



alfred

one patient at a time

Dr Robert Fearn
Medical Director

When did you last
truly listen?

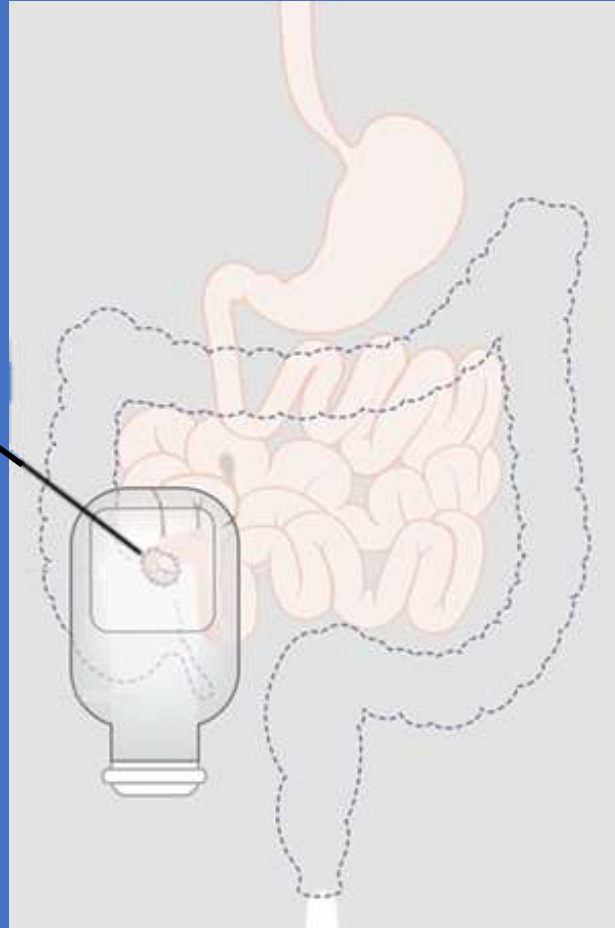
em·pa·thy

/ˈempəTHē/

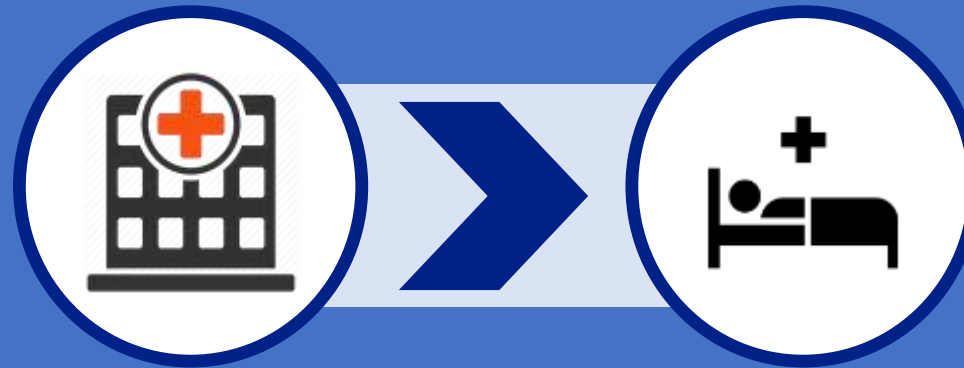
noun

the ability to understand and share
the feelings of another.





