# About us

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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.

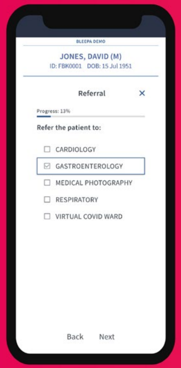
We focus on building solutions that enhance access to high quality patient data, that connect clinicians to colleagues, and that leverage the best available technology to support decision making.

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

# Bleepa® Connecting clinicians

## Direct dialogue

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

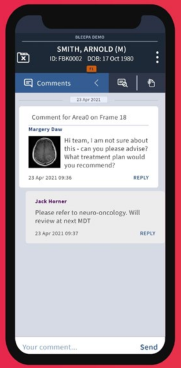


## Clinical-grade images

Share, annotate and simultaneously review images

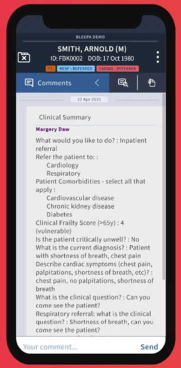
## Patient focused

Patient-specific chat using instant messaging



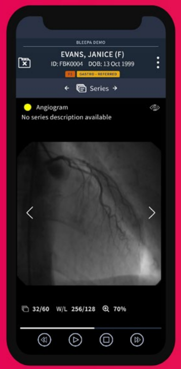
## Efficient referrals

Manage patient referrals and get second opinions



## Play videos

View medical imaging video clips such as angiograms

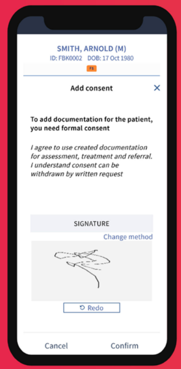


## Capture photos

Take clinical images to add to the patient record

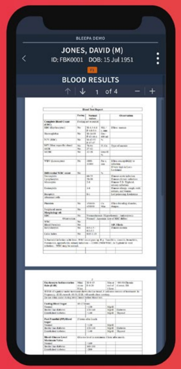
## Record consent

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

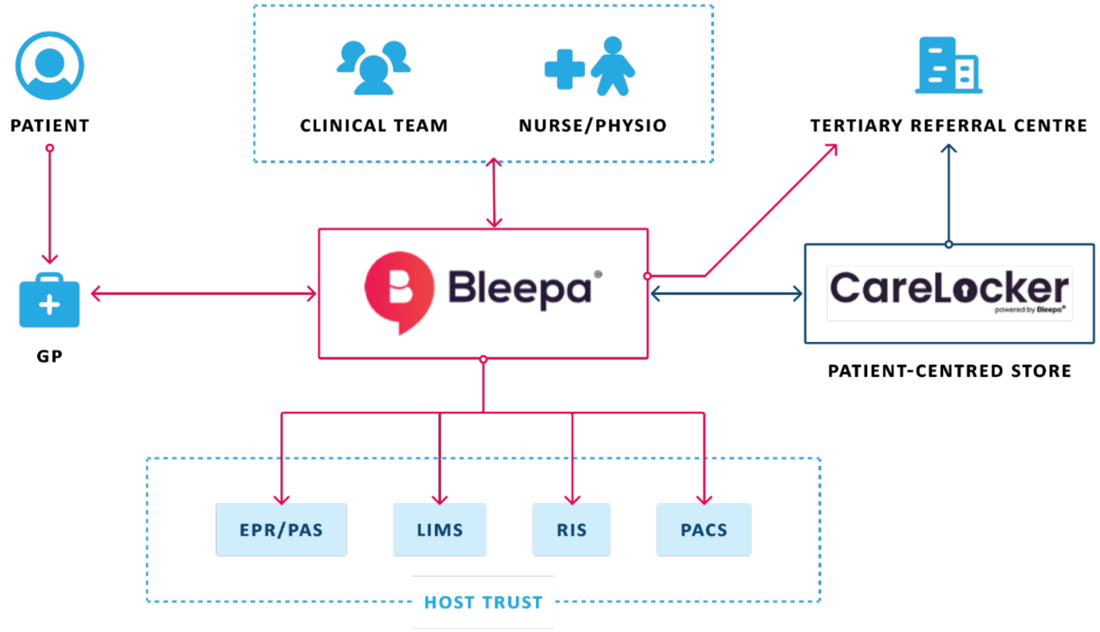
**Secure** – Zero footprint (no data stored locally on the access device), manufactured following ISO27001 and Cyber Essentials plus certified processes

**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

# Enhancing clinical access to data

- 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.

Bleepa®

+

**Data layer: CareLocker**

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

CareLocker
powered by Bleepa®

# Bleepa® 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.[1]

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.[2] 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

NHS
Royal Papworth Hospital
NHS Foundation Trust

NHS
Pennine Care
NHS Foundation Trust

NHS
Norfolk and Norwich
University Hospitals
NHS Foundation Trust

NHS
Royal Berkshire
NHS Foundation Trust

axial3D

qure.ai

CVS Group plc
Passionate about animal care

Deloitte.

NHSX

DigitalHealth.
London | ACCELERATOR

Department for
International Trade

مؤسسة قطر
Qatar Foundation

WISH
مؤتمر القمة العالمي للابتكار في الرعاية الصحية
World Innovation Summit for Health

DIGITAL
LEADERS

# For further information please contact:


**Feedback Plc**

Feedback Plc
Canterbury House
Health Foundry
1 Royal Street
London
SE1 7LL
T: +44 (0)1954 718072
E: ir@fbk.com

**Walbrook PR**

Walbrook PR Ltd
75 King William Street
London
EC4N 7BE
T: + 44 (0)20 7933 8780
E: info@walbrookpr.com

**Customer inquires**
www.fbkmed.com
E: Sales@fbkmed.com

**NOMAD and Sole Broker**

Panmure Gordon (UK) Limited
One New Change
London
EC4M 9AF
T: +44 (0)20 7886 2500