

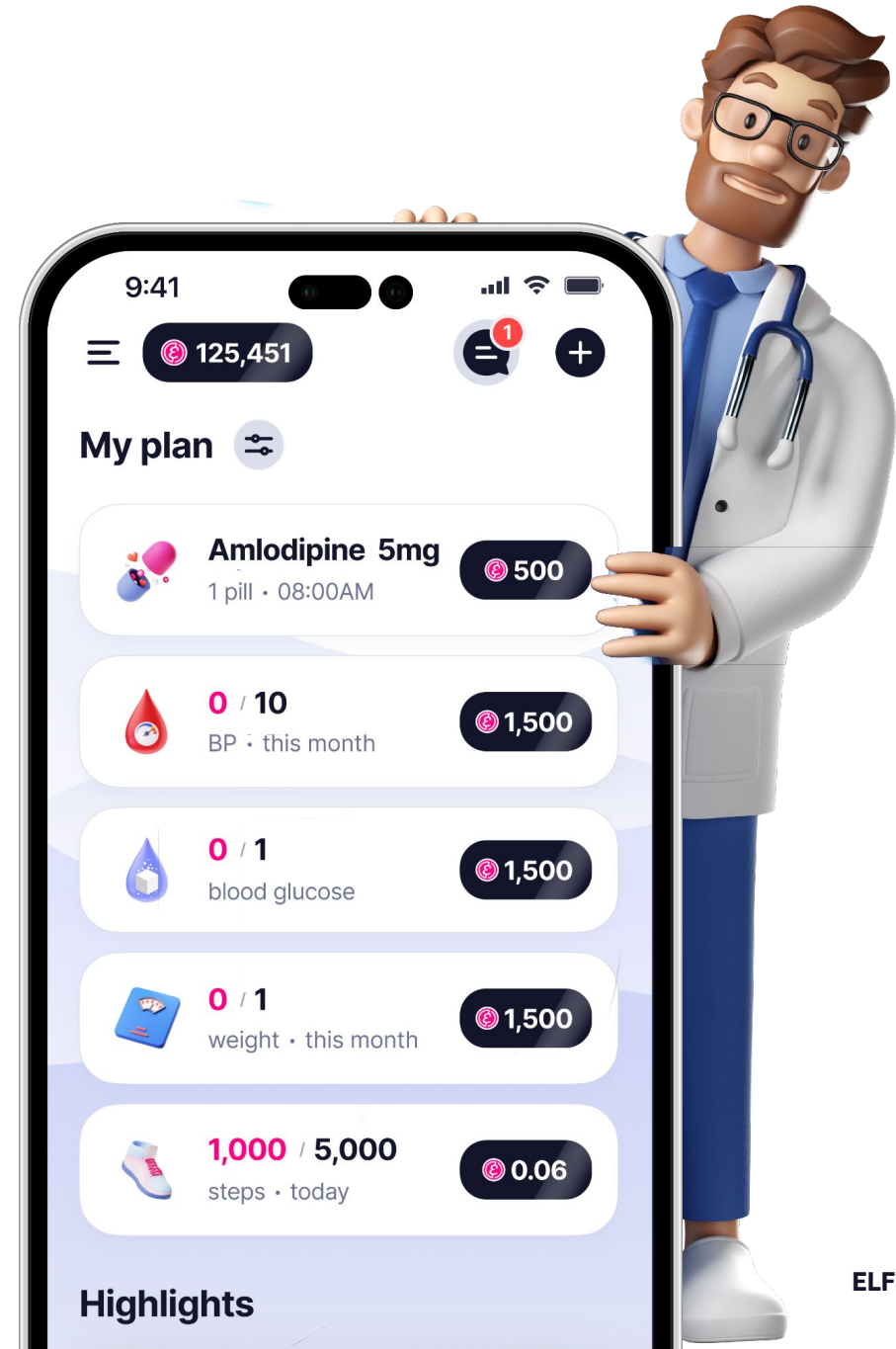


AI impact at scale

AI impact on patient awareness, engagement and recruitment in routine care and clinical trials



ESC • 13 NOV 2024 • ZURICH



Your speakers for today

Two worlds bound to collaborate



Jean-Francois LEGOURD

20 years in software,
semiconductor and
telecommunication

Cofounder and Chief of
Operations and Products
at Elfie

Former head of Digital
Samsung APAC

Prof. Otavio BERWANGER

20+ years as a
cardiologist and clinical
trialist

Executive Director of the
George Institute for
Global Health UK

Chair in Clinical Trials at
Imperial College
London-UK





SECTION 1

AI in routine care

AI impacts engagement

AI drives high retention and frequency of utilization by patients



USER
Acquisition

360k

- > 360k of Elfie users have a positive medical impact over 12+ months.
- > 20k new patients each month

How do we get there?

