INNOVATION SPRINT

myCOPD The World's First Digital Therapeutic for Patients with Chronic Obstructive Pulmonary Disease

my mhealth

Dr Simon Bourne CEO

OUR CREDENTIALS

We are the leading multi-morbidity digital therapeutics platform.

Founded by two respiratory consultants to deliver evidence-based interventions using digital therapeutics to COPD patients.

my mhealth

Developer of the UK's first NHS approved digital platform and national procurement of the myCOPD app.

Available on the NHS Apps Library

Now over 41,000 registered users, with exponential growth over the last 12 months.

Awards and recognitions from Innovate UK, SBRI, NICE, NIA & compliant with MHRA, MDR and Cyber Essentials.

CE · Cyber Essentials Certified Plus · NICE · UKRI Innovate UK

Contracts with over 60% NHS England CCGs and with global pharmaceuticals, life-science and biotech companies.

NHS · AstraZeneca · Linde

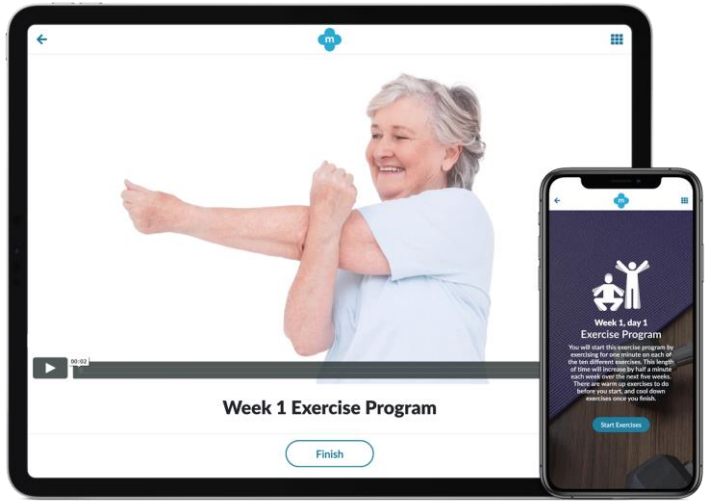
HQ in Bournemouth UK. Supported by international investment from McKesson

MCKESSON

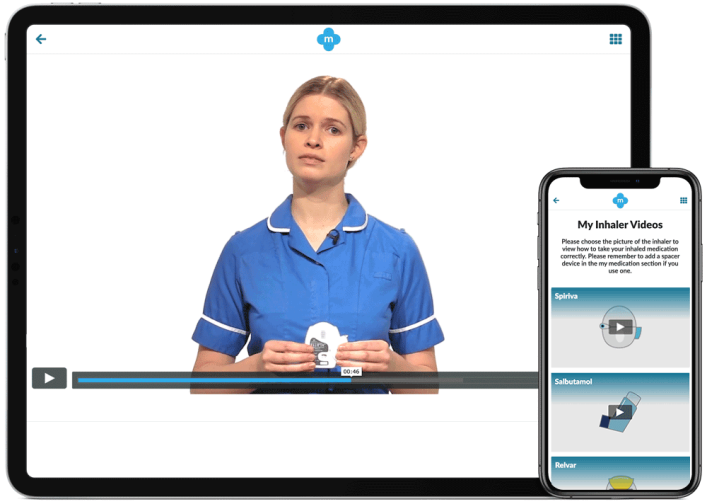
OPPORTUNITY

The treatment of COPD needs to change.

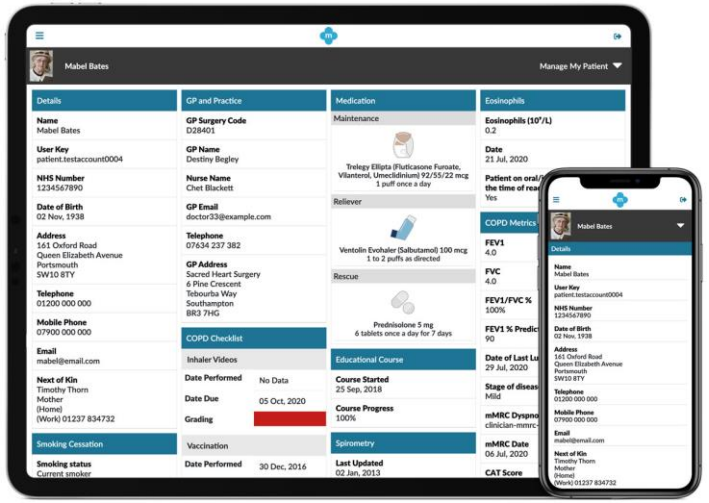
Patients are demanding innovation and an accessible health service.