Ileostomy



In hospital

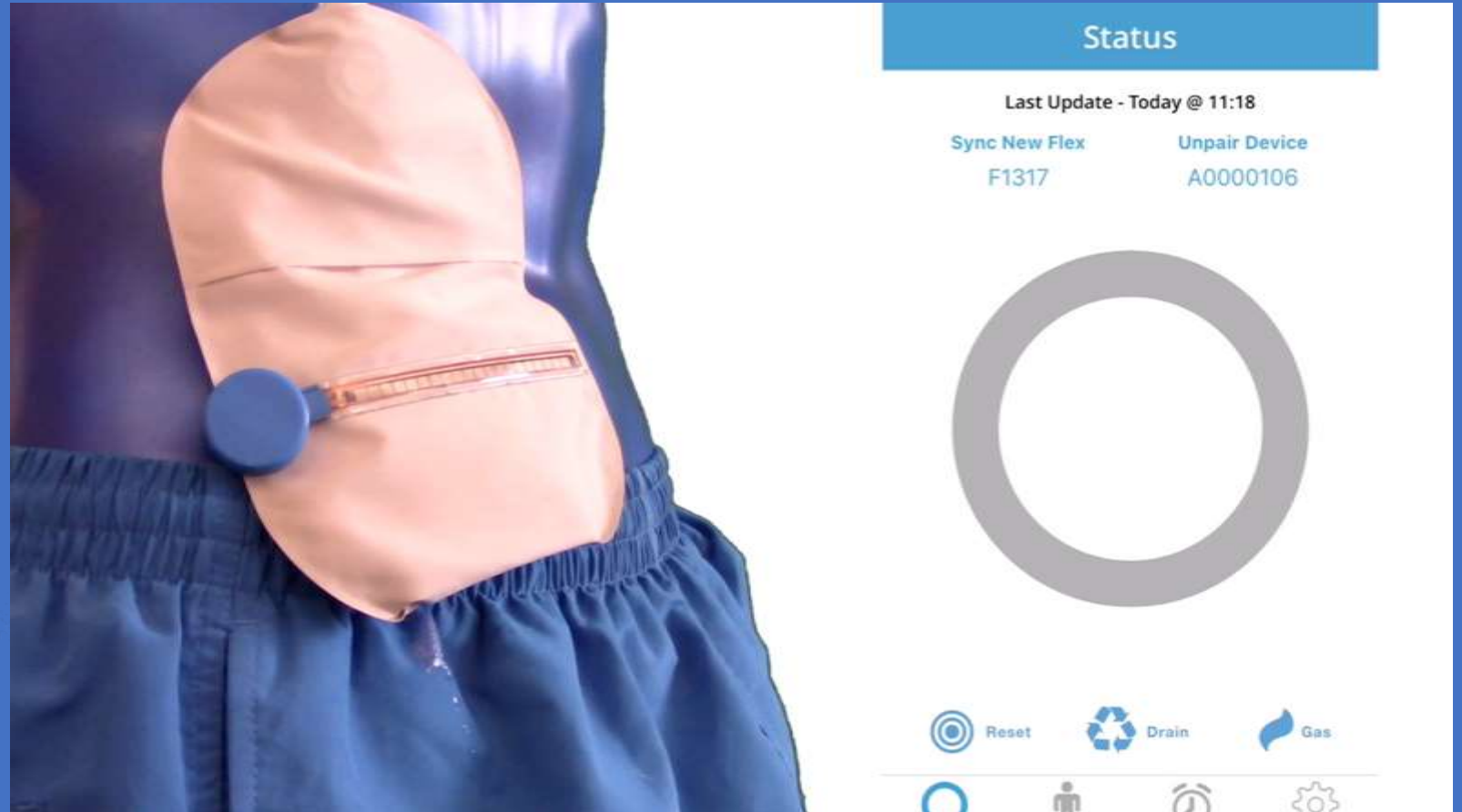
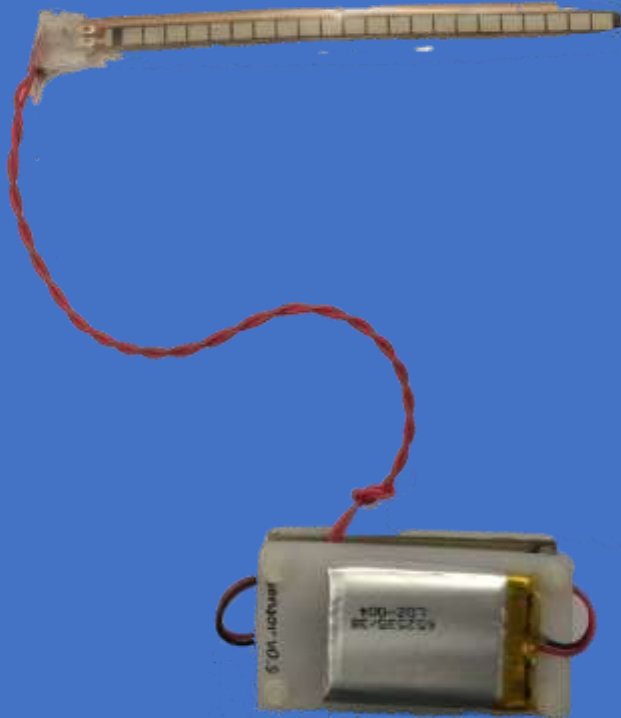
30d post discharge