USER
Engagement

74%

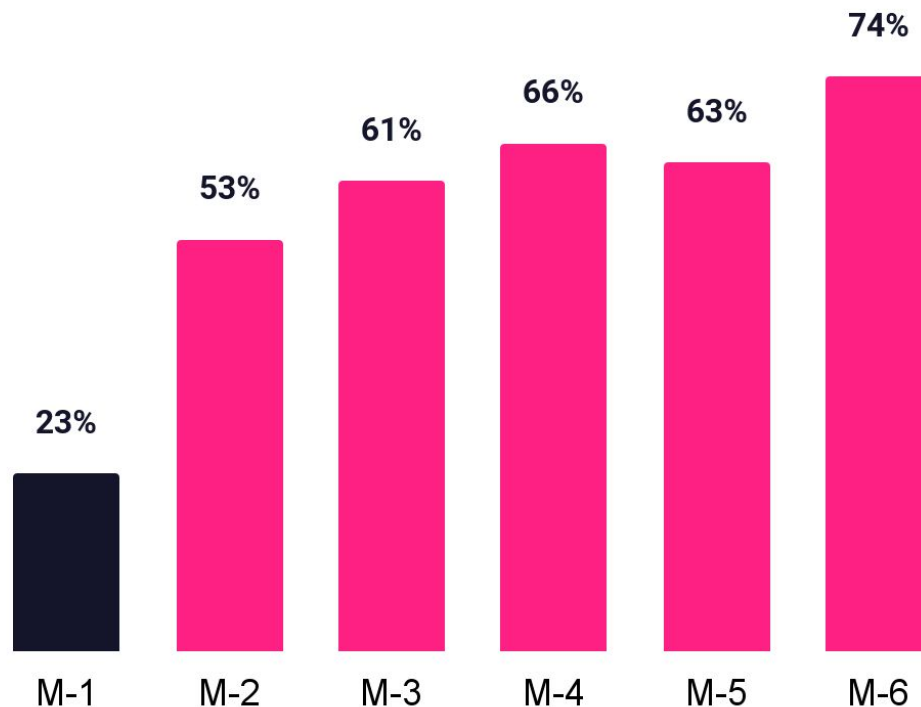
- > 7~9 sessions per month
- > 2'20 daily usage
- > 47% retention after 6 months vs. 1% for other health apps
- > 74% retention after 6 months when introduced by HCPs

