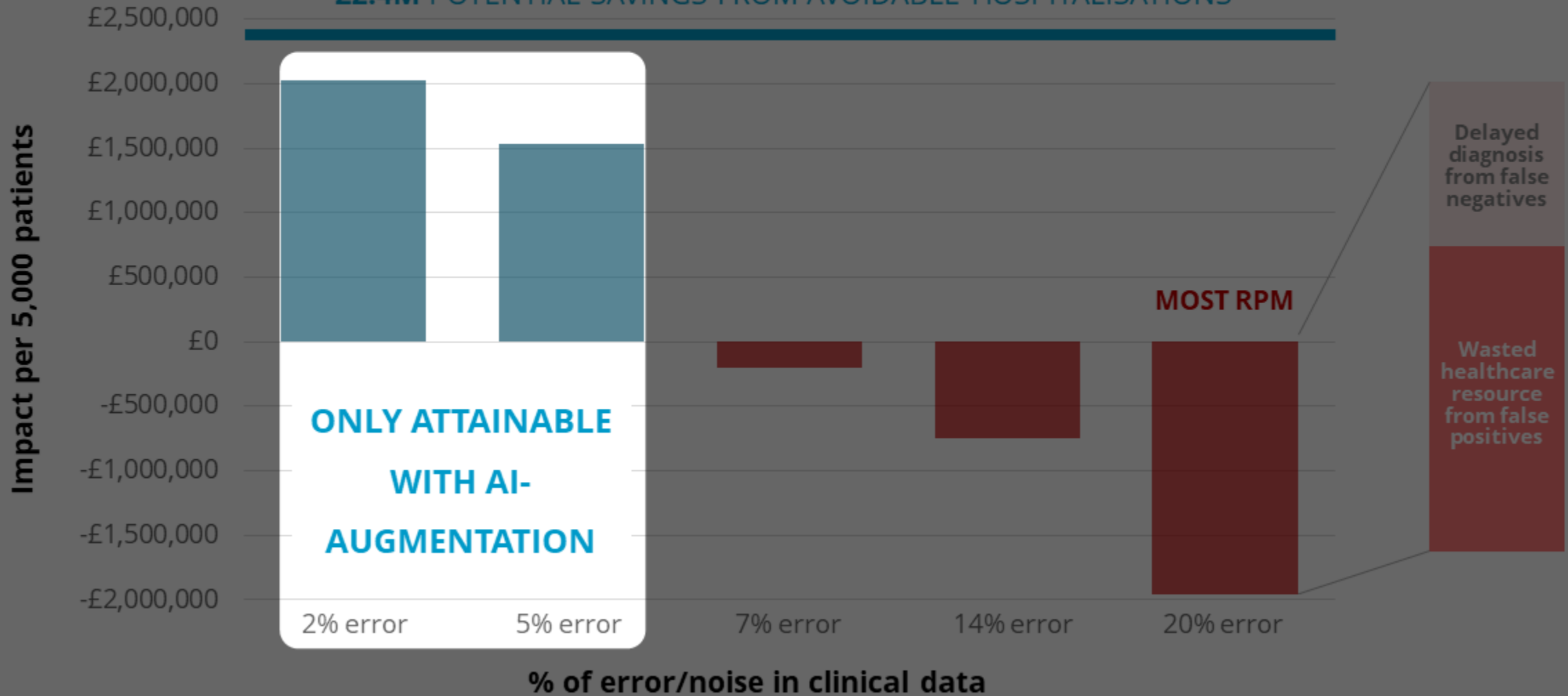
BAD DATA WASTES RESOURCES

£2.4M POTENTIAL SAVINGS FROM AVOIDABLE HOSPITALISATIONS



