Series B

accuRx

Exec summary

Our vision: Anyone involved in a patient's care can communicate with each other
- We believe healthcare is a $9tn **communication industry**
- We will become the de-facto patient-centred communication layer for healthcare systems around the world

Building the infrastructure: We're now used by 98.5% of GP Practices in England
- 60% of the population have been messaged using accuRx and we have 130k WAU in GP practices
- Commercialised our GP product with 96% conversion
- Our web-based product is standalone from EHR systems and has 11k WAU, mostly in hospitals

Expanding through new products: Uniquely positioned to build on top of our infrastructure
- In response to COVID, built video consultations over a weekend and have been used to carry out 3m video consultations
- Launched a vaccine booking solution in <4 weeks, managing >38% of all England's vaccination bookings

Next 24 months: Using our GP ubiquity to drive network effects and build our non-GP presence
- Raising £25m to:
  - Create an adoption flywheel in hospitals and other non-GP providers
  - Convert our GP adoption to outcome and system-level improvements
  - Prove our system-wide value in the NHS, ready for international expansion

Our vision

Building the infrastructure

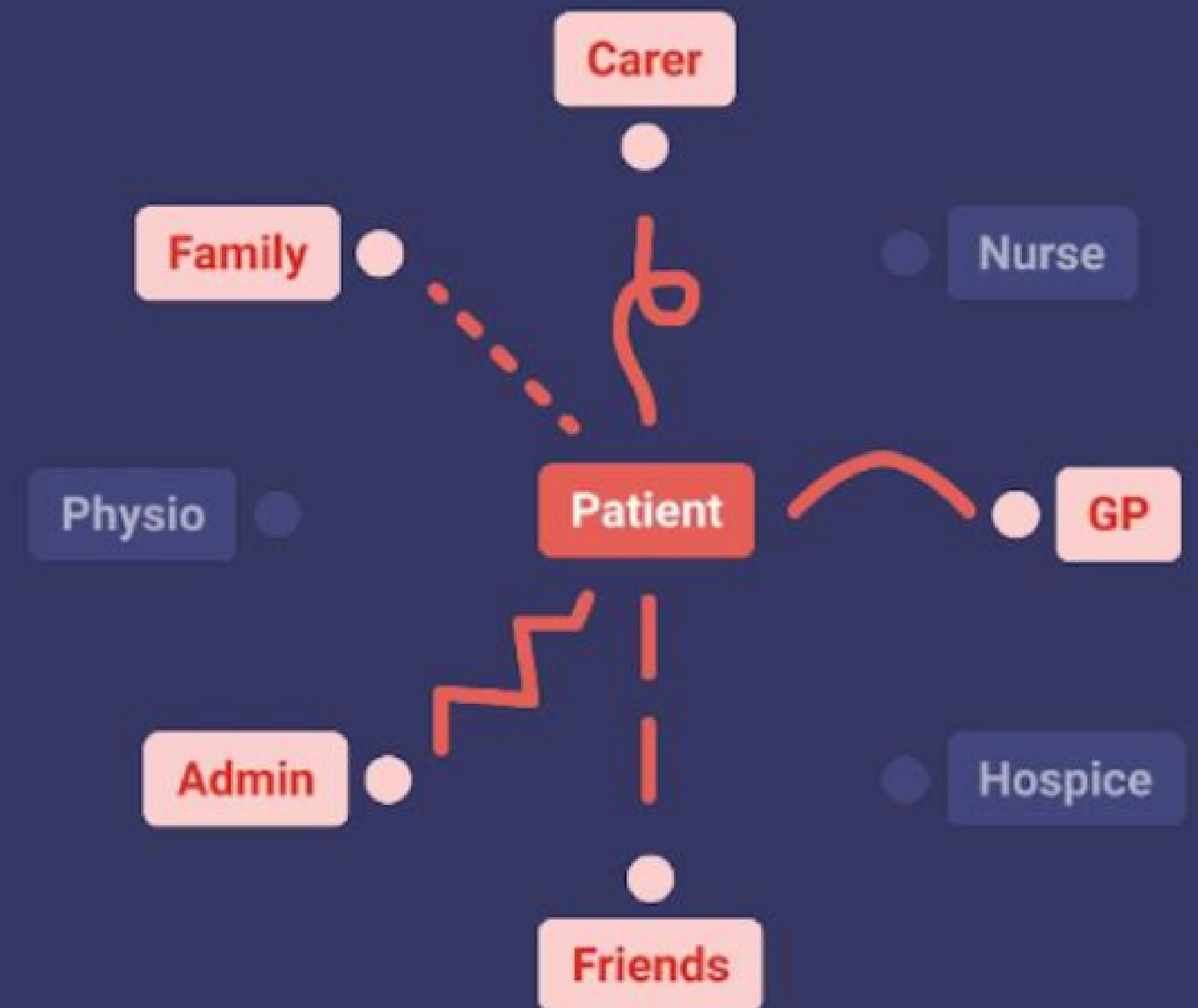Expanding through new products

Next 24 months

We believe

Healthcare is a $9tn communication industry

Why? Because healthcare *is* communication

$9tn

Spent on healthcare

70%

Spent on people

1 hour
With patients

results in...