AI impacts behaviours

Digital intervention drives behavioural changes

Medication adherence

Most important driver according to WHO



1

PATIENT REPORTED

Patient reports a 25~50% increase in adherence

2

REAL-WORLD EVIDENCE

Pharmacy chains reports a 37% increase in adherence



3

CLINICAL TRIAL

First multi-country, multi-ARO RCT with adherence and control as end-points

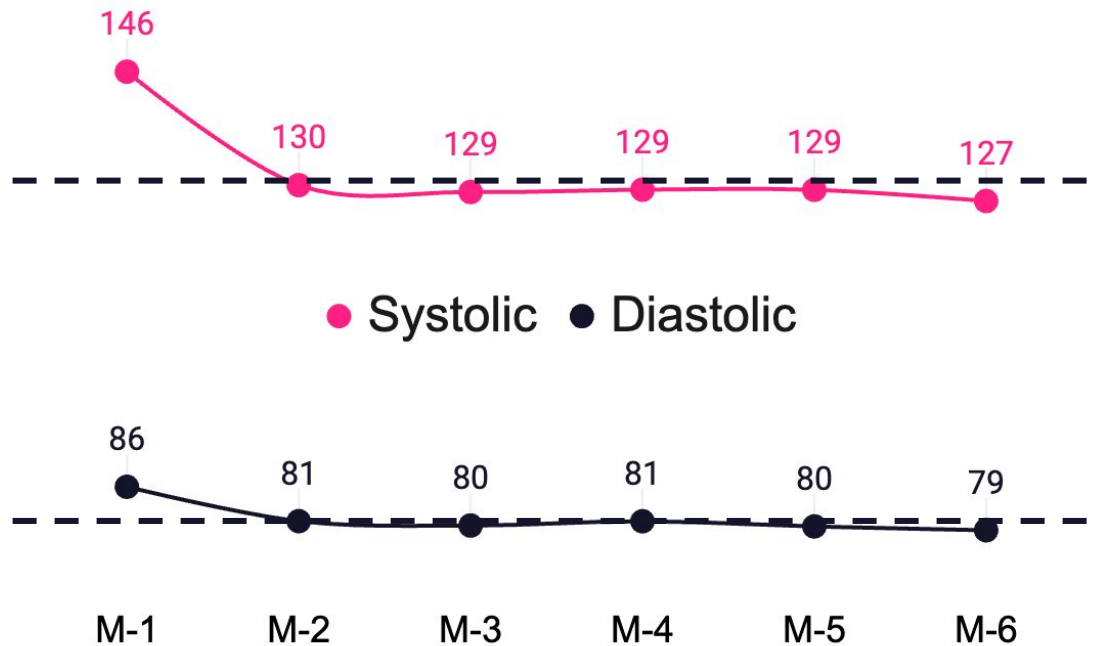


AI impacts health outcomes (1)