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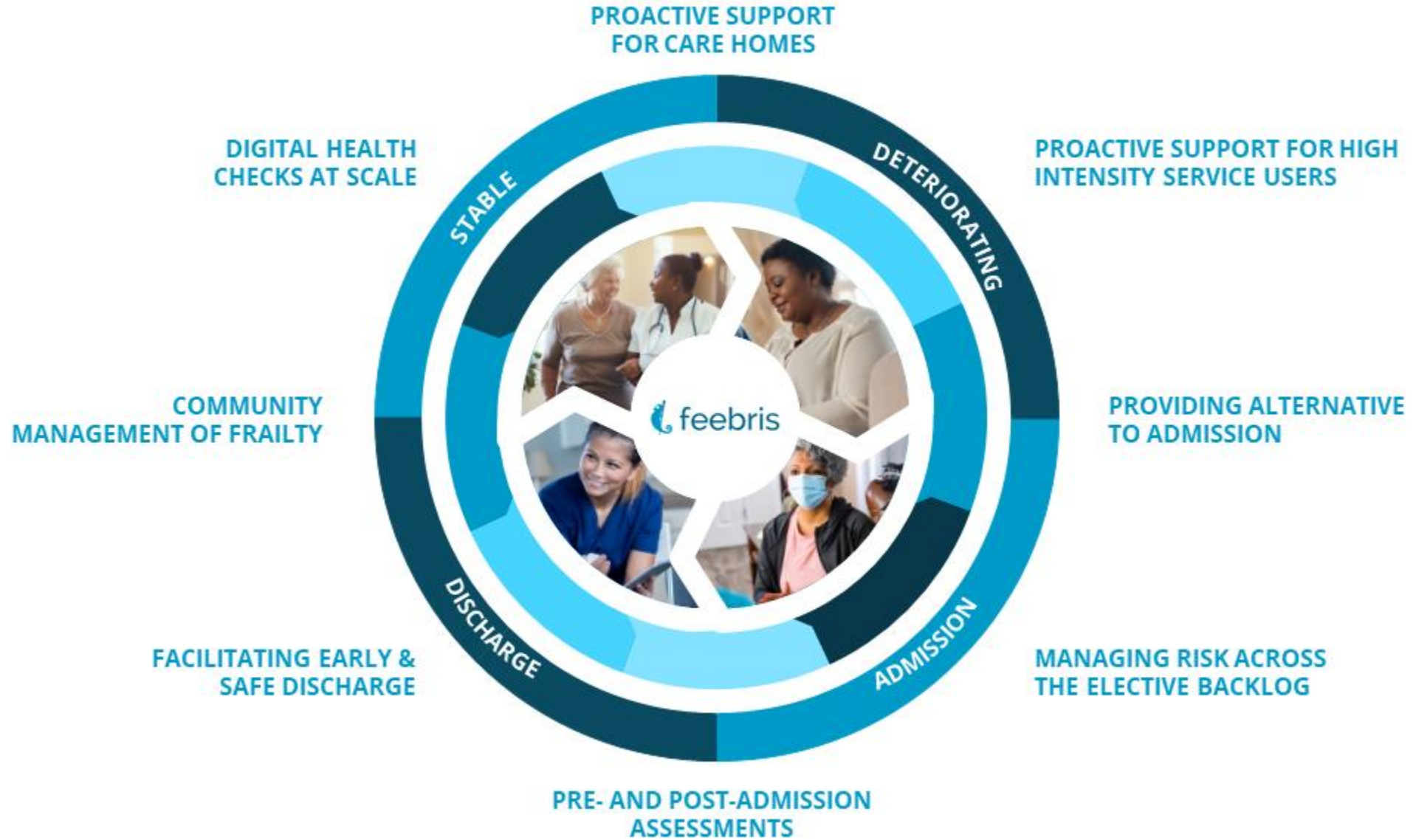




