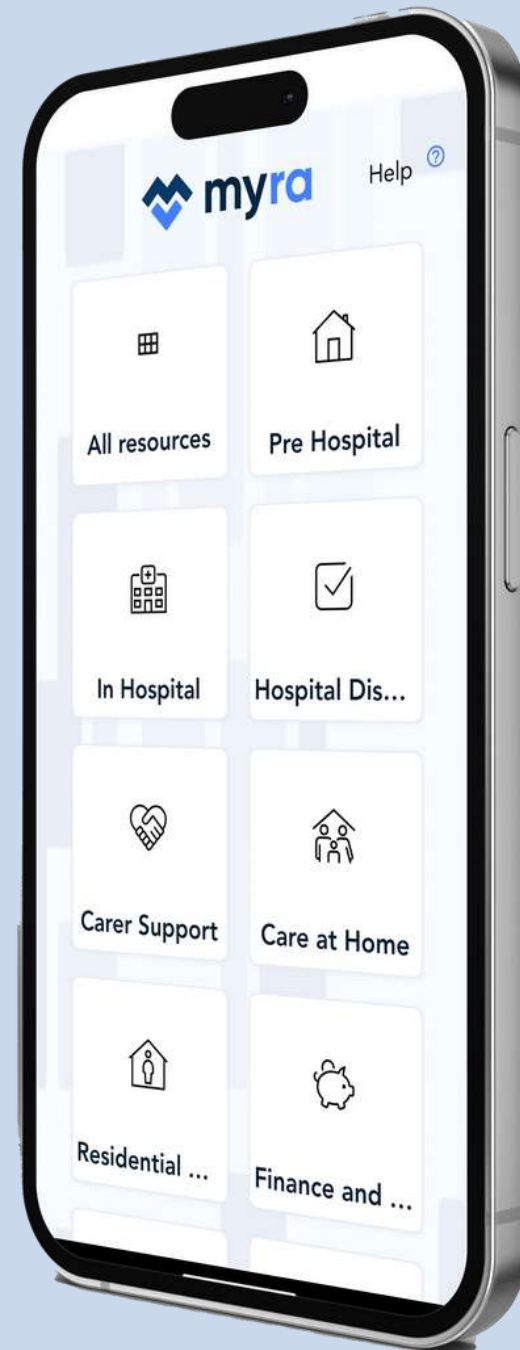
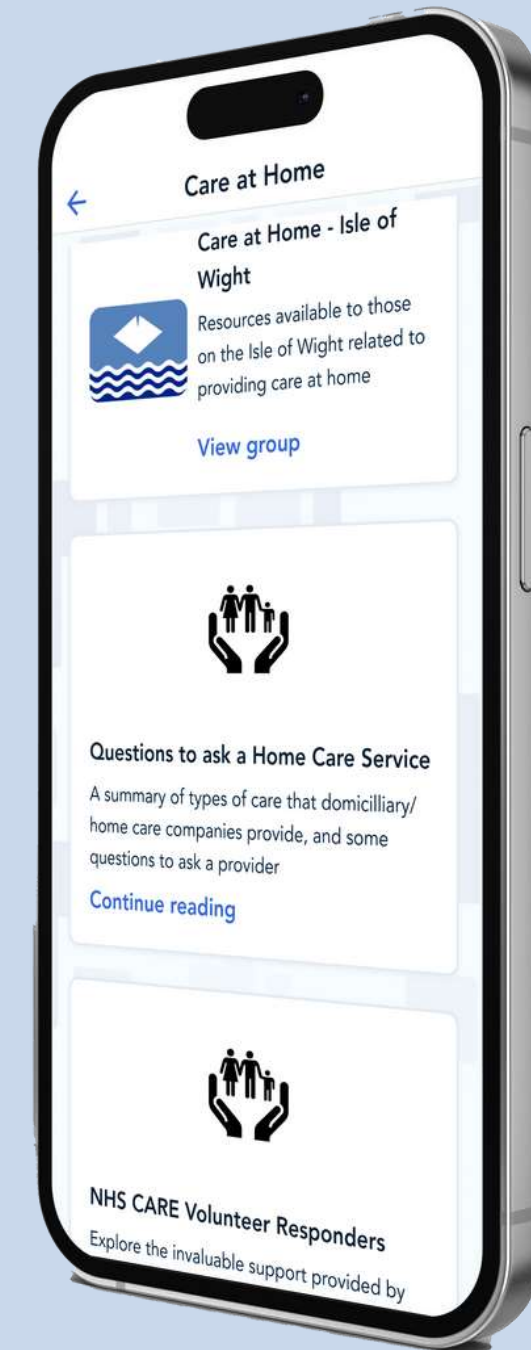