Behavioural changes drive control

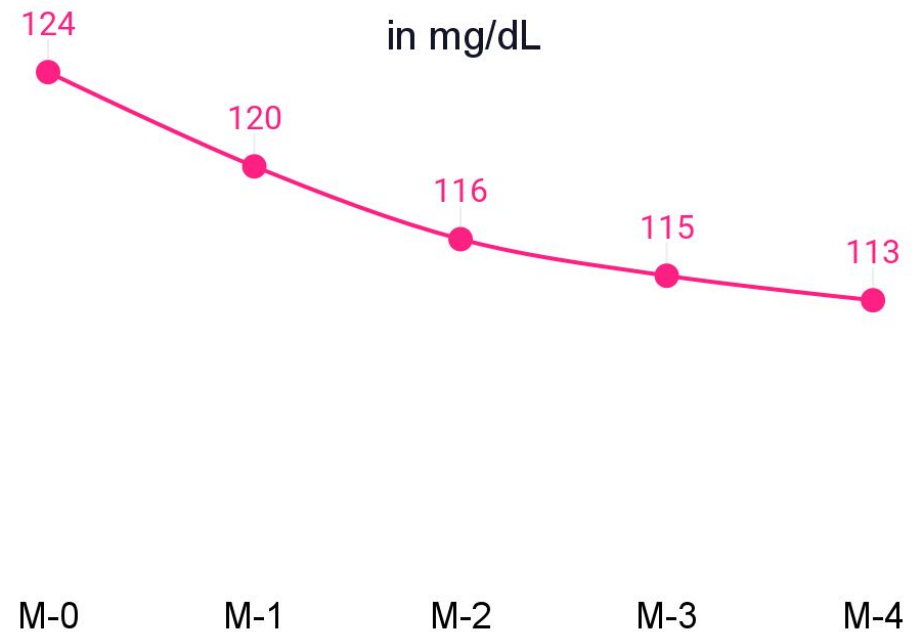
Blood pressure control

Hypertensive patients



Fasting Blood glucose

Impact on diabetic patients

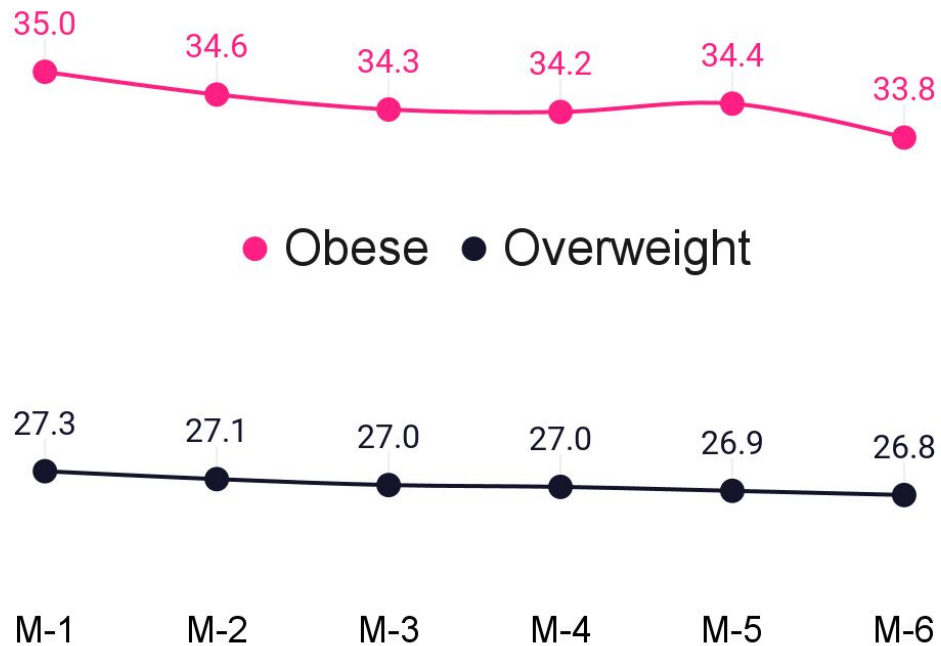


AI impacts health outcomes (2)

Digital intervention drives behavioural changes

Weight control

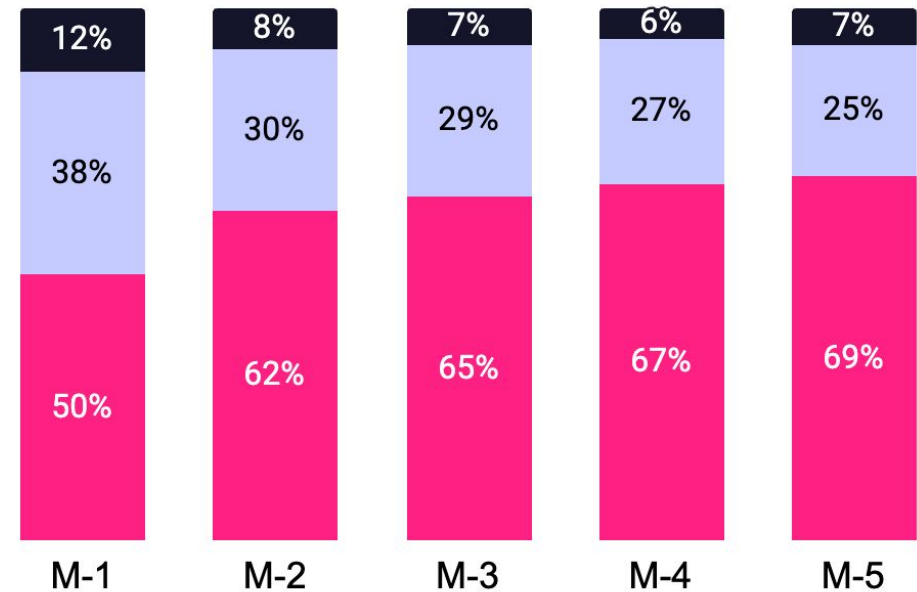
Reduction of patients BMI (2~4%)