2 hours
Doing admin
Referrals, coordinating care, chasing results

Staff's time

But communication in healthcare is **broken**

Carer

Family

Nurse

Physio

Patient

GP

Admin

Hospice

Friends

Our vision is that everyone involved in a patient's care can communicate with each other

Carer

Nurse

GP

Hospice

Friends

Admin

Physio

Family

Patient

We will become the de facto communication layer for healthcare systems around the world...
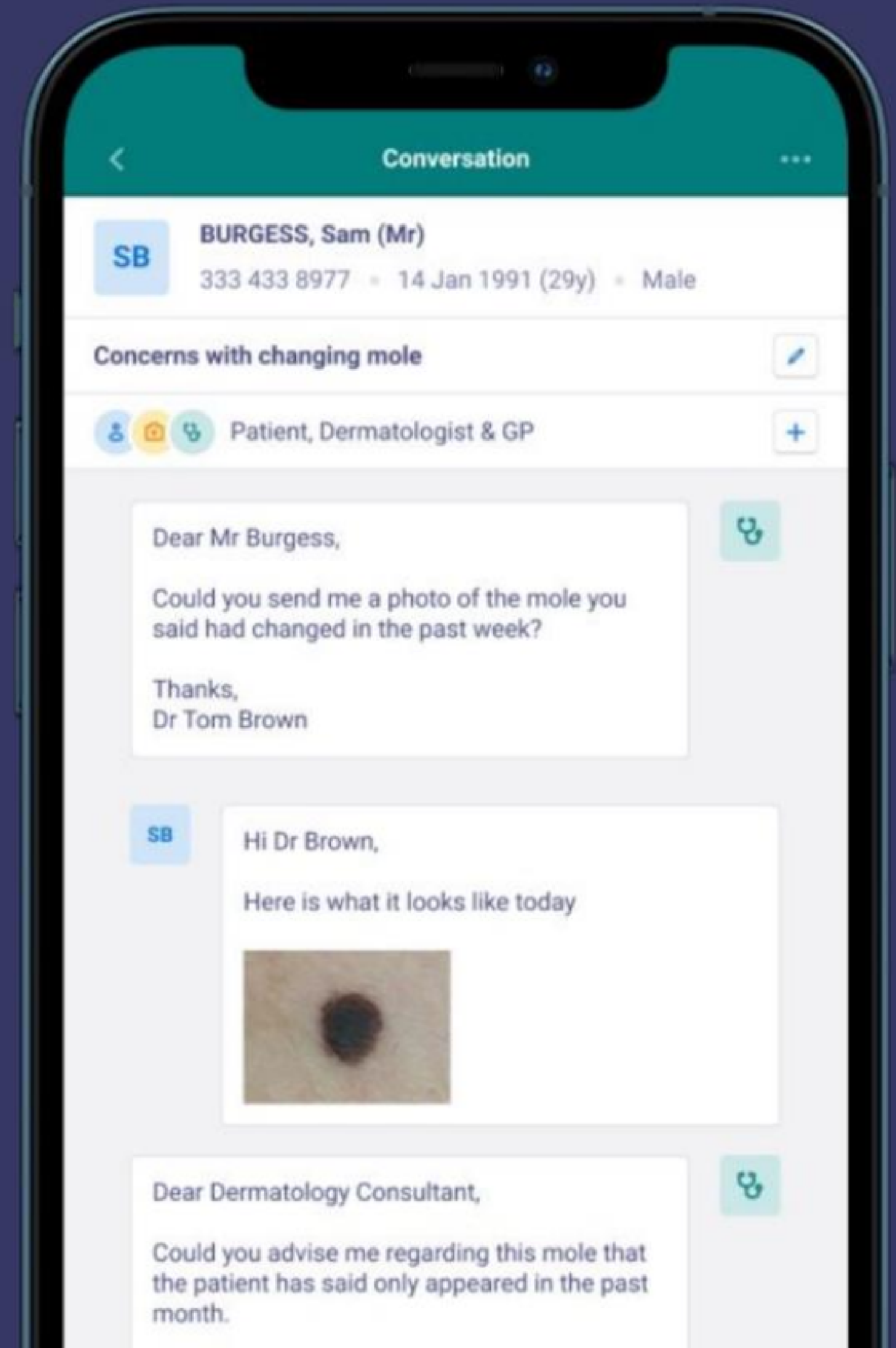
...and every patient will have a communication record, aggregated across providers, which will subsume the medical record.
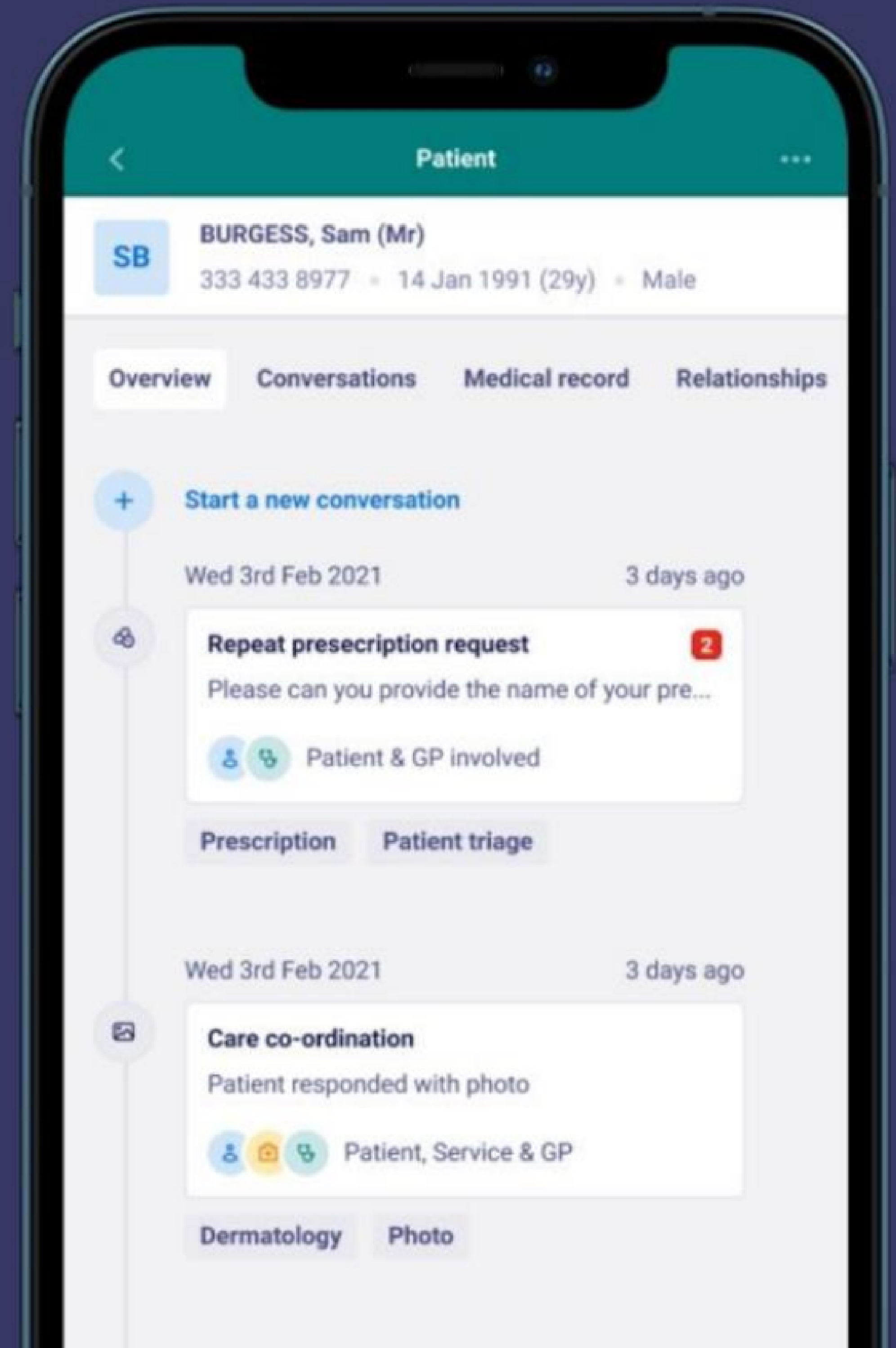
We're defining a new category:

