




PROXIMIE

Scaling Surgical Expertise Globally

Matthew Ginn
Commercial Officer



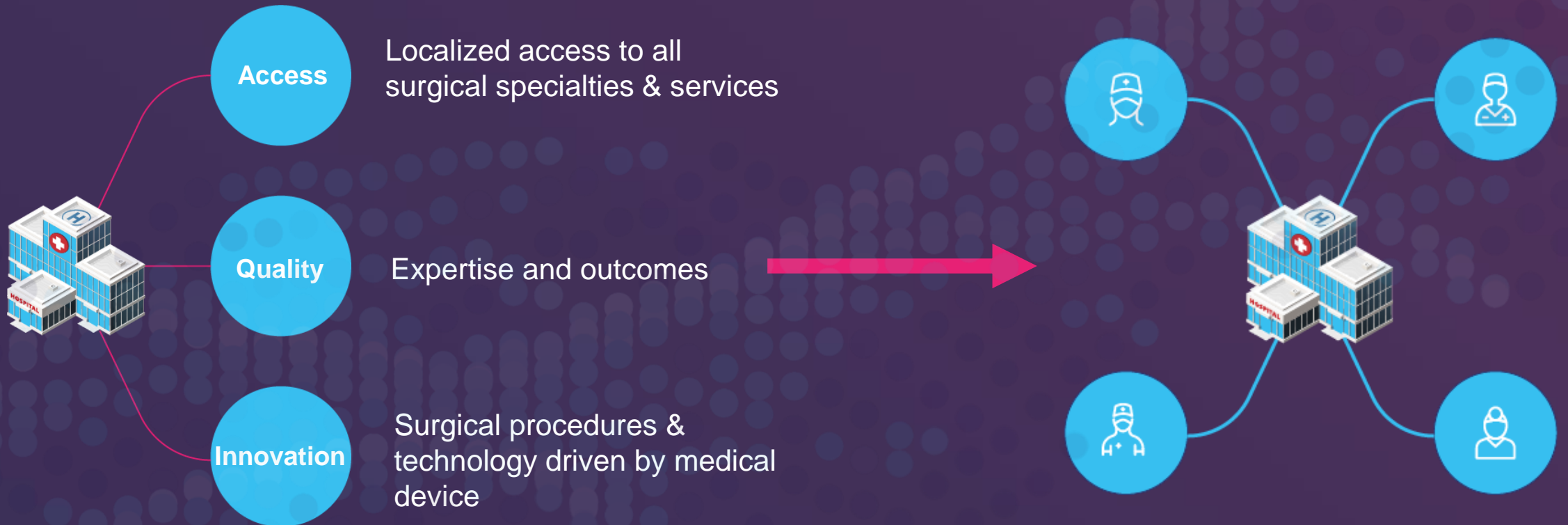
 PROXIMIE is an award winning, augmented reality telehealth platform, which enables the global transfer of expertise in a compliant, scalable and simple fashion.



The challenge

“There is a supply & demand challenge within acute care”

“A shift to the centralization of services”



Next...there is the variation
in care

Variation in surgical outcomes.....

- X2 hip fracture mortality in the US
- X3 more likely post operative sepsis in US
- X3 more likely to DIE* in the US between top and bottom performing hospitals
- X4 bypass surgery in UK
- X9 complications after radical prostatectomies in Netherlands
- X18 reoperation rate in Germany
- X20 mortality after colon cancer in Sweden
- X36 complications after cataract surgery in Sweden

Quantifying Geographic Variation in Health Care Outcomes in the United States before and after Risk-Adjustment

Rosenberg BL, Kellar JA, Labno A, Matheson DHM, Ringel M, et al. (2016) Quantifying Geographic Variation in Health Care Outcomes in the United States before and after Risk-Adjustment. PLOS ONE 11(12): e0166762. <https://doi.org/10.1371/journal.pone.0166762> <https://outcomes.bcg.com/#/>

Sources: Medicare Hospital Compare; Myocardial Ischaemia National Audit Project; Inspectie voor de Gezondheidszorg; Gemeinsamer Bundesausschuss; Svenska Kolorektalcancerregistret; Svenska Nationella Kataraktregistret; BCG analysis.