LIMITED ACCESS TO PULMONARY REHAB



POOR ADHERENCE TO RX AND INHALER ERRORS

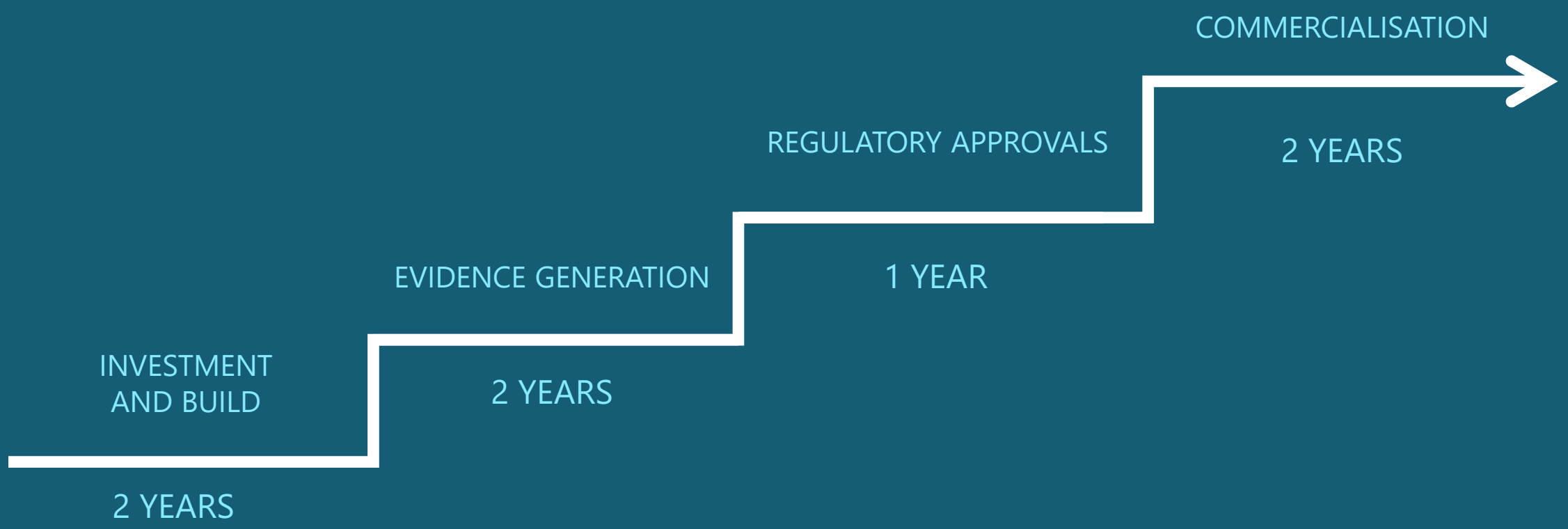


REMOTE PATIENT MANAGEMENT

DEVELOPMENT PATH

Digital therapeutics (DTx) are an emergent solution.

It takes at least 5 years to develop market ready evidence-based digital therapeutics.



THE EVIDENCE

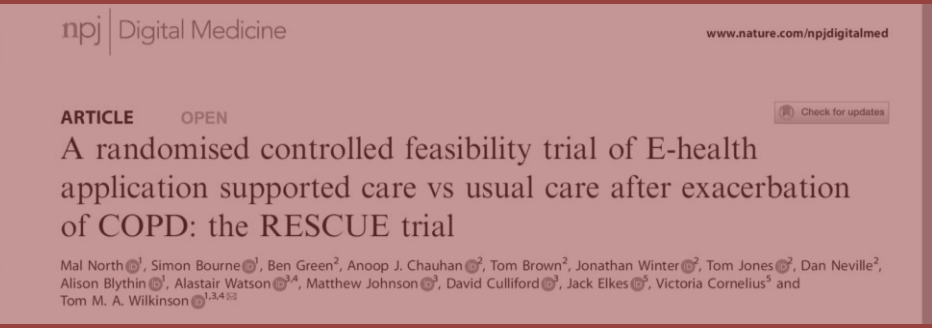
Independent, peer-reviewed studies provide clinical evidence.