20% readmission





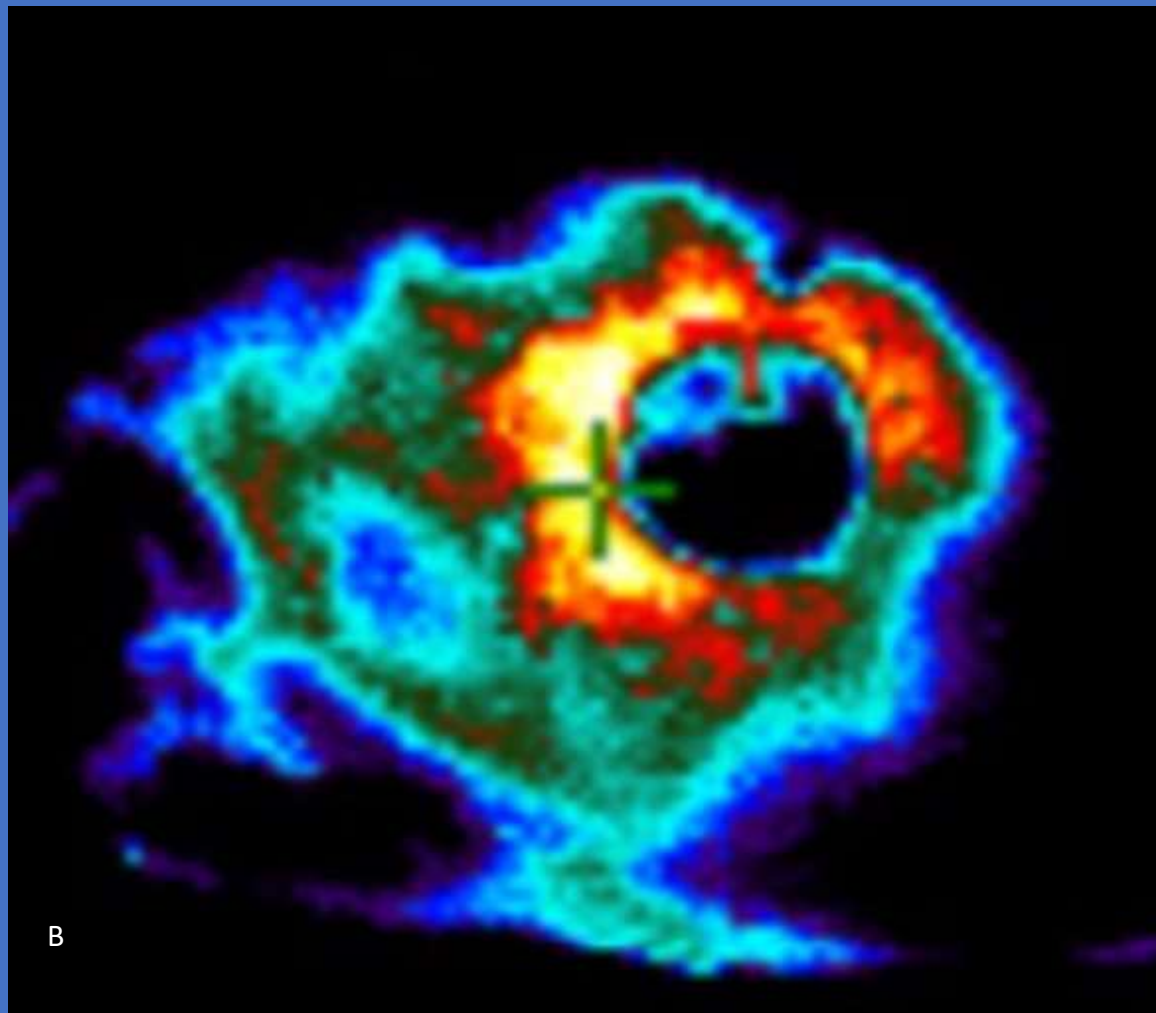
Patient Problems: Patient Solutions