patient-centered communication,

powering all conversations with and about a patient.

This will grow to a $30B market over the next 10 years.

Our vision

Building the infrastructure

Expanding through new products

Next 24 months

We started in general practice, the hub of every patient's care, for 100% of the population...

One of our team offsites in a London GP practice

...making it two clicks for GPs to send a message to a patient...

HUTICHNSON, Alan (Mr)

113 345 9800 · 14-AUG-1991 (29y) · Male

Alan's number

07877831723

Template | Pathway | Florey | Video

Select a template

Message

Please write here...

📎 Attach

☑ Allow patient to respond once

...and built the first collaborative workflow for patient communication.

See our product in action...

We're used in 96% of GP practices in the UK, by 130k staff each week and have messaged over 60% of the population...

Weekly active users
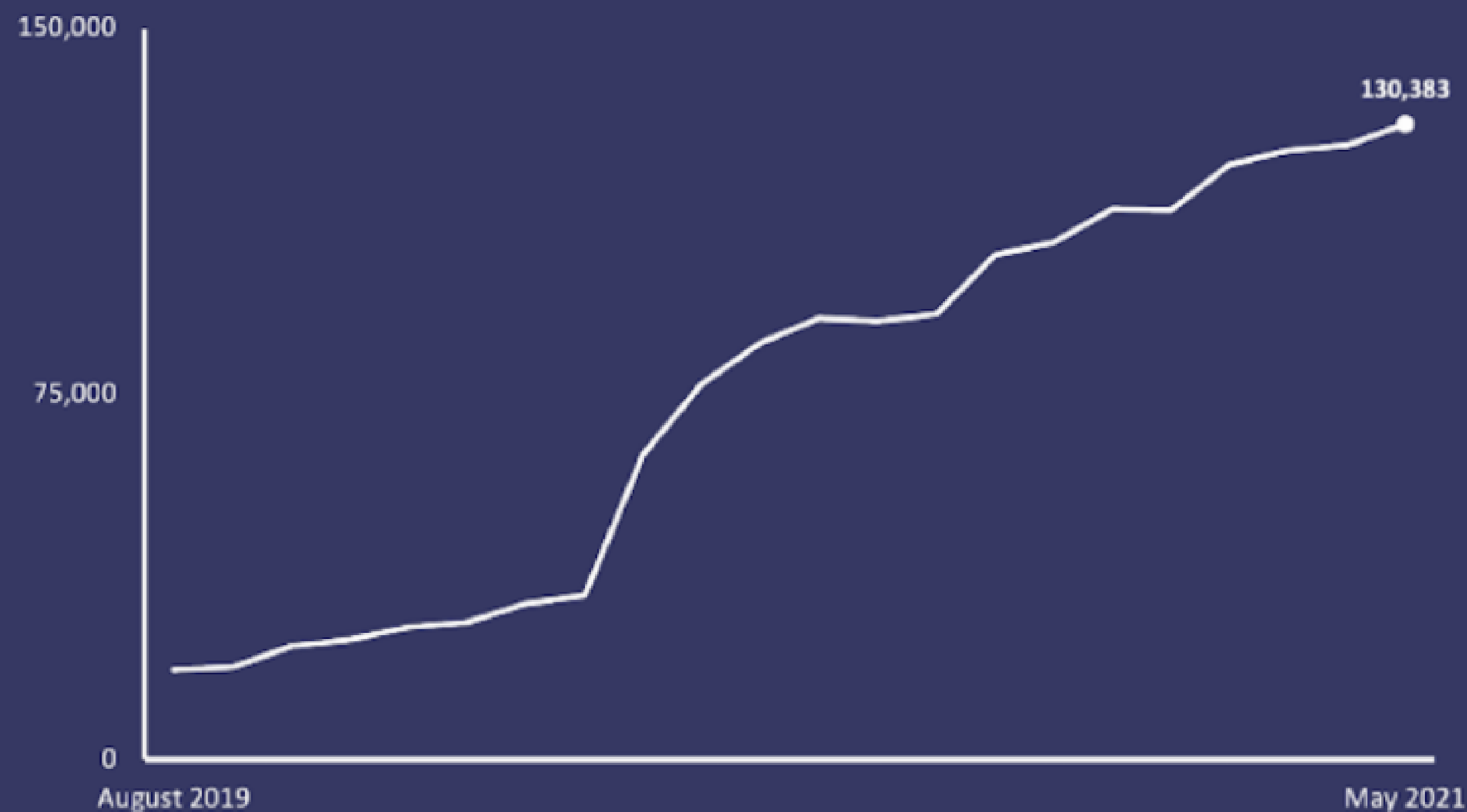
Cumulative unique patients messaged

