



A free app that:

- **streamlines hospital discharge**
- **helps to ease winter pressures and reduce bed blocking**
- **provides clear, concise information for older adults and their carers**

Presented by:

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The brains behind Myra

Nicola Murgatroyd - CEO & Founder

Experienced HealthTech entrepreneur and business leader.

Founded Phlexglobal, a pharma tech business with successful exit in 2011.

Personal experience caring for family members with complex needs inspired the Myra app



Clare Brooke-Little – Operations Director

20 years of management and clinical research experience at Bayer.

Qualified nurse, CQC inspector, and owner of small care company, hands on knowledge of care systems, issues and challenges



The Problem

Hospital Discharge Delays Cost the NHS over £2.5bn per year

20,000 People

The number of NHS patients on any day who stay in hospital longer than they need to, the problem is more serious during the winter

Why is this?

Because discharge is not just a clinical decision.
It is a handover to real life – to patients, unpaid carers, & community services

When the handover is unclear...

- Quality drops
- Patients and families leave without confidence.
- Staff spend time repeating information and firefighting confusion

The Result:

- Discharges are extended
- patients stay longer
- costs rise
- beds are blocked and waitlists continue to increase.

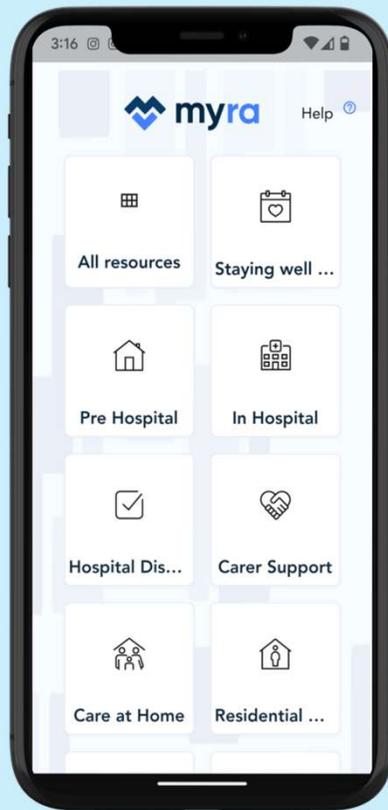
THIS IS WHERE MYRA COMES IN.....



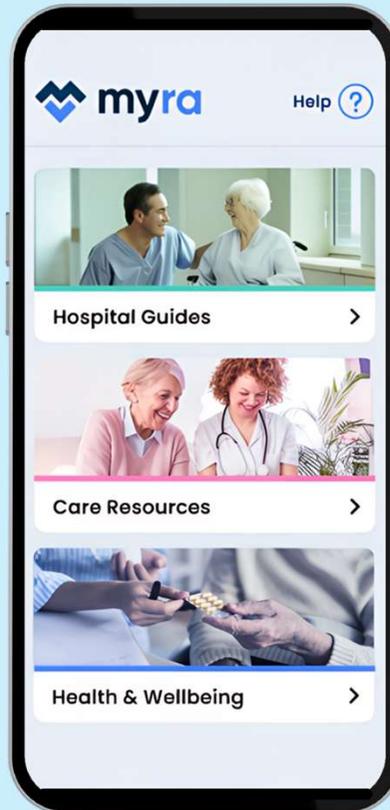
The Solution

The Myra App: Transforming Hospital Discharge

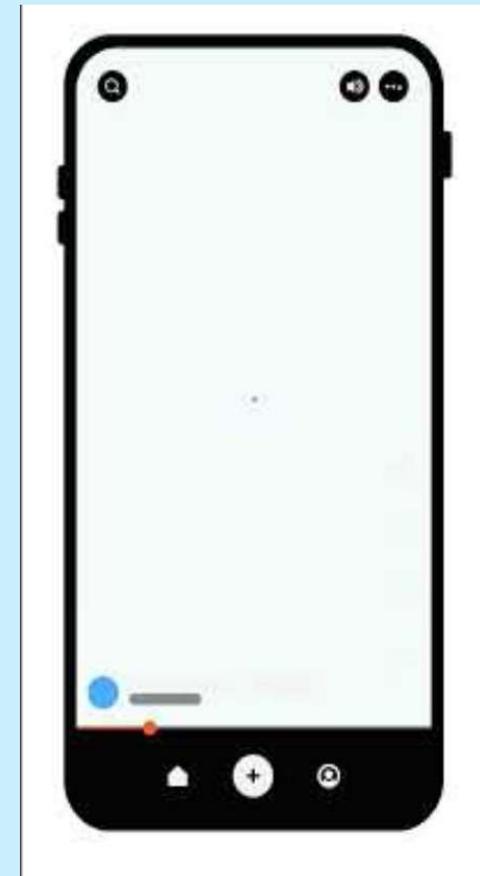
Current design



New design – coming mid 2026



Explainer video



The Solution

The Myra App: Transforming Hospital Discharge

Clear, consistent guidance for safe discharge

A free at the point of use, age-friendly discharge companion that works in partnership with NHS trusts to deliver quality of care for its own patients.

Streamlined Communication

Improves how clinical teams communicate with families, reducing delays and variation between hospitals through consistent, reliable processes, and providing non-generic guidance across pathways.

Cash-Positive to the NHS

Independent report from SEHTA* demonstrates Myra can save at least £404 million for the NHS. Non-integrated unique design removes typical barriers to NHS adoption. Multiple benefits include reduction of complaints by empowering patients with relevant information, facilitating better planning of discharge, and helpful information to stay well and prevent re-admission.

*[Science and Engineering Health Technologies Association](https://www.sehta.org.uk/)



Business Models & Target Markets

Myra is free to end users - our revenue comes from B2B partnerships

NHS Contracts

- First contract being finalised, with national roll-out across all trusts starting in 2026

Sponsorship & Advertising

- Myra media platform for paid sponsorship, advertising and affiliates for brands that people need post discharge

App Download Growth

- **5000 downloads**, accelerating trajectory, 100K by end of 2026
- **Marketing channels:** Myra website/SEO, PR, NHS marketing support, Press, Radio, Social media

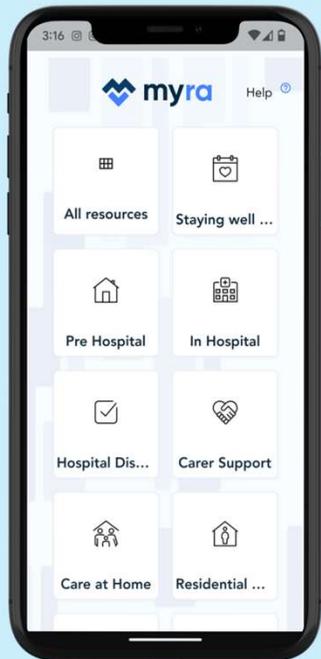
NHS Commercial Lead said *“we need Myra and we need it now. It can really help the NHS to make significant cost savings.”*

Some of our project partners



Thank you for listening

For further information, contact us here:



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