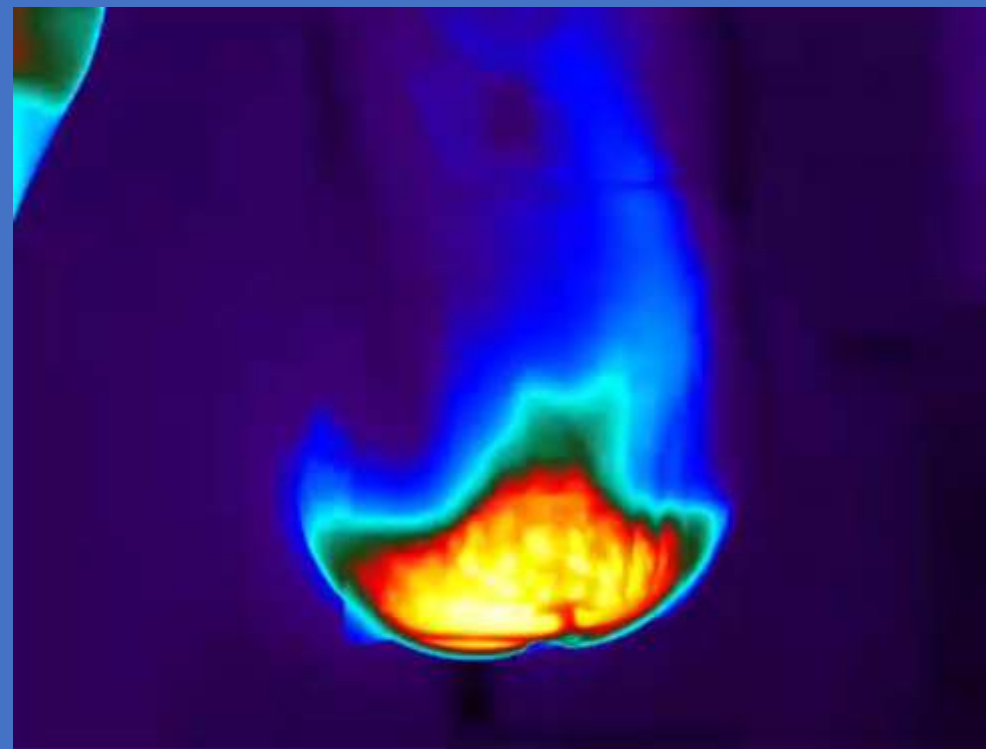
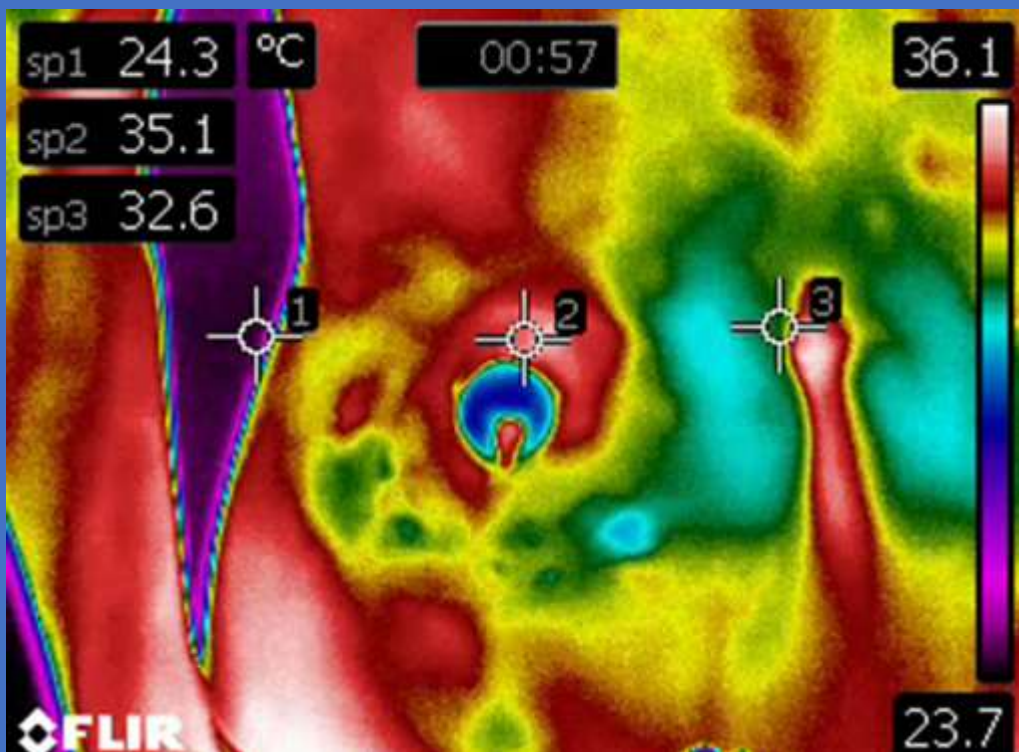
The ideal product for ostomates