150,000

75,000

0

August 2019

May 2021

130,383

40,000,000

20,000,000

0

August 2019

May 2021

36,243,706
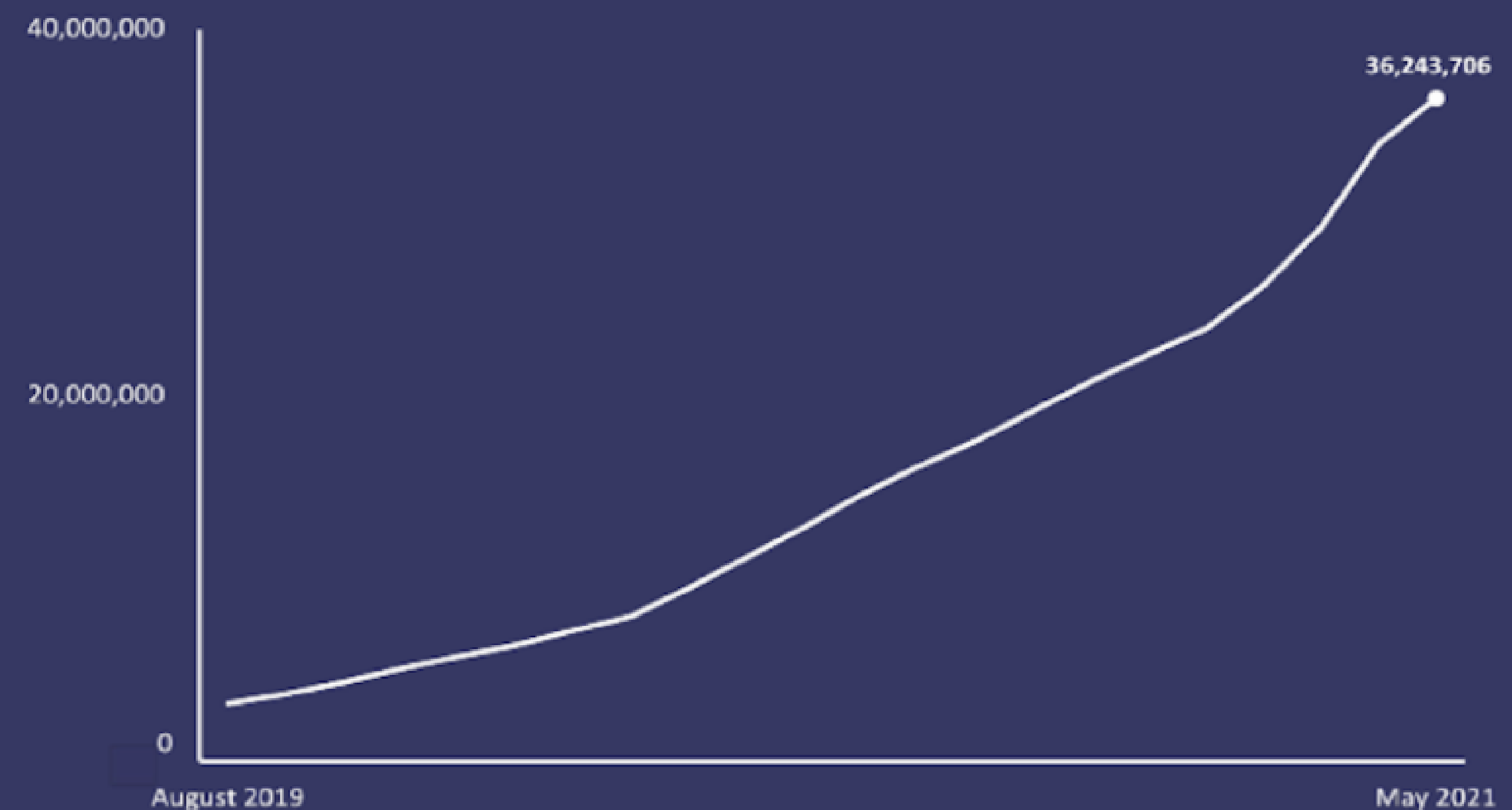
...and engagement continues to grow...

