

Smplicare

# Research Opportunity: Edinburgh Carers Network

June 28, 2022

Garrett Sprague, CEO

# Today's Discussion

- **What is the research opportunity?**
- **Who is Smplicare?**
- **Questions?**
- **Next steps**

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**34%** of the UK population  
over-65 is **at risk of a fall**  
this year

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We've been funded by  
UKRI to **predict the risk of  
falls** using everyday  
wearables

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# What's the study?

- Provide 300 people across UK with 1 wearable and 1 body composition scale
- Collect data over 11 months via the Smplicare app
- Secondary outcome measures collected via questionnaires on the app



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# Who is eligible to participate?

- **Over-55**
- **Fallen in the past 12 months**
- **Uses a smartphone**
- **Can provide consent**
- **Can stand unassisted on a scale for 10-seconds**



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# Who is Smplicare?

Research is led by Smplicare CIO Dr. Adrian Smales and leading NHS / UoE Geriatrician Dr. Atul Anand



**Alexandra Reissig\***  
COO - Product

Track record of getting things done across borders with diverse teams



**Garrett Sprague\***  
CEO - Commercial

Proven innovator who brings clarity to complex problems



**Adrian Smales\***  
Chief Information Officer

PhD Health Informatics developed worlds first falls prevention algorithm using everyday wearables



**Dr. Atul Anand**  
Independent Medical Advisor

Top UK frailty expert with a practical emphasis on data-driven innovation



**Dayo Samuel**  
UX/UI

Over 20 years experience in person-centered design, a published author, and an expert in behavior



**Joseph Haenlein**  
Pre-project Coordinator

International Business MSc supporting the team to get the project set up right

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\*Founder

# What should we do next?

- **Set up a 1:1 call to discuss further?**
- **Share our flyer with members**
- **Include notice in any upcoming communications**
- **Direct potential participants to:**

[www.smplicare.com/research](http://www.smplicare.com/research)

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# Who is Smplicare?

The data-driven  
platform empowering  
the future of  
independent ageing



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**Any Questions?**

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Thank you



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