BRINGING PRECISION MEDICINE TO THE HOME

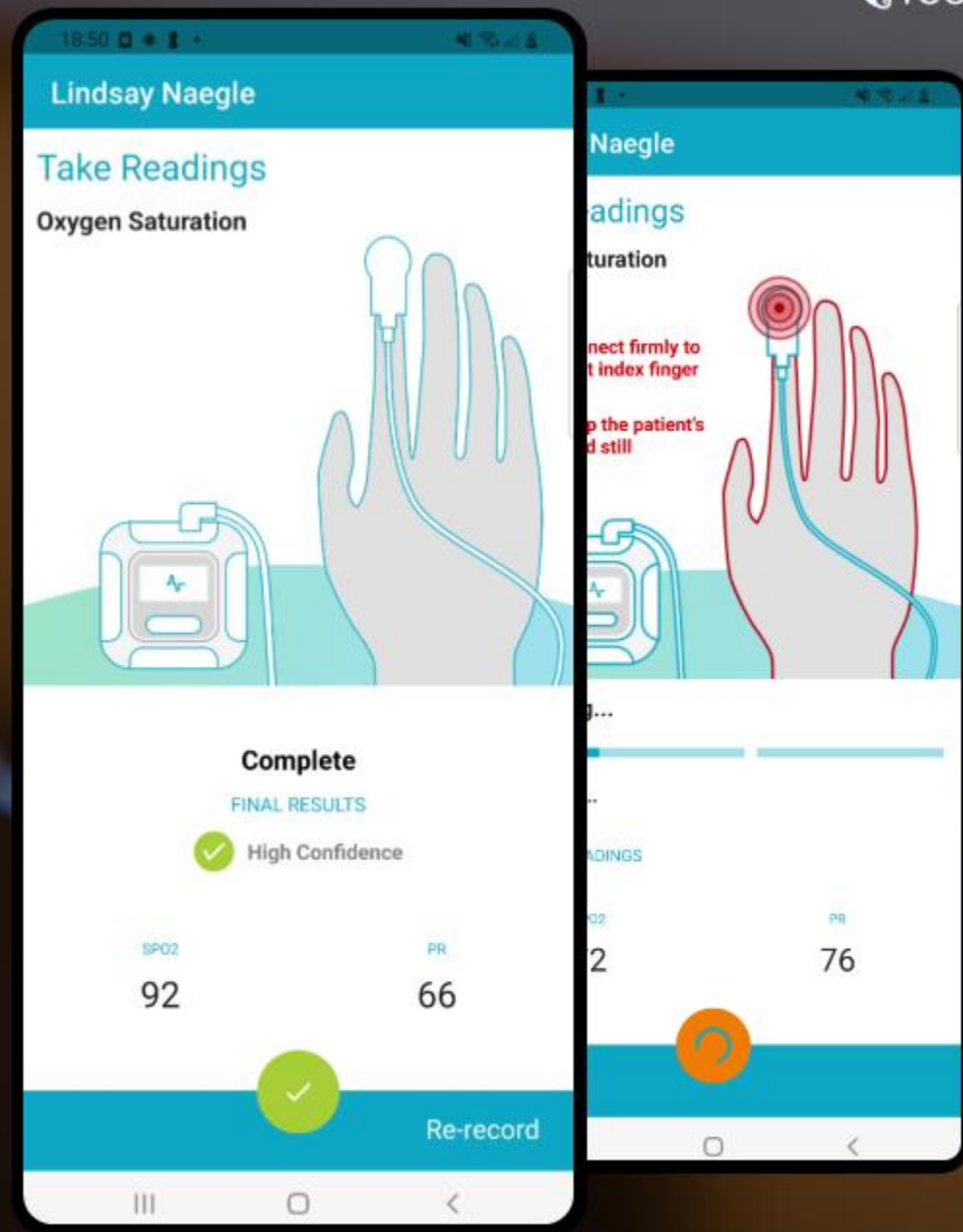
Trusted by 100+ NHS and social care sites.