Total messages per month

12,000,000

6,000,000

9,413,052

0

August 2019   May 2021

Messages per active GP practice per month

1,800

900

1,456

0

August 2019   May 2021

Data includes ad-hoc messages only. Excludes batch messages and vaccine invites/reminders

...whilst being loved by our users

"I've been using @accuRx at @brownlowhealth for the last couple of weeks and I already love it! Fantastic to be able to send quick text messages to update patients, or tell them their result isn't back yet, or that I've sent their Rx to the pharmacy. Love it! #nhsdigital"

"Interesting to be described as 'a wizard' by one patient - using @accuRx to send advice and links to them while speaking on the phone. Shows how much catch up there is in healthcare tech implementation."

"Today I love my job. We managed to virtually connect one of our patients to their loved ones. This was especially important as that patient's speech had been affected by the stroke. Being able to see each other visually was priceless Happy tears all round. Thankyou @accuRx."

"That's great - thank you so much. Can I just say we have administered about 33k vaccines using Accubook and its BRILLIANT you all deserve medals for such a fantastic user friendly product!"

"A quick well done to everybody at accuRx - you have changed so much of the tech landscape within the NHS.

So many "old schoolers" afraid to use new tech have easily transitioned to using your products, such is the ease of use. Having encountered so many different products, some forced upon us, you are one of the only companies who *just get it* and understand the needs of healthcare users. So a well done to your user researchers there too!"

"I can genuinely say that this revolutionised most people's (GPs) practice for the better"

"I'm just going to say that AccuRx has saved my life.

I was hating life having to stay behind to speak to patients on the phone. I was always late home, and I could barely find a moment to get to the loo or eat a meal.

Ever since the texting service, I have save so much time. I love it, and the patients love it! I only wish we could have had it sooner."

"Genuinely your company have been brilliant this last 12 months, especially early on in the pandemic. We could almost feel you all listening to what we needed and making it happen in Primary Care this year has been hard, moving it to so much remote working but it would have been so much worse without your products."

"It is probably of the the most useful tools I have - it saves time, is efficient and offers a more personalised service to patients. I think it also enables us to be more proactive and takes out some of the uncertainty."

"Patients are delighted we have finally moved into the 21st century, Patients also find it more convenient eg no interruptions at work, Template use saves having to make a phone call, facilitates patient education and compliance, Admin and reception staff calls reduced...Generally speeds things up."

"Heartwarming afternoon: 5 care home rounds done in one afternoon, 55 patients seen on video: none of us had done before in any of these homes. Carers, patients, us full of smiles."

In April 2021, 96% of practices converted to one or more paid modules

Our vision

Building the infrastructure

Expanding through new products

Next 24 months

We've proven we can build and scale products on top of our infrastructure. This isn't possible or viable for other companies

Example one

Video consultations

- Built and deployed in under 72 hours to 3,500 GP practices
- First self-service product awarded a national contract
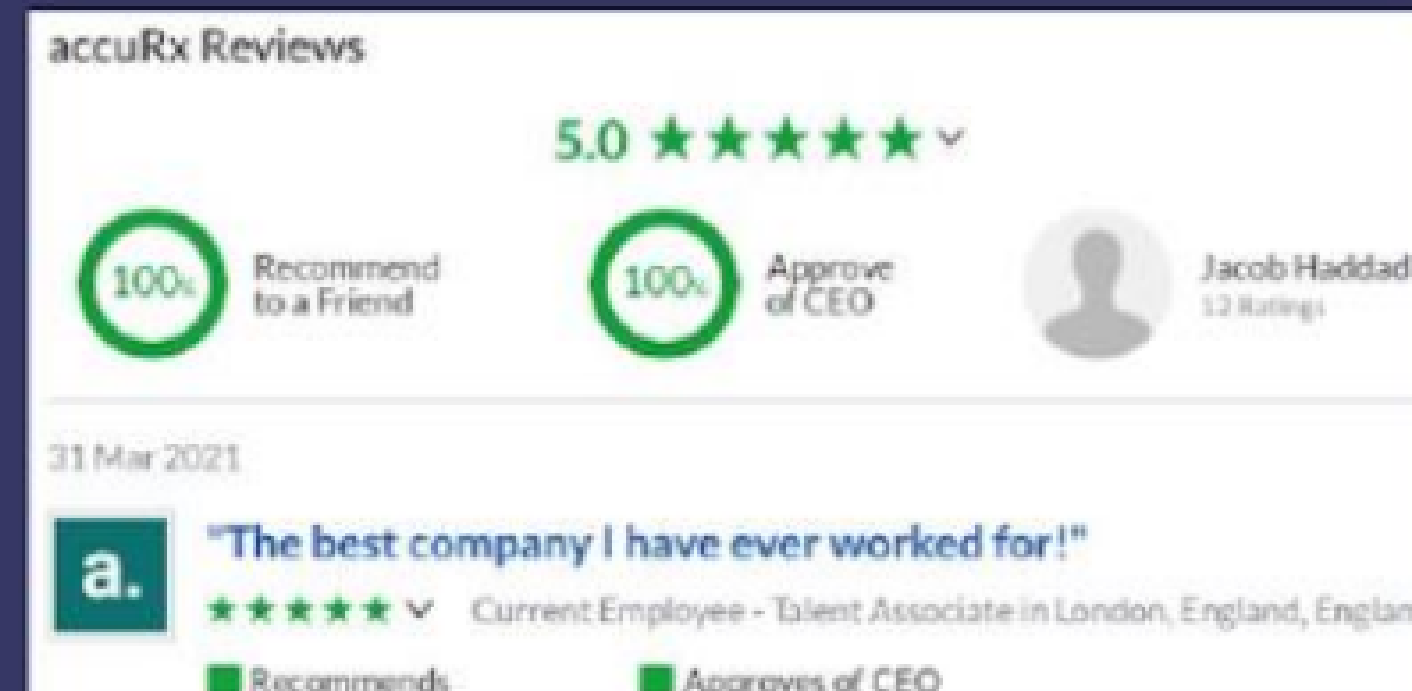
Example two
Delivering COVID vaccines