“Quite simply, this study found
that where you live can
determine if you live,”
Barry Rosenberg, MD

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“A paradigm shift in healthcare is required in order to meet these growing demands”

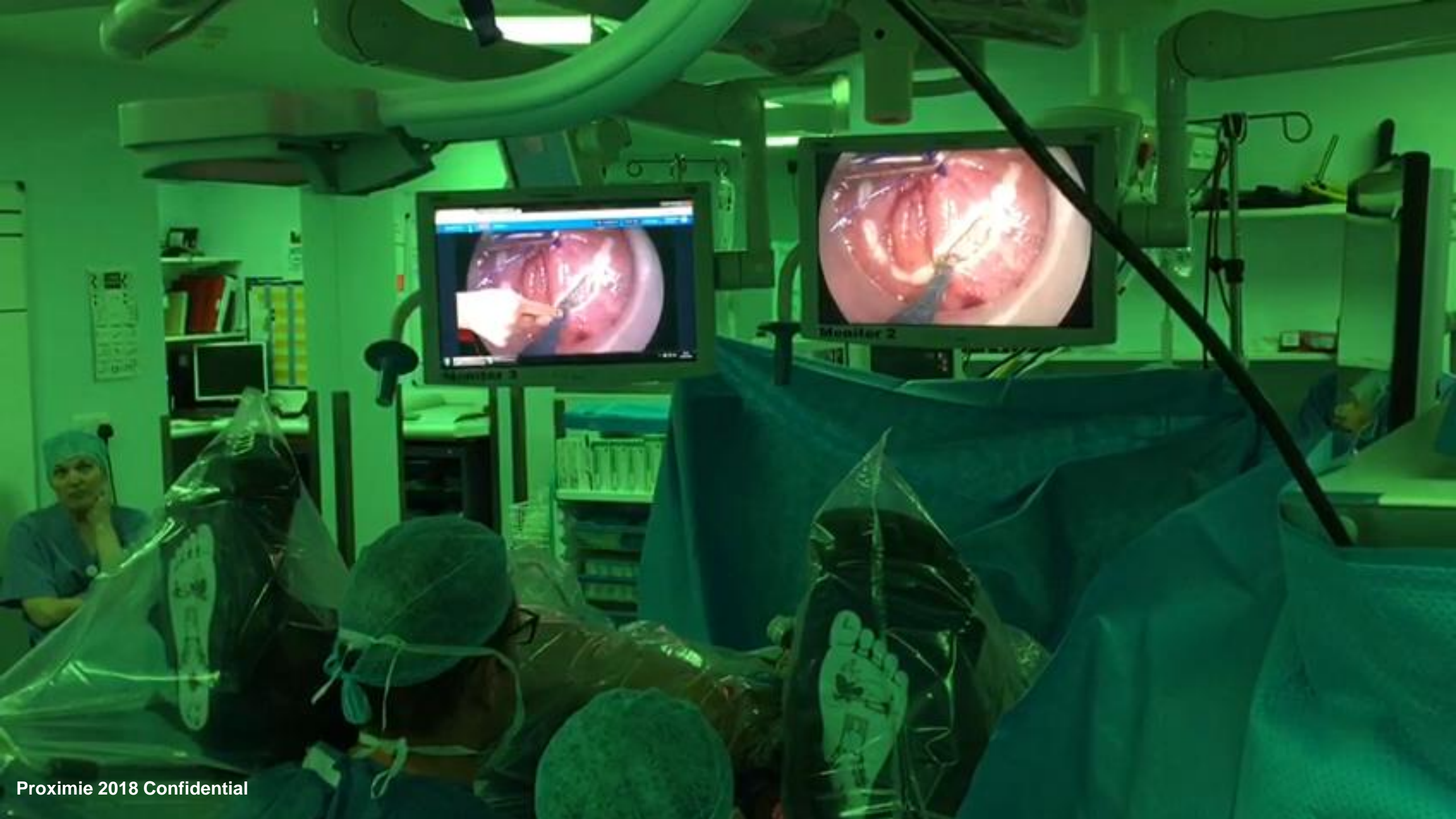


SAGES

Society of American Gastrointestinal & Endoscopic Surgeons

Patented AR technology brings expertise from anywhere directly into any acute care setting





Live Surgery | Broadband Checker from Wi-Fi | Secure | https://my.proximie.com/livesurgery.php?usertype=remotedoctor&surgeryid=4275&roomid=296914760

5 Watching | Cardiff Surgeon4 | UW Cardiff

PROXIMIE | LIVE | TATME Mo...