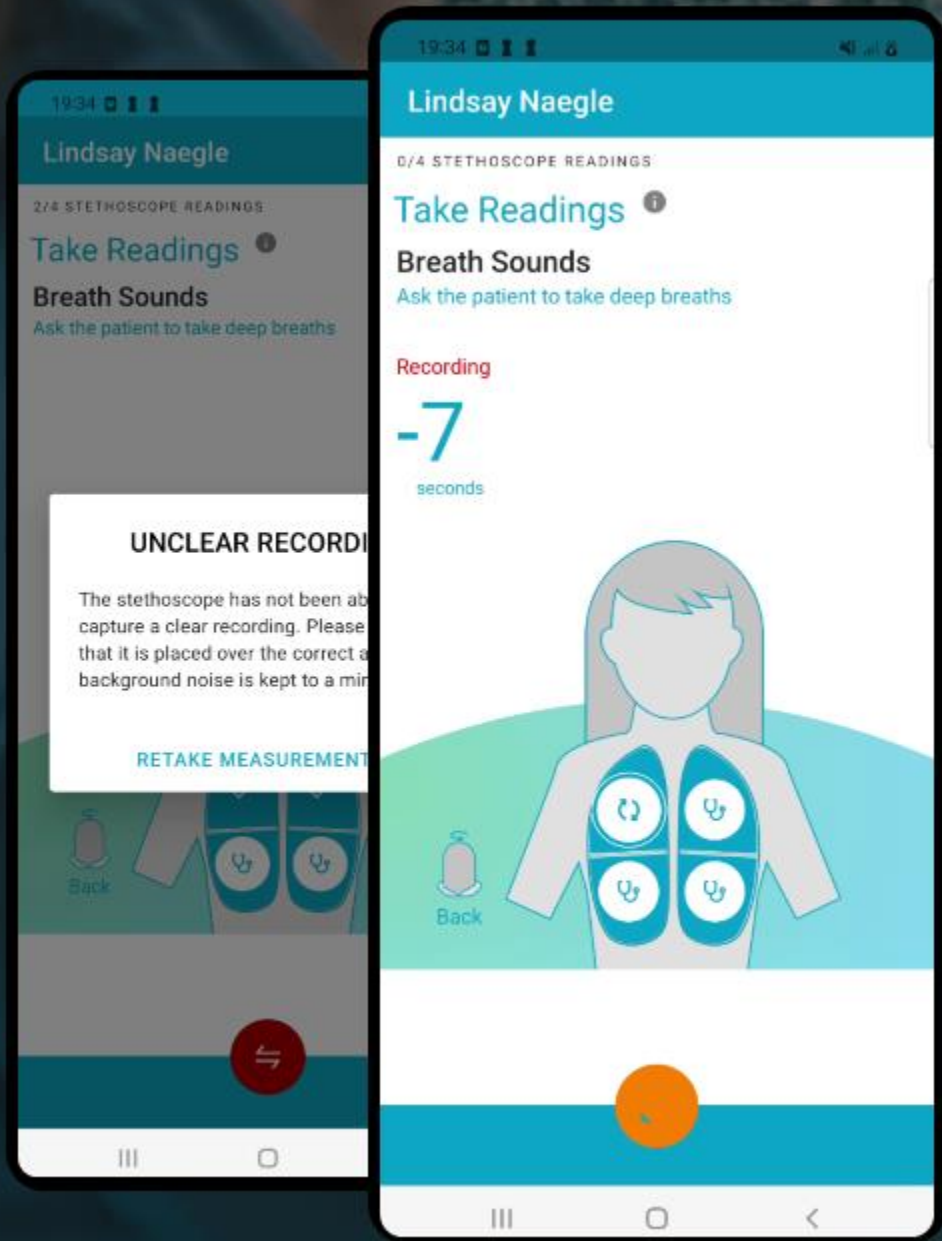




EFFICIENCY

Assess data quality. Filter out noise. Extract actionable biomarkers.





EMPOWERMENT

Real-time guidance. Quality-assured clinical insights.

ekuore

PRECISION

Precise detection of advanced biomarkers. Risk assessment against personalised baselines.



EARLY DETECTION

Screening for cardiac risk



DEEPER INVESTIGATION

Automated ECG analysis



CLINICALLY LED

Automated escalation protocols

IS THE NHS READY FOR PREDICTIVE HEALTHCARE?

**PREDICTED
SEPSIS**



**PREDICTED
CARDIAC ARREST**

**PREDICTED COPD
EXACERBATION**

TRANSFORMATION SERVICE

Technology alone does not equal change



CHANGE
MANAGEMENT

ONGOING
SUPPORT

END-TO-END
LOGISTICS

CO-PRODUCTION
OF INNOVATION

HEALTH ECONOMIC EVIDENCE

Robust and dynamic evidence base to underpin new financial models

-88%

Fewer false alarms
for clinicians

-25%

Fewer
hospitalisations

5-6X

ROI for health
systems

£500,000 SAVED FOR EVERY 1,000 PATIENTS

Independent health-economic evaluation by YHEC



CREATING CLINICAL CAPACITY OUT HOSPITAL WITH AI

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