- Built an invite and booking system in 4 weeks
- Mobilised users to campaign for central funding
- Booked over 38% of COVID vaccine doses in England
- Now generalising for all immunisations, recall and screening

We've built a world-class, diverse team, that love what they do

Healthy rate of team growth

100
50
0
August 2019 — June 2021
95

Highest Glassdoor metrics

accuRx Reviews

5.0 ★★★★★

100% Recommend to a Friend
100% Approve of CEO
Jacob Haddad
12 Ratings

31 Mar 2021

a. "The best company I have ever worked for!"
★★★★★ Current Employee - Talent Associate in London, England, England

■ Recommends ■ Approves of CEO

Team diversity

53%

people of marginalised genders

Low attrition

3

voluntary departures

Highest Peakon metrics

ENGAGEMENT SCORE Outcomes >

9.2

1.2 above
Technology benchmark

Great job!
In the top 5% of Technology

eNPS DISTRIBUTION:

86% Promoters (60)
14% Passives (10)
0% Detractors (0)
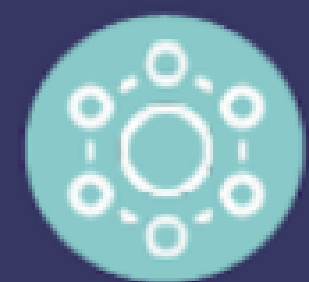
Engineering team diversity

29%

people of marginalised genders

Our vision

Building the infrastructure

Expanding through new products

Next 24 months

Raising £25m to execute on 3 goals...

Create an adoption flywheel in hospitals and beyond

How?

- Using our system-wide GP adoption and network effects
- With self-service, bottom-up products and rapid growth through referrals
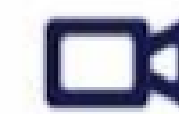
Goal one

Create an adoption flywheel in hospitals and beyond

The beginnings of our system-wide infrastructure

- During COVID, we built **accuRx Web** to allow communication standalone from GP systems.

- **11k WAU** in non-GP providers (hospitals, pharmacies, care homes)

- **11% NHS trusts** have >50 WAU

Goal one
Create an adoption flywheel in hospitals and beyond

accuMail: communication between services

Allows any GP user to message any non-GP service about a patient.

Message delivery and response initially via email, to maximise reach.

3k non-GP unique services contacted weekly.

POWER, Michelle (Mrs)

NHS No. 289-646-0683	15-Sep-1926 (94y)	Female

Send To

adam.stevens@nhs.net | Contacts |

Templates

Advice & Guidance ▾

Message   Sent securely via nhs.net

Dear Colleague,
RE: Michelle Power, 15-Sep-1926, 289-646-0683

Please find attached a request for advice and guidance from the above patient's GP.

Thanks, Sharan Nichani
The Accurx Practice (29392)

🔗 Attach

Goal one
Create an adoption flywheel in hospitals and beyond

Record Access: allowing any clinician to view a GP record

First system where patient fully controls access to GP patient record.

Real-time access to >98% of GP records.

Currently in testing - launching Q4 2021.

Medical record

Go ba

Adams, Julie (Mrs)

NHS Number	9909153955	**Home**	01121743306
Gender	Female	**Work**	Not provided
Mobile	07951916879	**Address**	11 Church Road, Alverthorpe, New Fryston, West Yorkshire, HX2 2NY

⚠ We do not return clinical codes related to Assisted Conception, In Vitro Fertilisation and Sexually Transmitted Infections in the medical record. See here for the full list of excluded codes

Dr Aman
Practice Na
Not provide

Address
Not provide

Phone
Not provide

Active Problems

Significant

1 April 2021	Congestive heart failure
25 June 2020	Benign essential hypertension
5 May 2020	Allergy to penicillin
1 December 2018	Senile dementia
3 September 2003	Gastritis
2 September 1999	Diabetes mellitus