Questions | Surgical

Current Remote Hand: Cardiff Surgeon2

Keywords: 3D hand

Tools: Scalpel, Forceps, Scissors, Staple, Pen, Draw, Clear, Undo, Redo, Screen Shot, Full Screen, 3D Measurement




50 Search ClinicalKey

Anal fissure: 104689-1537-1449-1002-161767437/28-294
 ACD 2016-11-09T18:01:00Z 2016-03-27T14:54:00Z 2016-01-09T18:01:00Z en-US Elsevier Emergency Gastroenterology and Hepatology Internal Medicine Pediatrics Surgery
 1786121 anal fissure Sprague Ka...

Cancer of the Anal Canal
 Anatomy of the anal canal, image of biopsy revealing keratinizing squamous cell carcinoma. A 78-year-old woman presenting with rectal bleeding and 4-finger was found to have a clinical T3N0 squamous cell carcinoma of the anal canal with perianal...

Genital warts
 Genital warts: 4778614-4618-46c-166d-d92205-5488-93
 ACD 2016-01-23T06:00:00Z 2016-02-12T17:24:00Z 2016-05-13T06:00:00Z en-US Elsevier Dermatology Hematology, Oncology and Palliative Medicine Infectious Disease Internal Medicine Obstetrics and Gy...

Anal Carcinoma
 Anal cancer fields: Wide anterior (A) and narrow posterior (B) photon fields. Electron fields are used to give a supplementary radiation dose to lateral lymphatic nodes, included in the narrow posterior photon field (C) and (D). The medial border...

ClinicalKey

BOOK CHAPTER

Anal Carcinoma

Jennifer Yun-Li Wo, Theodore Sunki Hong, Matthew D. Callister and Michael G. Haddock
 Clinical Radiation Oncology, Chapter 52, 1034.e4

Incidence

In 2015, there were an estimated

Outline

cancer in the anus, according to sex and HIV status: a systematic review and meta-analysis

Introduction Anal cancer accounts for approximately 20-300 new cancer cases globally each year, distributed similarly by sex, of which nearly 80% have been estimated to be caused by human papillomavirus (HPV). Like other HPV-related cancers, anal...

Evidence-based indications for the use of PET-CT in the United Kingdom 2016

A document prepared for the Interdisciplinary Standing Committee on Nuclear Medicine, by members of The Royal College of Radiologists and the Royal College of Physicians. These guidelines are available on the RCR and RCP websites www.rcr.ac.uk and...