- ✓ Be no more expensive than existing solutions
- ✓ Fit within existing patient behaviours
- ✓ Fit within existing clinical workflows
- ✓ Address the problem
- ✓ Truly add value
- ✓ No extra work

Understanding physiology: on the body...



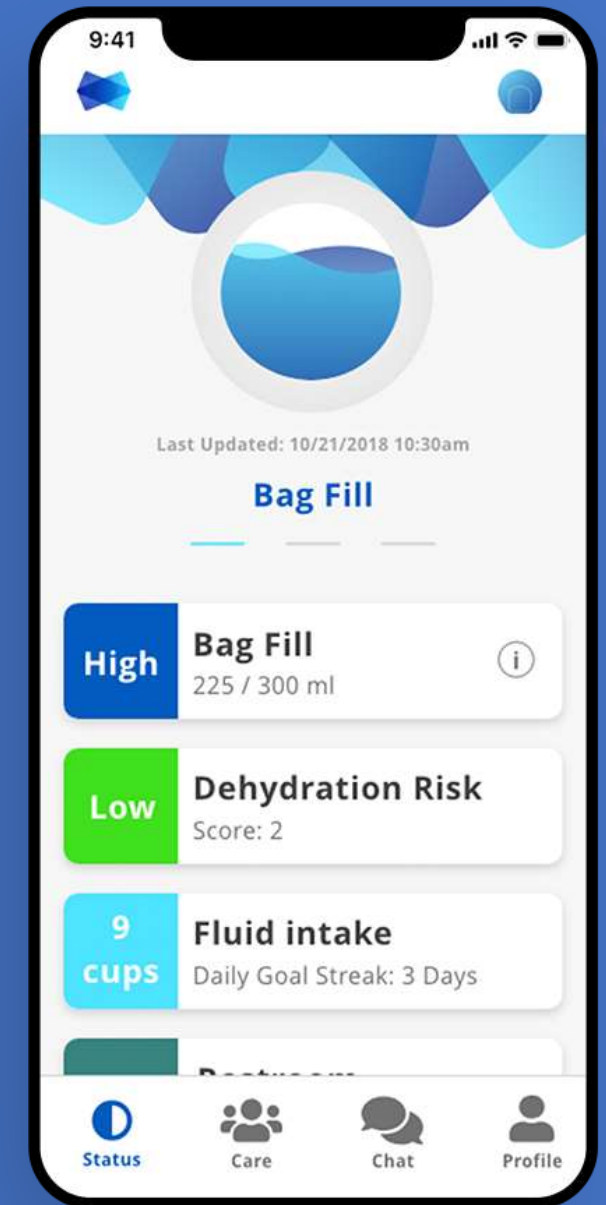