Health St

7 April 202
BMI: 20.8

19 May 202

Move up the value chain in GP practices

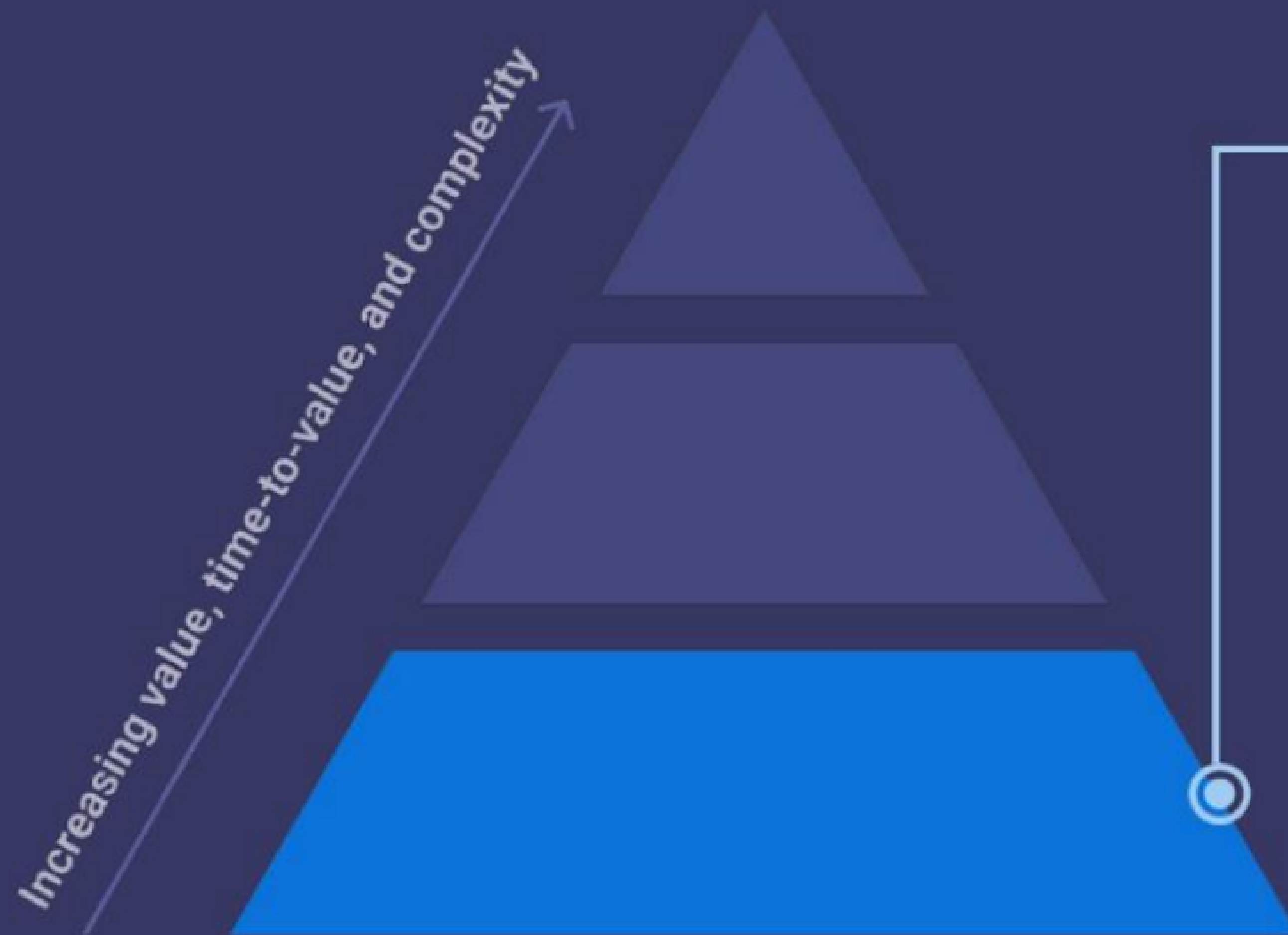**How?**

Move from task-efficiency > system-efficiency > improved patient outcomes

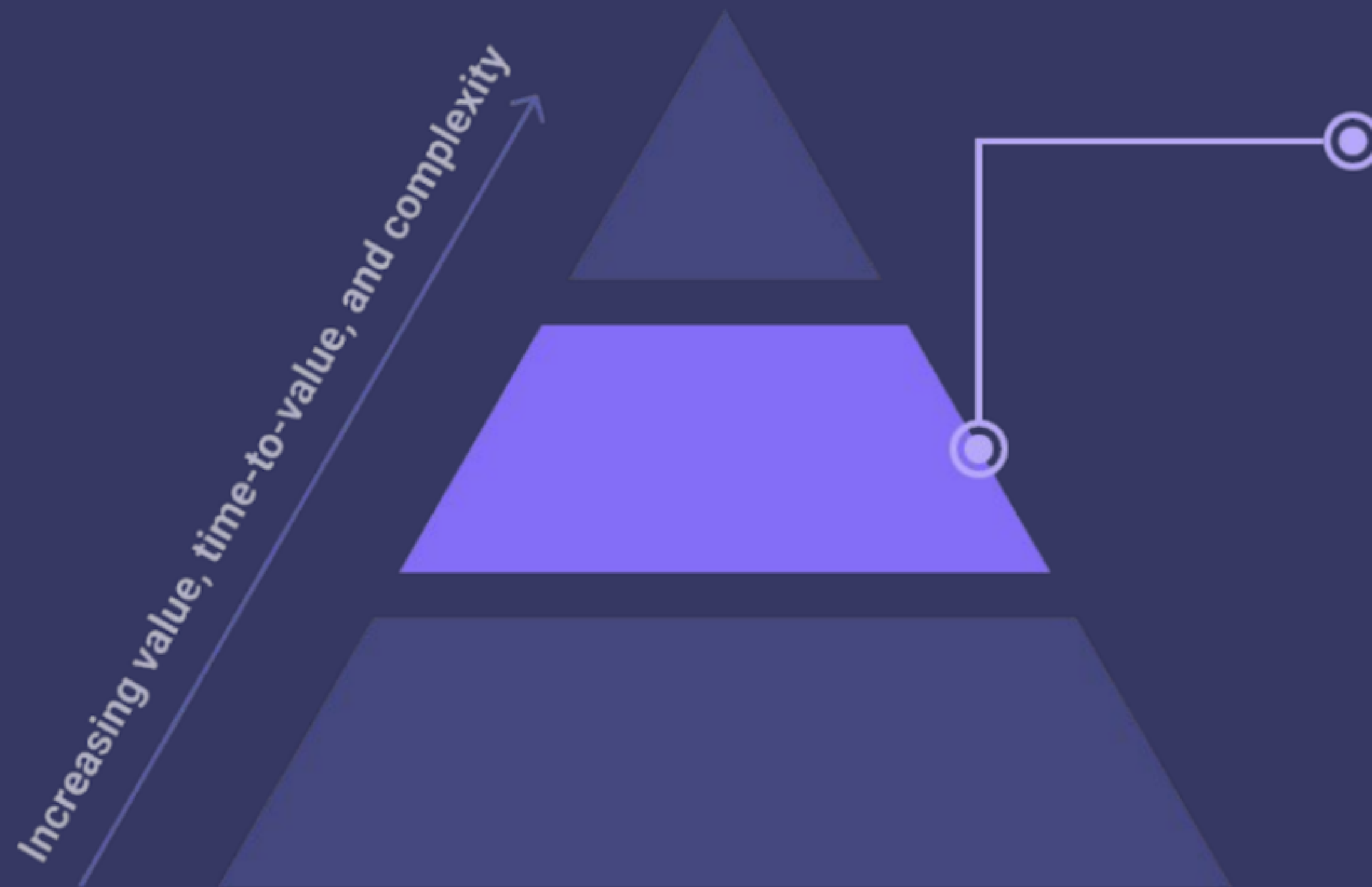**Goal two**

Move up the value chain in GP practices

Increasing value, time-to-value, and complexity
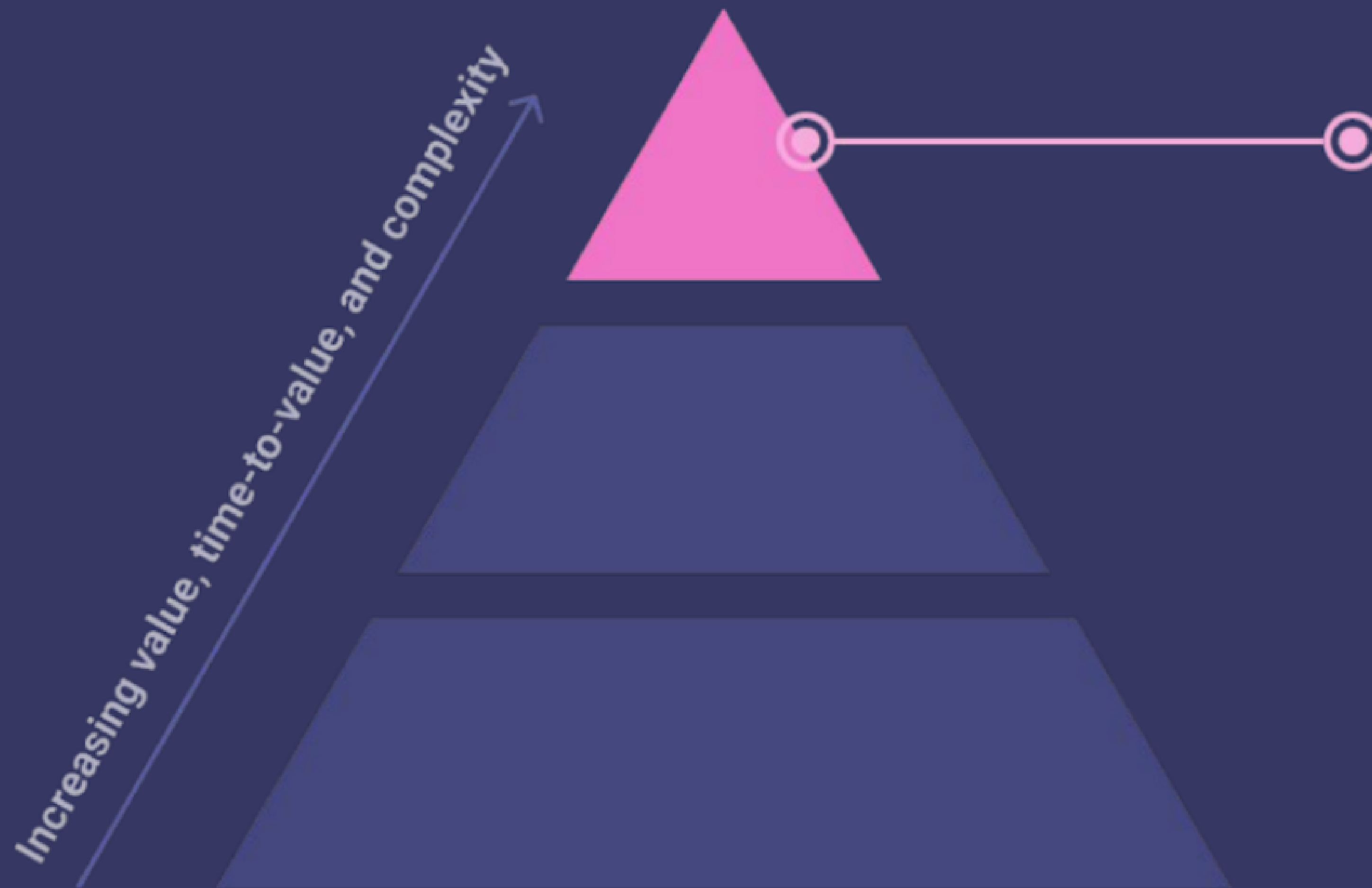
£1bn market (UK)

System efficiency

Use cases we're currently working on:

- Allowing GPs to get async specialist advice, avoiding unnecessary referrals
- Joined up community nursing, care homes, and GPs, to avoid duplicated visits and hospital admissions

Prove we can fix communication in the NHS, ready for international expansion

How?

🌐 Build the tech for integrated care and to prove system-level benefits, with a plan to launch in new markets

Goal three

Prove we can fix system-wide communication in the NHS, ready for international expansion

We believe the NHS is the best place to develop and prove our core product, before expanding to markets with different structures and incentives

1 Single payer

Easier to realise system-level savings

2 Capitation in Primary Care

Incentivised to improve care efficiency

3 Providers not competing

Incentivised to collaborate with each other

Thanks.

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