Human papillomavirus types from infection

SURGERY DESCRIPTION

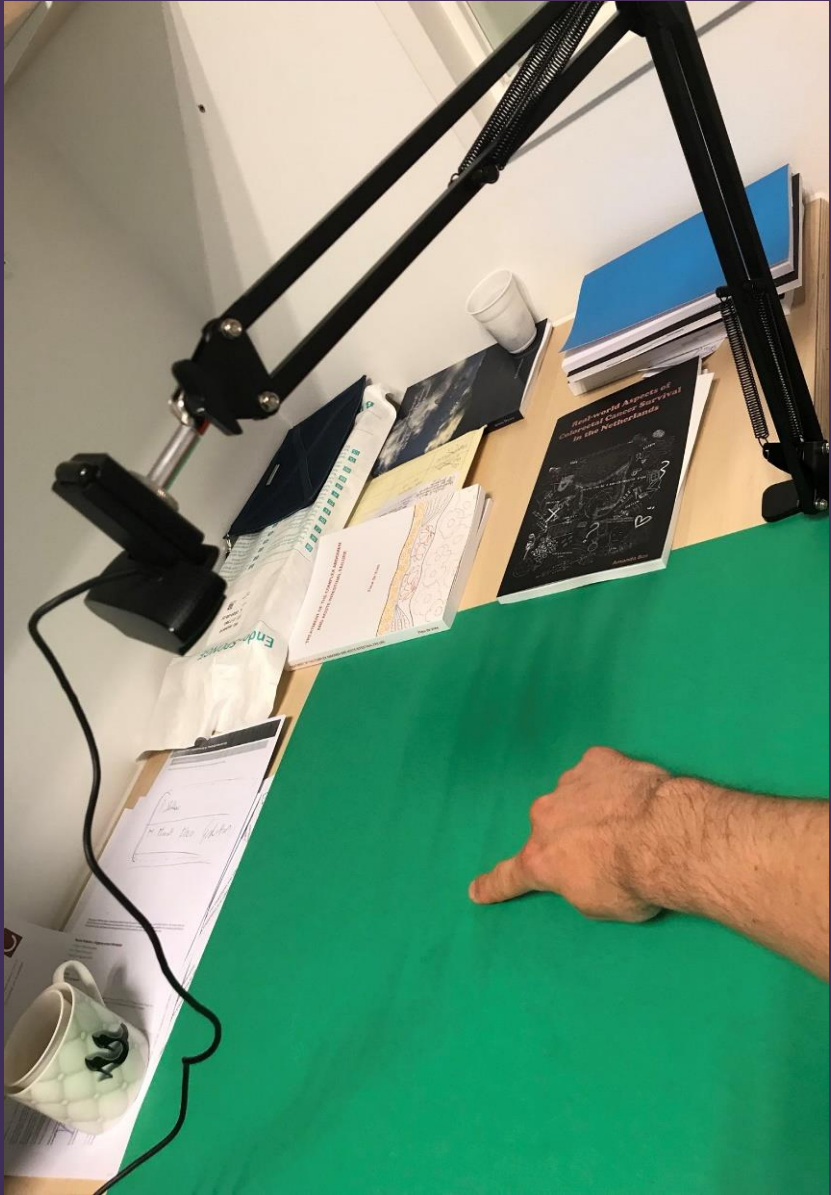
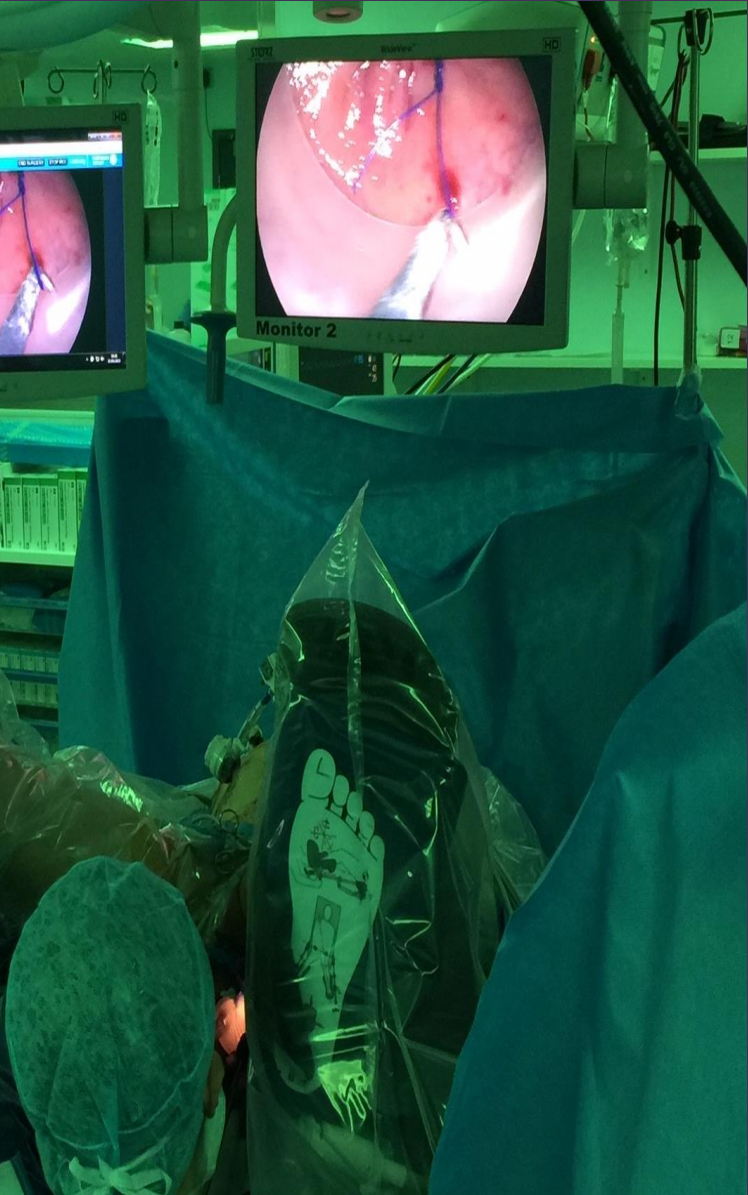
TATME procedure on a male patient carried out at University Hospital of Wales, Cardiff with remote proctoring provided from AMC Amsterdam

CLINICAL CONTEXT KEYWORDS

transverse colon duodenum ACL ascending colon

Anterior cruciate ligament
 Evidence-based clinical practice update: practice guidelines for anterior cruciate ligament re...