...and off the body



Introducing the alfred SmartBag



Innovating World Firsts





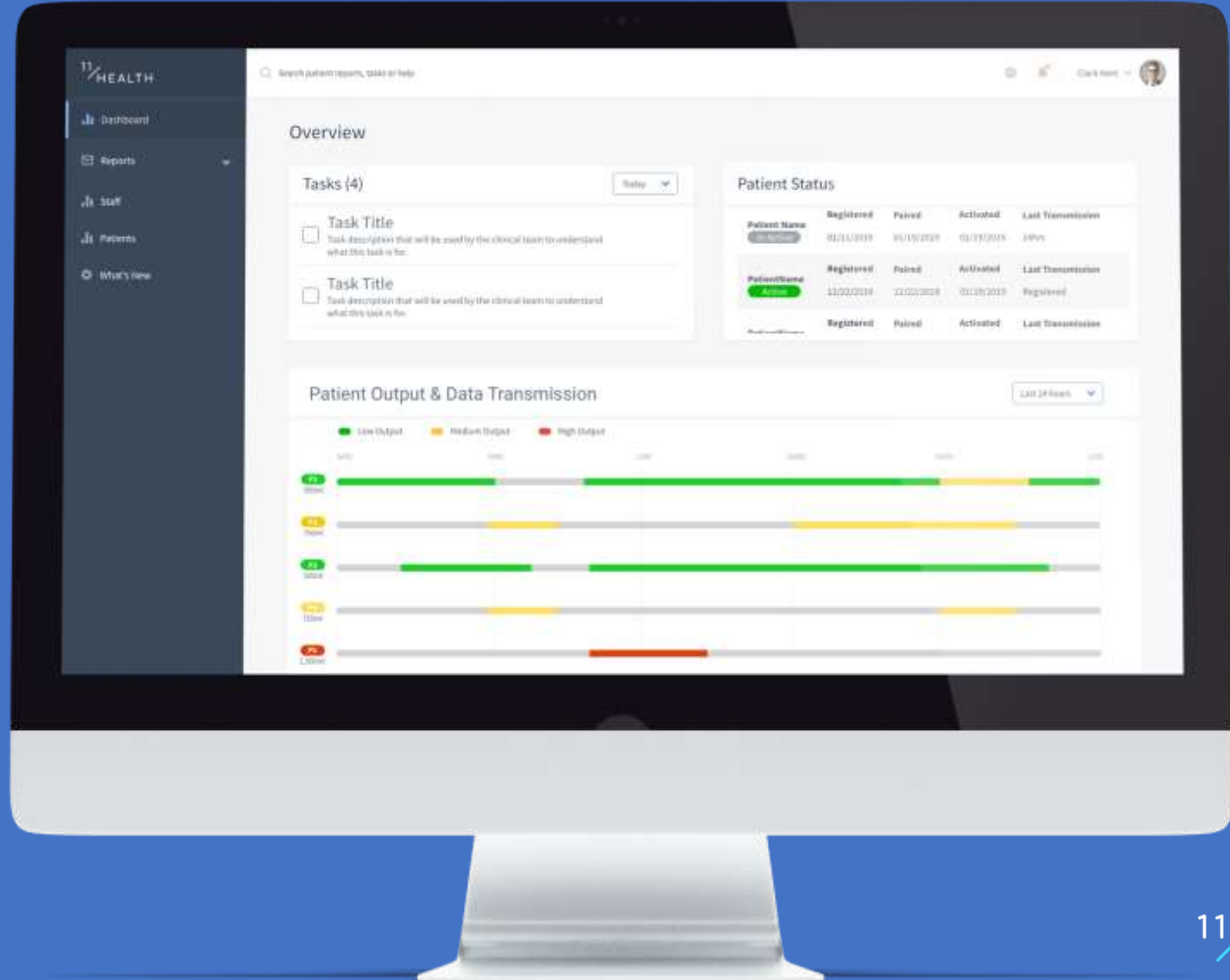
Pre-op

meet your
alfred coach



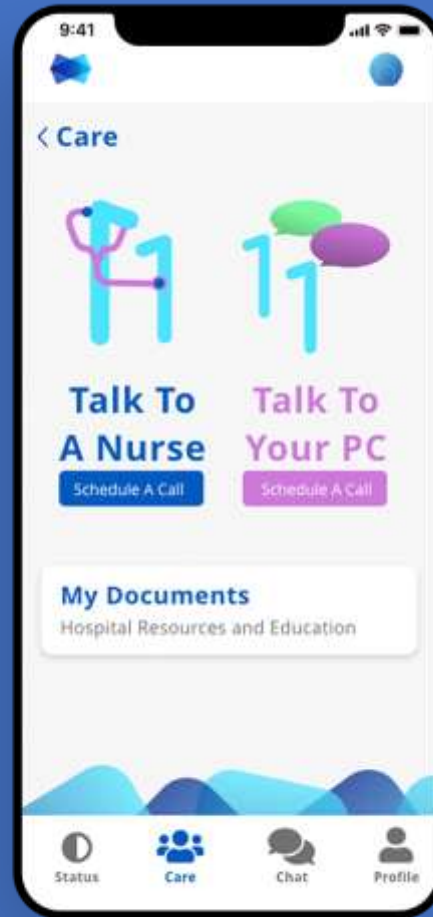
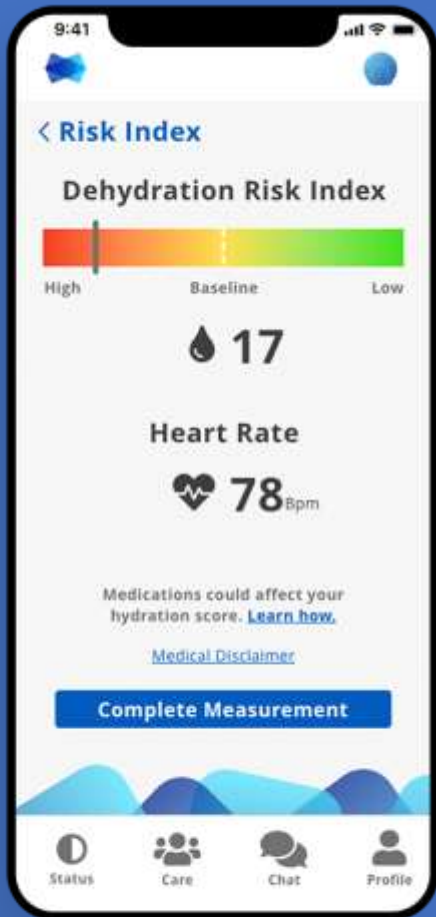