Open Access Research

BMJ Open

Online versus face-to-face pulmonary rehabilitation for patients with chronic obstructive pulmonary disease: randomised controlled trial

Simon Bourne,[1,2] Ruth DeVos,[1,2] Malcolm North,[2] Anoop Chauhan,[1] Ben Green,[1] Thomas Brown,[1] Victoria Cornelius,[3] Tom Wilkinson[2,4]


npj | Digital Medicine

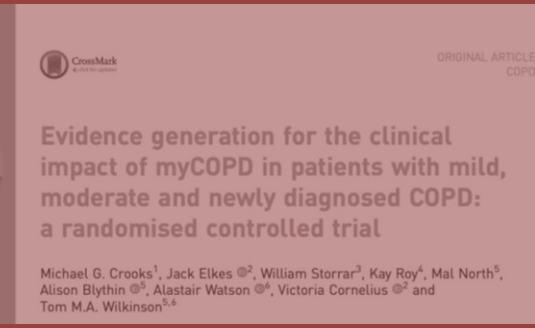
www.nature.com/npjdigitalmed

ARTICLE OPEN

A randomised controlled feasibility trial of E-health application supported care vs usual care after exacerbation of COPD: the RESCUE trial

Mal North[1], Simon Bourne[1], Ben Green[2], Anoop J. Chauhan[2], Tom Brown[2], Jonathan Winter[2], Tom Jones[2], Dan Neville[2], Alison Blythin[1], Alastair Watson[3,4], Matthew Johnson[3], David Culliford[3], Jack Elkes[5], Victoria Cornelius[3] and Tom M. A. Wilkinson[1,3,4]

ERJ open research


ORIGINAL ARTICLE COPD

Evidence generation for the clinical impact of myCOPD in patients with mild, moderate and newly diagnosed COPD: a randomised controlled trial

Michael G. Crooks[1], Jack Elkes[2], William Storrar[3], Kay Roy[4], Mal North[5], Alison Blythin[5], Alastair Watson[4], Victoria Cornelius[2] and Tom M.A. Wilkinson[5,6]

TROOPER STUDY

Online versus face-to-face pulmonary rehabilitation for patients with chronic obstructive pulmonary disease: randomised controlled trial.

BMJ Open

RESCUE STUDY

A randomised controlled feasibility trial of E-health application supported care vs usual care after exacerbation of COPD.

nature

EARLY STUDY

Evidence generation for the clinical impact of myCOPD in patients with mild, moderate and newly diagnosed COPD: a randomised controlled trial.

ERS EUROPEAN RESPIRATORY SOCIETY
every breath counts

THE SOLUTION

myCOPD platform is for both patients *and* clinicians.

Interventions delivered remotely at a fraction of the cost, at a population scale.

REHABILITATION

Digitally enhanced rehabilitation has the same outcomes as face-to-face classes.

Trooper Study (MMH-R01) published in BMJ Open

EDUCATION

Comprehensive accredited structured education

QISMET accredited education Used as alternative to face to face

REMOTE MONITORING

Exacerbations, Symptoms, Quality of life, health checks

>100 NHS Providers

MEDS MANAGEMENT

Corrects over 80% of inhaler technique errors. Improved symptom scores and decreased hospital admissions.