Simple yet Effective



Remote Proctoring

The screenshot displays the Proximie Live Surgery interface. At the top, the browser address bar shows the URL: <https://my.proximie.com/livesurgery.php?usertype=remotedoctor&surgeryid=3574&roomid=53119>. The interface features a blue header with the Proximie logo, a 'LIVE' indicator, and the room name 'ASL Live01'. On the right side of the header, it shows '5 Watching' and the user 'Surgeon two Proximie'. The main content area is divided into three sections: a toolbar on the left, a central video feed, and a sidebar on the right. The toolbar includes icons for 'Questions', 'Surgical', '3D hand', 'Springs', 'Scalpel', 'Forceps', 'Scler', 'Double skin hook', 'Default', 'Double hand', 'Mute', 'Undo', 'Redo', 'Clear', 'Drawing color', 'Size', 'Amplifier', 'Zooming', and 'Full screen'. The central video feed shows a laparoscopic view of a right hemicolectomy, with surgical instruments visible. The sidebar on the right contains a 'Student Chat' button, a 'Clinical Context' button, and a 'Search ClinicalKey' button. Below the video feed, there are three panels: 'SURGERY DESCRIPTION', 'CLINICAL CONTEXT-KEYWORDS', and a list of clinical context items. The 'SURGERY DESCRIPTION' panel contains the text: 'Female patient requiring a laparoscopic right hemicolectomy. Patient presented with a neuro-endocrine tumour of the appendix, which was an incidental finding during a previous appendicectomy. This is the completion operation.' The 'CLINICAL CONTEXT-KEYWORDS' panel lists: 'PE ascending colon duodenum right colon neuroendocrine tumour transverse colon'. The list of clinical context items includes: 'Proteomic analysis of ascending colon biopsies...', 'Accurate differentiation between Crohn's disease (CDacmm1) and UC is important to ensure early and appropriate therapeutic intervention. We sought to identify proteins that enable differentiation between * Crohn disease * and UC in children ...', 'Corticotropin-releasing factor increases ascending colon volume after a fructose test meal in healthy humans: a randomized controlled trial.', 'Poorly absorbed fermentable carbohydrates can provoke irritable bowel syndrome (IBSaccm1) symptoms by escaping absorption in the small bowel and being rapidly fermented in the colon in some susceptible subjects. * Irritable bowel syndrome * patie...', 'Metastasis to the appendix from adenocarcinoma of the ascending colon: A case report.', 'Metastasis of cancer cells involves shedding from the primary tumor through various means to distant tissues and organs with continued growth and formation of new metastatic tumors of the same cancer type as the original tumor. The common sites fo...', 'Microcrystalline Cellulose-Free Nap Tablets (Inkp-102) Achieve Comparable Overall and Superior Ascending Colon Cleansing Rates Versus Visicol® Tablets: a Pooled Analysis of Phase II and III Trials', and 'Background: Visicol® (Julie Pharmaceuticals, Inc, Morrisville, NC) contains 13% microcrystalline cellulose (MCC), an excipient which can leave a residue, usually in the ascending colon, and impair full visibility during a colonoscopy. A new MCC-6...'. The sidebar also includes a 'Search ClinicalKey' button and a 'Student Chat' button.