Quality of Life

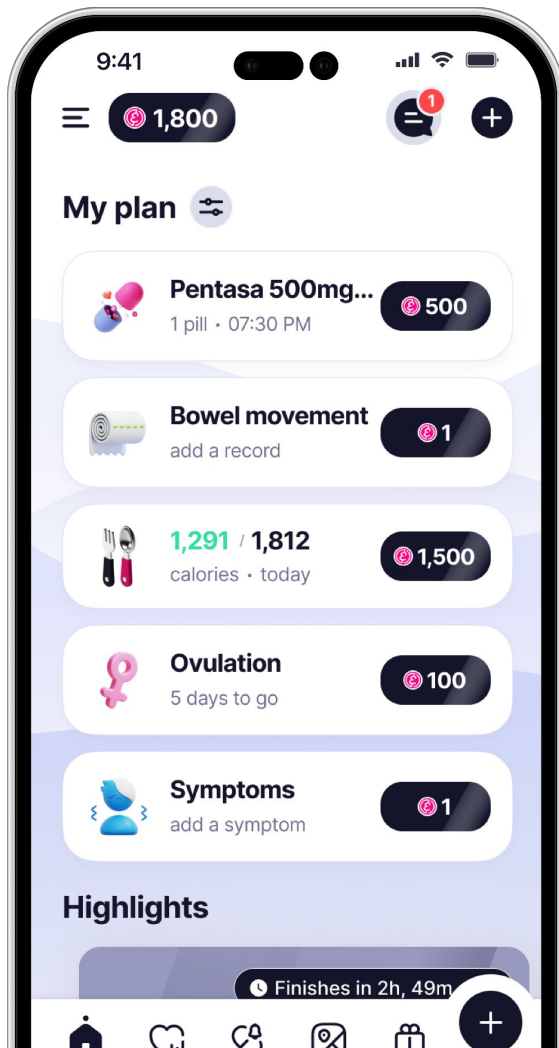
Impact on patients with angina

■ (Very) Poor ■ In-between ■ (Very) Good



Free gamified patient platform

Driving impact at scale



- 1 PHARMA CONSORTIUM**
Elfie platform and patient acquisition is financed by a global pharma consortium.
- 2 GAMIFIED**
The only digital therapeutics that really rewards patients.
- 3 ALL OF WELLNESS**
Covers sleep, nutrition, smoking, weight loss, physical activity, stress...
- 4 ALL OF MEDICAL**
Elfie covers cardio and extends to gastro, oncology, respiratory, derma...
- 5 AI-DRIVEN**
The only one to offer the latest AI technologies for vitals measurement and coaching
- 6 CREDIBILITY & SAFETY**
Medically-approved and compliant with data privacy laws.
- 7 GLOBAL**
Initially deployed in APAC, LatAM, Elfie will be globally available by early 2025.