RESCUE Study (MMH-R02) published in nature digital medicine

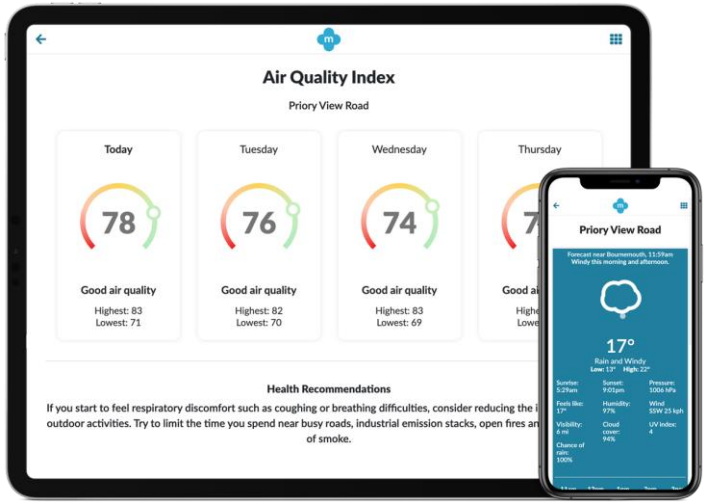
SELF-MANAGEMENT

Better outcomes, improved patient activation, decreased burden on health care services.

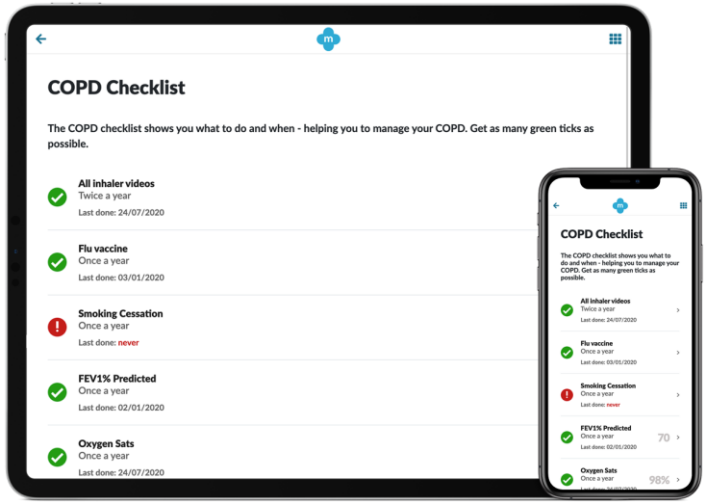
EARLY Study (MMH-R03) published in European Resp Journal

THE SOLUTION

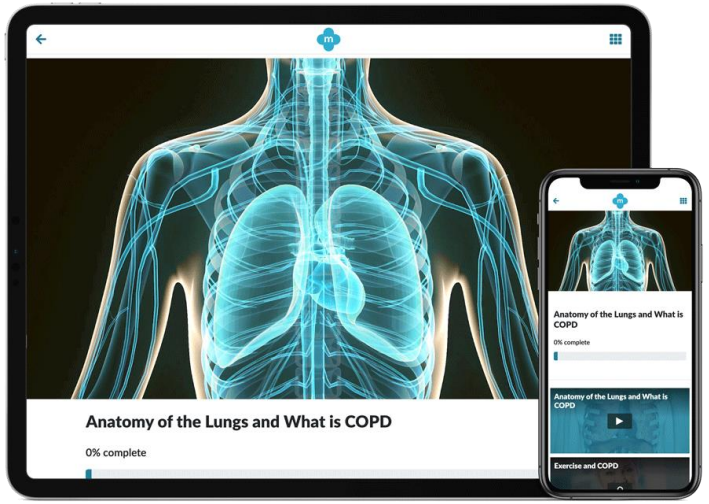
myCOPD components.