In hospital





early post-discharge



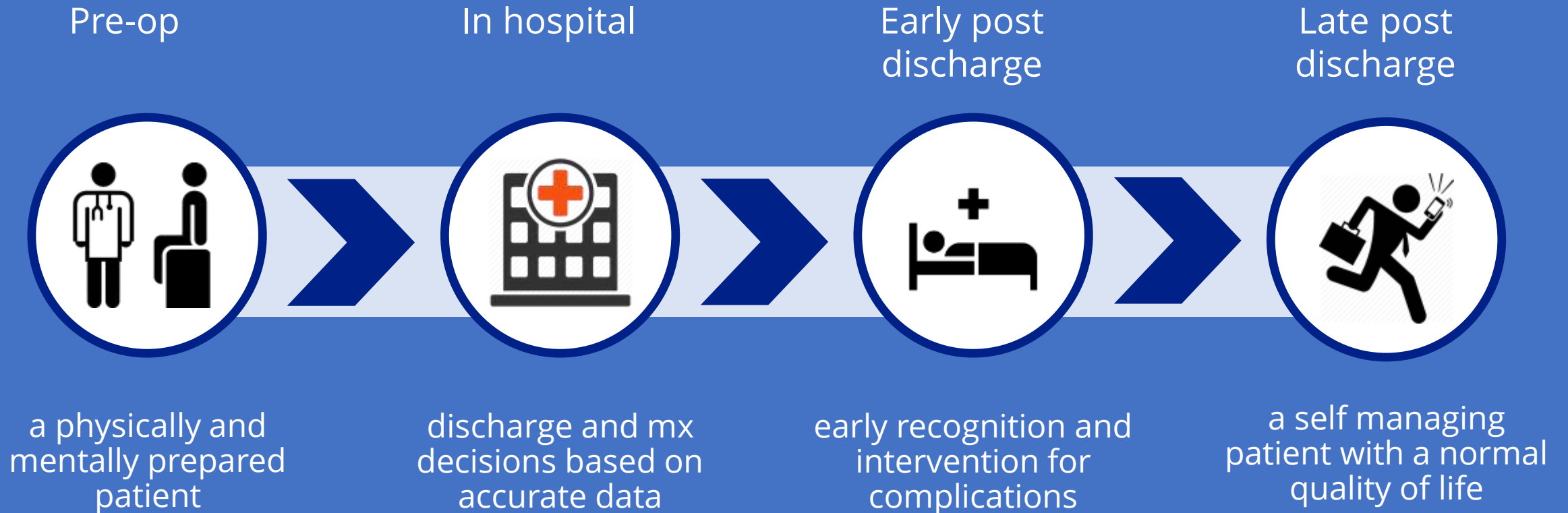


late post-discharge



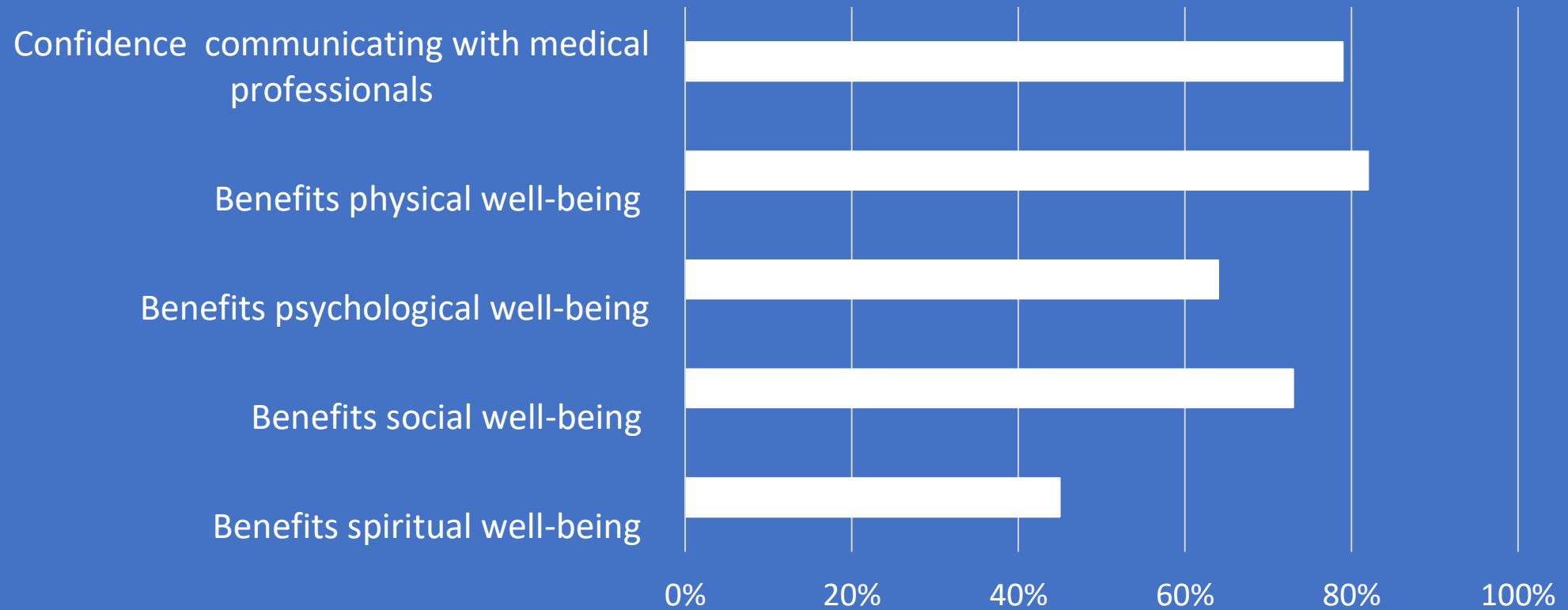
- Coaching on demand
- Monitoring
- Automated resupply

Truly embedding empathy into our care



Quality of Life Benefits

% Responding 'Agree' or 'Strongly Agree'



Clinical Benefits

6.2%

**All cause 30d
readmissions**

1.8%

**30d readmissions
for dehydration**

#IListened