Revolutionising Hospital Discharge with myra



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[myra website](#)





Business Overview

- A revolutionary app that addresses the practical issues around hospital discharge delays and bed blocking
- Product is launched and being promoted into the market
- Occupies a unique position in the marketplace
- Solves a real and well documented problem



The problem

- Numbers of older adults in hospital / unable to be discharged, due to lack of availability of important information needed by patients and carers
- Delays in discharges are caused by systemic challenges and extra burdens on health care systems due to the rise in older adult populations
- Family stress is increased due to challenges in co-ordinating care arrangements for their relatives



The cost to the UK economy

- Up to 20,000 people a day remain in hospital who no longer meet the criteria to reside (NHS England)*
- The cost to the NHS at £395 per night = £6m per day, £4.3 billion yearly*
- 600 people a day give up work to care (Carers UK)**

*<https://www.england.nhs.uk/statistics/statistical-work-areas/discharge-delays-acute-data/>

**<https://www.carersuk.org/press-releases/research-more-than-600-people-quit-work-to-look-after-older-and-disabled-relatives-every-day/#:~:text=New%20research%20by%20Carers%20UK,than%20600%20people%20a%20day>

**https://www.carersuk.org/reports/unpaid-carers-in-employment-occupation-and-industry/?gad_source=1&gclid=Cj0KCQjw0Oq2BhCCARIsAA5hubWuhv7a2TgHFDSwjN57ucPa0PPTFITeOQn_8_9UVuICdJapYbE9XAaAjY-EALw_wcB



The solution

- myra – a free app helping older adults, families, carers, local councils and health authorities manage and accelerate hospital discharge
- Essential information in one place, saves time
- Enables carers and patients to co-ordinate care arrangements more easily, cuts down carer stress, supports swifter hospital discharge



History of myra

MyLiferaft platform

- MyLiferaft pilot product ([MyLiferaft website](#)) - a digital health management portal for older adults and carers

myra and MyLiferaft

- myra app - born from work on the MyLiferaft platform.
- Developed with stakeholder engagement funded by Innovate UK, now the key product focus.
- Elements of MLR functionality planned for future integration into myra app



How we currently promote myra

- Third party promotional activity with commercial partners, such as UK Telehealthcare
- PR activity / events - local and national
- Social media
- Outdoor advertising
- Leaflet and poster distribution to doctors surgeries, pharmacies, libraries, community groups
- NHS / Adult Social Care / Health Innovation Networks / South Hampshire College Group research project / working with hospital discharge teams
- Features on [Care Radio](#) (download on the app store)
- Informal influencers who help spread the word
- Working with local councils



How UK Telehealthcare members can support myra

- Help us to spread the word about myra in any way possible, via existing communication channels and websites – **our urgent aim is to maximise app download numbers**
- For businesses: promote your business in the myra app within the relevant section/s – we can provide you with details of how this works
- For councils: work with us to build our 'community of care' concept, to ultimately provide / offer myra to patients & carers, and ultimately 'care packages', enabling myra to provide this facility to patients when they enter hospital. We are working on piloting this approach initially with the IoW council, with a view to national roll-out



Working in partnership

Key Relationships



Research & commercial project funded by Innovate UK, project champion and collaborator



Commercial sponsorship & advertising



Active affiliate sponsors

NHS Partnerships



St Mary's Hospital
IoW



Health
Innovation
Wessex

Social care partnerships



Commercial partnerships



Research Collaborations



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