WEATHER AND AIR POLLUTION REPORTS



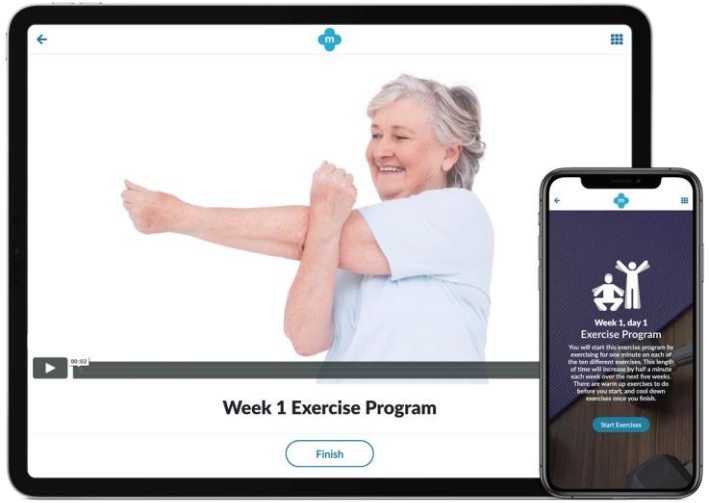
CHECKLIST



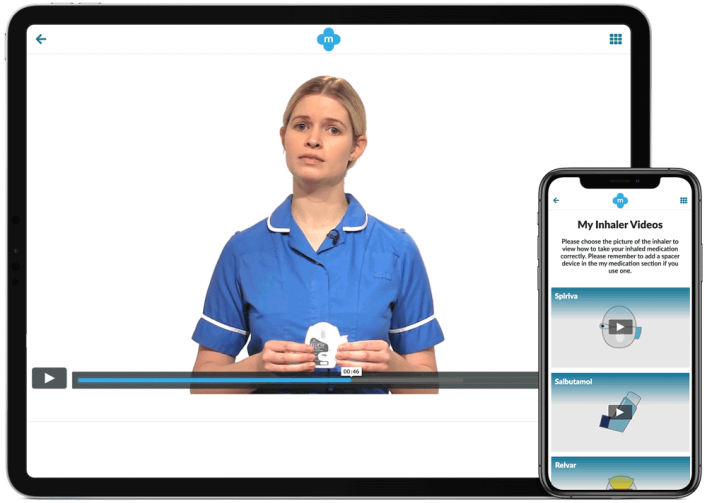
PERSONALISED EDUCATION

OPPORTUNITY

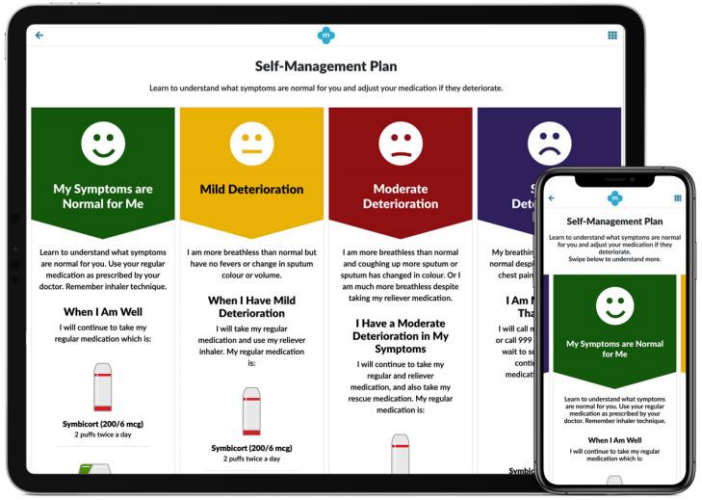
myCOPD Components



6 Week PR Course



Individualised inhaler demonstration and medication assessment



Self Management

PATIENT GROWTH

Exponential growth in patient registration.