Current Applications



Remote Proctoring



**Remote surgical
planning**



**UG / PG
Education**

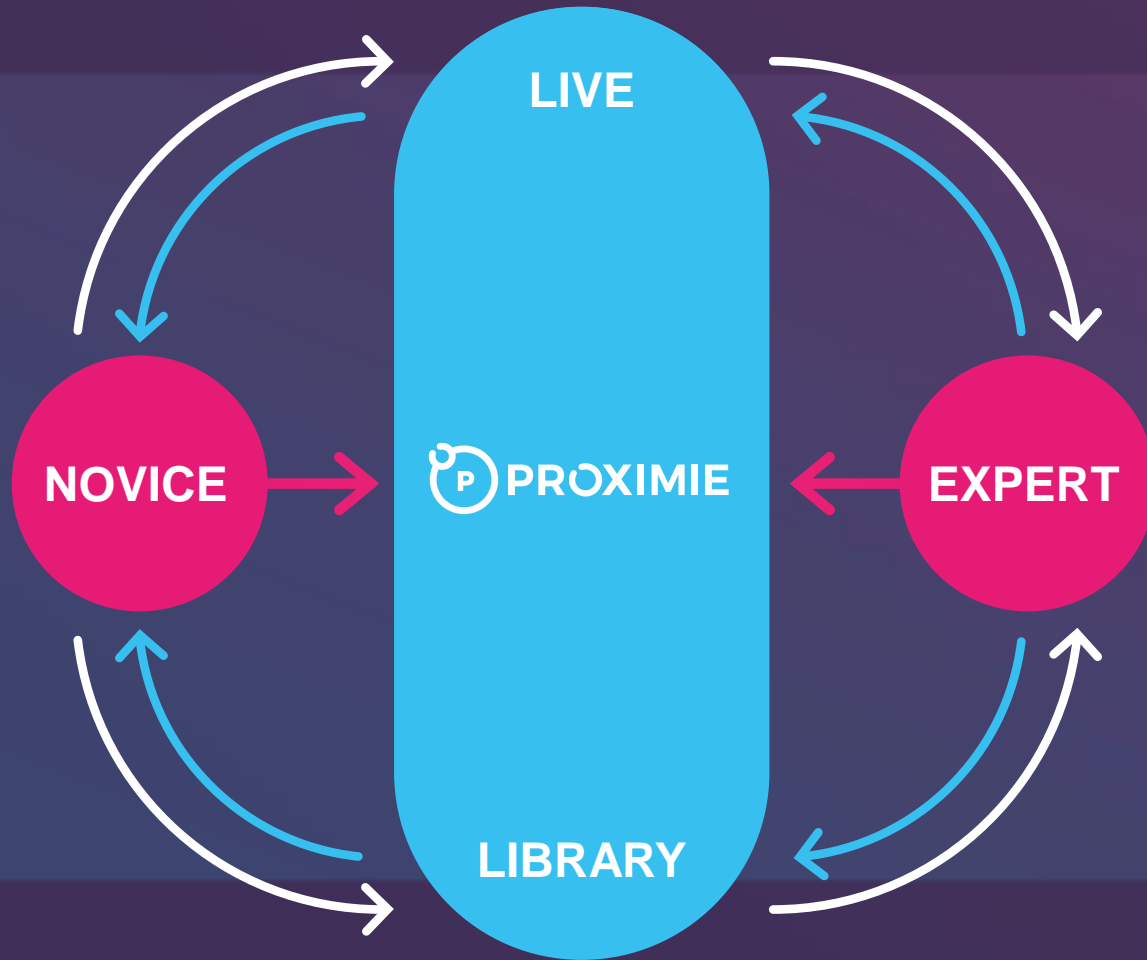


**Community & Rural
Services**



**Outpatient
Assessment Clinics**

Driving higher standards

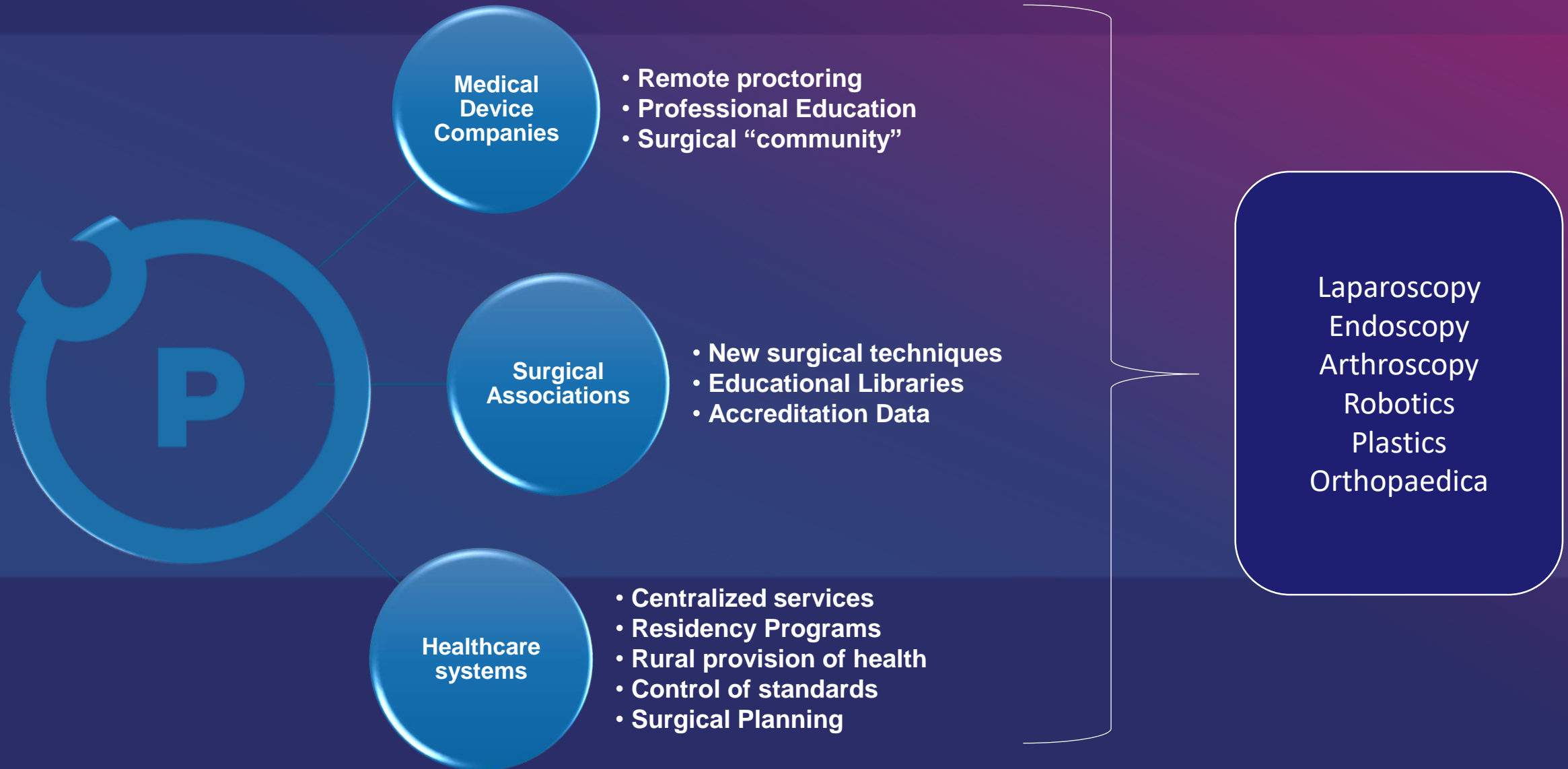


Three stage process

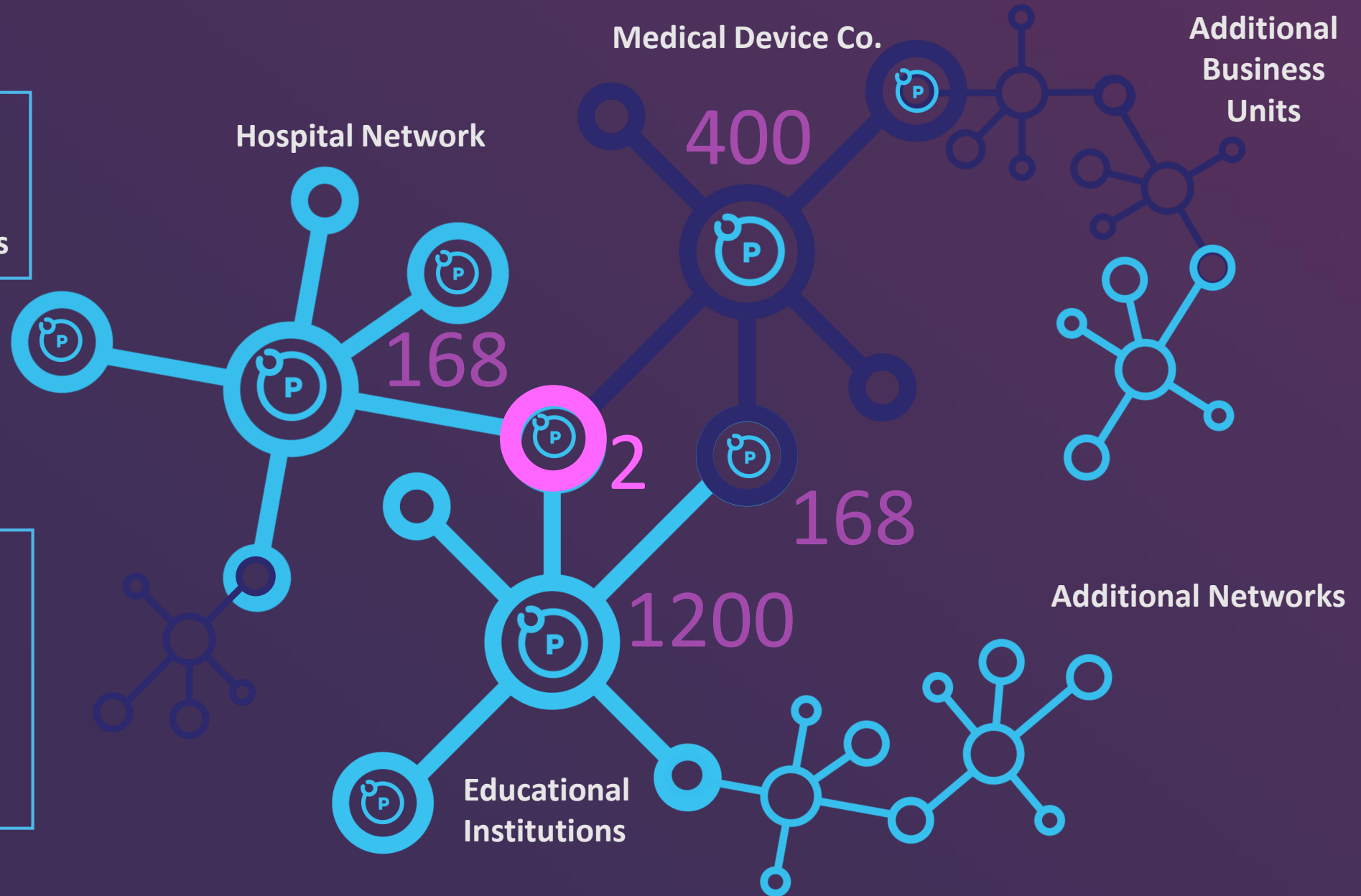
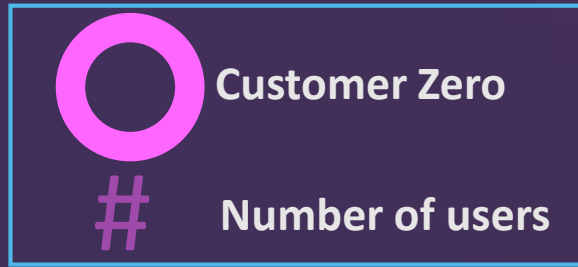
- PREPARE**
 - Creation of high quality library
 - Live broadcast of expert cases
- PERFORM**
 - Remote practicing from expert
 - Recording of cases into library
- PERFECT**
 - Collaborative review
 - Assessment & accreditation

 Data Capture & Digital footprint of all interactions

Target Segments



Multiplier network effect



Impact of single interaction in a single speciality impact is nearly 2000 users

Recognition

- Queen's Birthday Honour, British Empire Medal
- Boston Scientific Start-up Prize, 2018
- Selected to work with the UK Ministry of Defence
- Foreign Press Agency "Science Story of the Year" 2016
- Royal Society of Medicine UK, innovation & eHealth award, 1st Prize,
- Exponential Medicine Faculty 2017
- Best Start-up: Wearables 2017 awards
- Selected for Dubai Government's Future Accelerators programme
- Best Augmented Reality Technology: TechXSLR8 2017 Award
- Arabian Business Start-up of the Year 2017
- TED Woman Speaker 2017
- MIT Enterprise Forum & Tech Wadi Prize for best Startup, 1st Prize, Silicon Valley



Thank you



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