SECTION 2

AI in clinical trials

Elfie Research

Leveraging Elfie AI platform for scientific evidence generation



DATA SECURITY

Anonymized, ethical, compliant data



REAL WORLD EVIDENCE

Uncover real-life patients outcomes



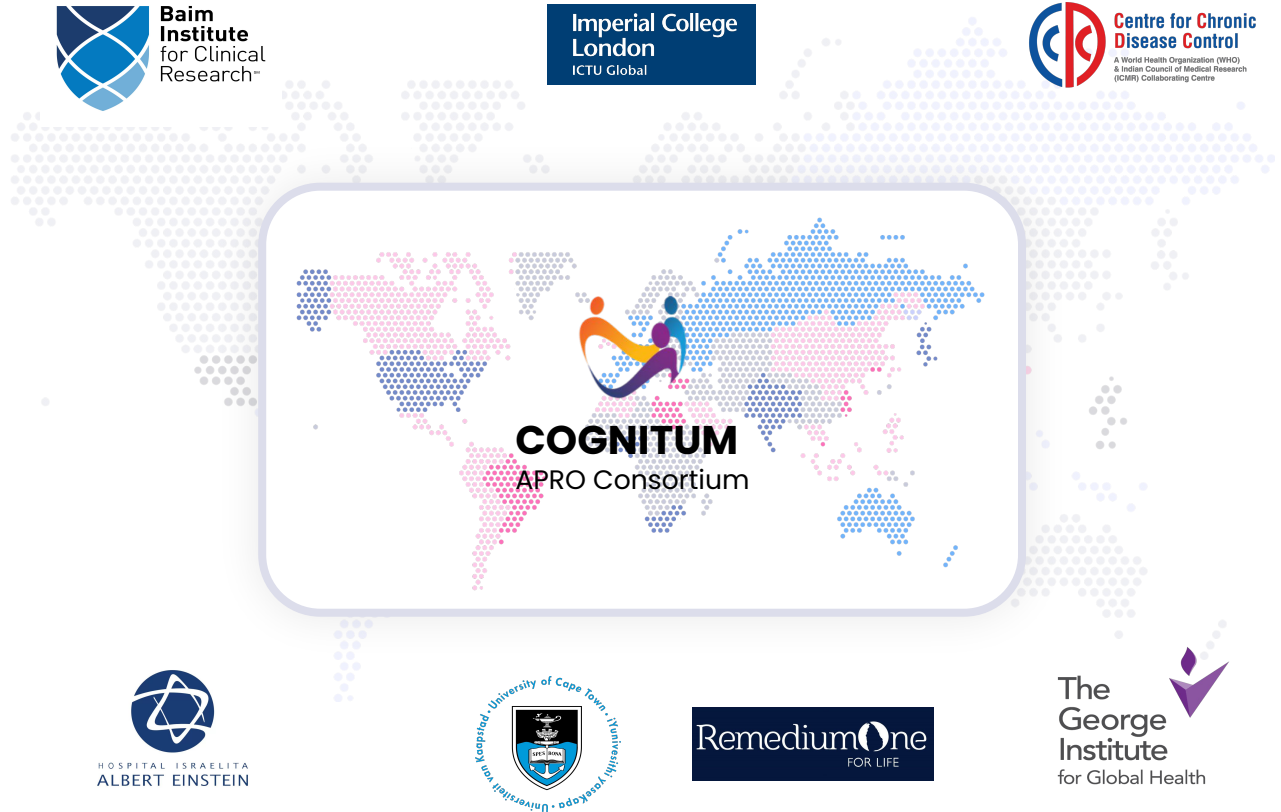
INNOVATIVE RCTs

Accelerate recruitment, enrich PROs



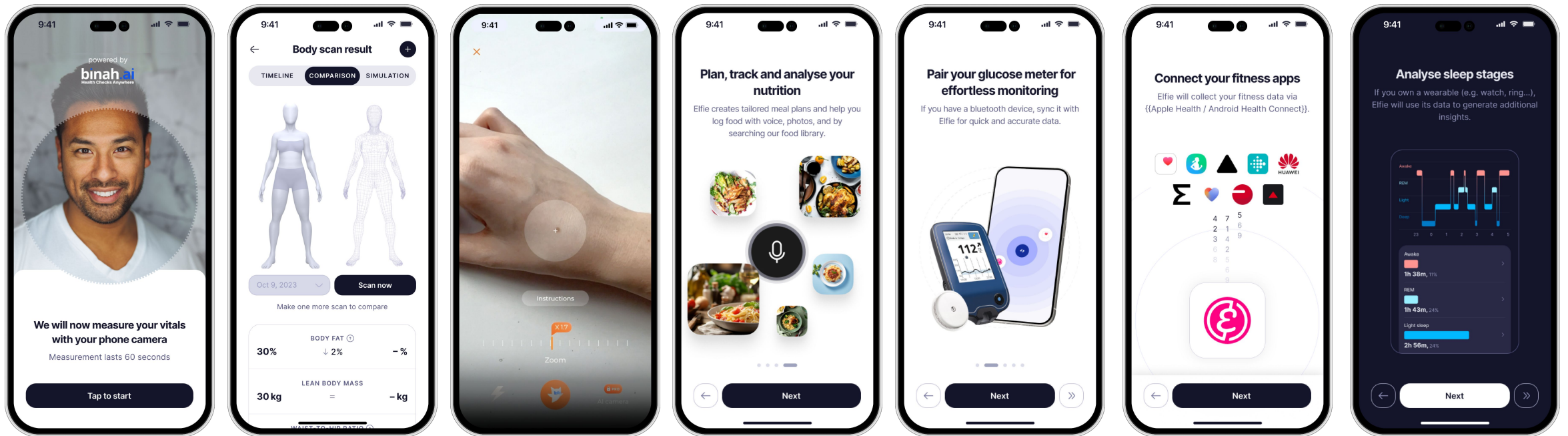
PHARMACO-ECONOMIC IMPACT

Inform economic analysis



Efficient data generation

Large amount of data collection via device, wearable, app connections, and surveys



Blood pressure, blood sugar, HRV, diabetes risk, body fat ratio, skin, bowel movements, nutrition, physical activities, sleep cycles, air pollution, pollen, flares, quality of life...

Research features

Leveraging Elfie AI platform for scientific evidence generation



TREATMENT ADHERENCE

Gamification motivates participants to adhere to their treatment regimens or following study protocols.



INFORMED CONSENT

Gamification can make the informed consent process more engaging and comprehensible.