Double

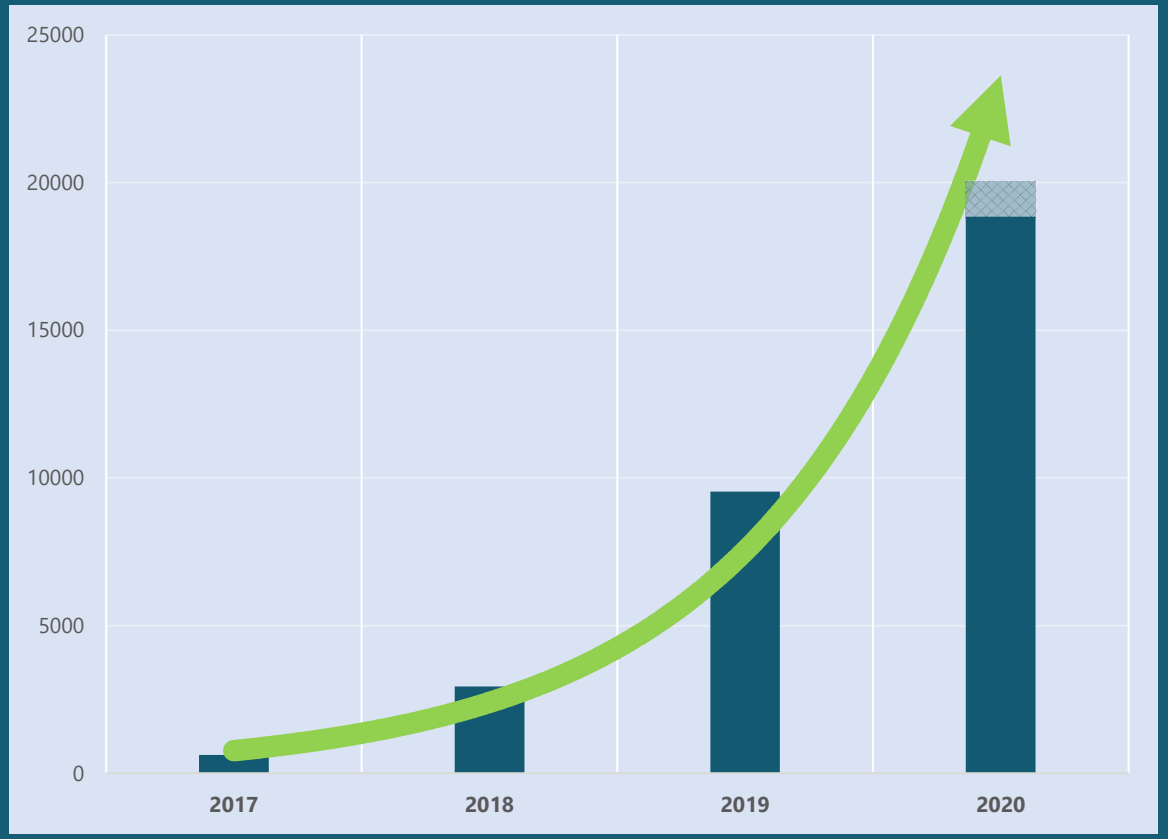
2020 has seen the number of new patients double from 2019

232,858

Education sessions in 2020

54,232

Rehabilitation sessions in 2020



PATIENT GROWTH

Age is not a barrier.

Digital Literacy

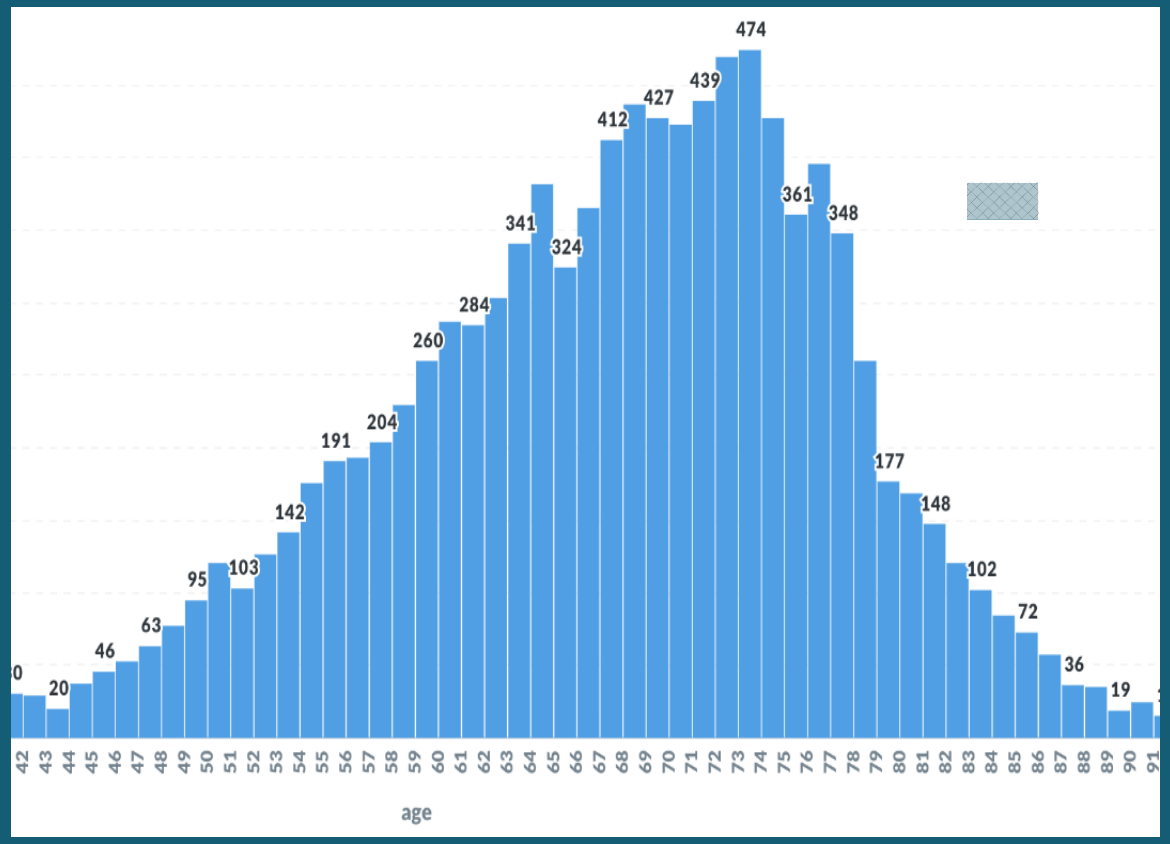
Age is no longer a barrier to digital literacy