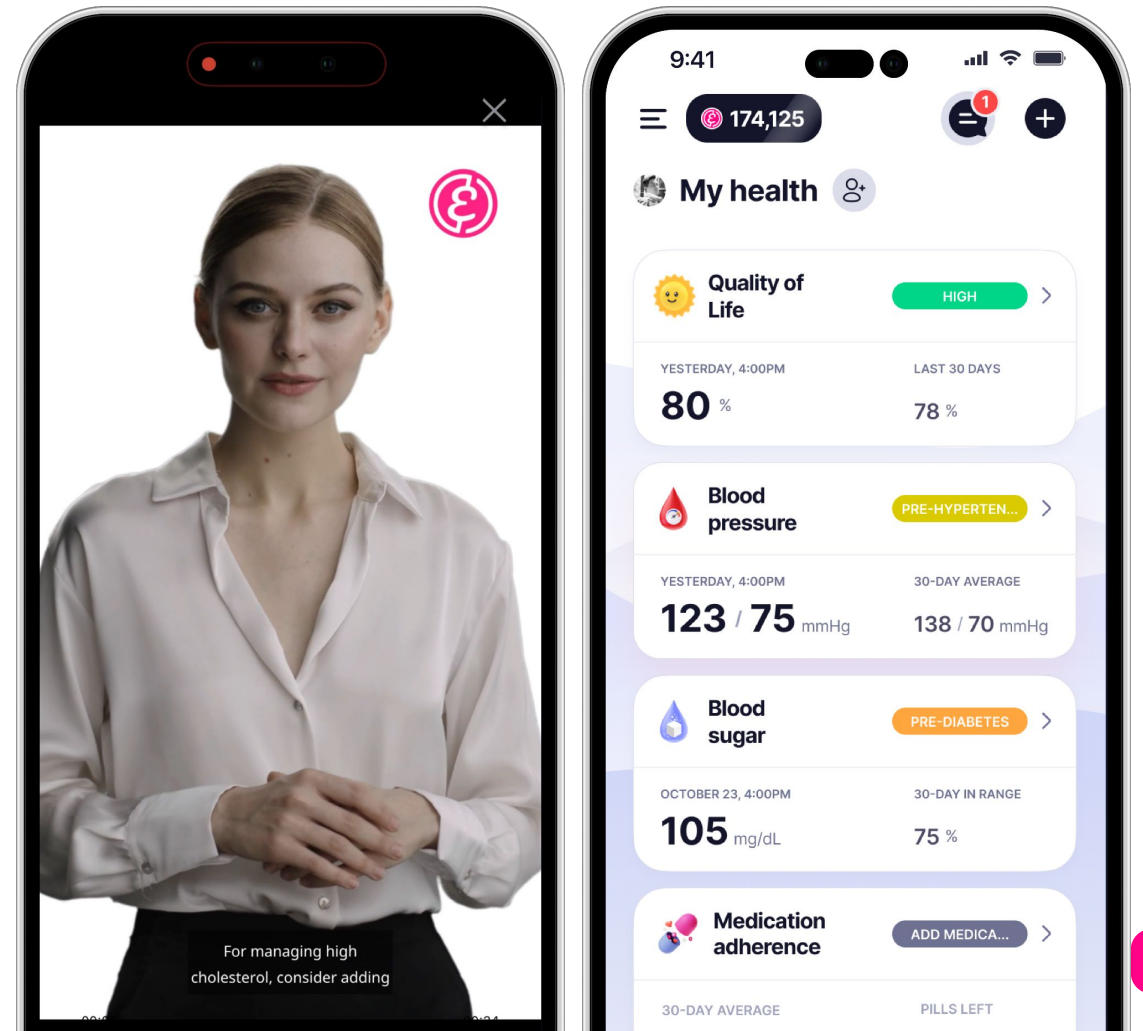
AI-BASED E-CONSENT

AI avatars can personalize interactions with participants, providing immediate clarification when asked.



AI-BASED VIRTUAL COACHING

Avatars for clinical trial visits, remote consultations, as well as virtual site training by the coordinating centre.



Future modules

Leveraging Elfie AI platform for scientific evidence generation



PATIENT RECRUITMENT

Gamification attract participants and educate about the trial's objectives, eligibility criteria, and benefits.



ELIGIBILITY SCREENING

AI can analyze participants' demographic and medical data to determine their eligibility for specific clinical trials.



ELECTRONIC DATA CAPTURE

Modern, flexible, user-friendly EDC system accessible via mobile devices such as smartphones and tablets.



INTEGRATION & INTEROPERATIBILITY

Connect with existing clinical trial management systems (CTMS), electronic medical records (EMRs) and more.



Elfie



Thank you



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