66.8yrs

Average age of a myCOPD patient

>50%

Of patients activate their account when registered



IP GENERATION

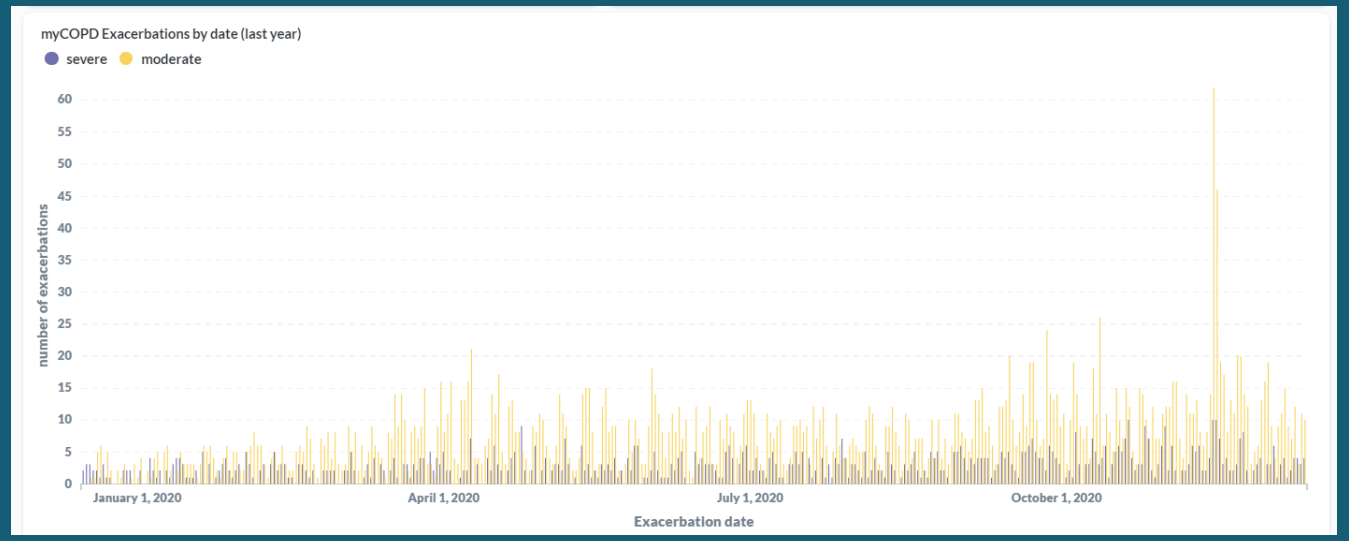
Our datasets power AI and ML that assist in both conventional and automated healthcare.

IN THE LAST 12 MONTHS:

- Exacerbation events captured 11,719
- Symptom scores capture 240,644
- Medication diary entries 582,236

PLATFORM FOR:

- Patient recruitment
- ‘Live’ Phase IV RWE Studies
- ‘Virtual trials’ on data set



‘Machine-learnt models utilising self-reported data were able to identify patients at risk of exacerbation within three days’

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