

Series B

accuRx



This deck is confidential - please don't share it!

# 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**

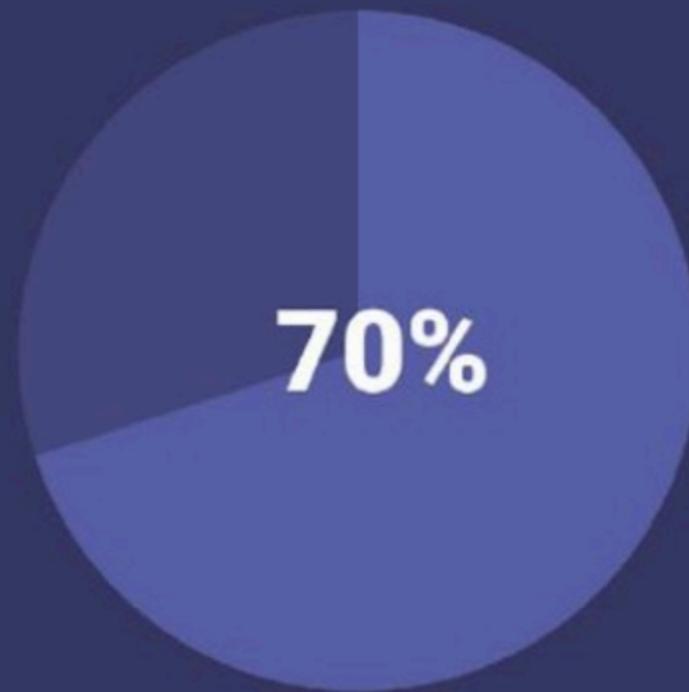
**We believe**

**Healthcare is a \$9tn  
communication industry**

# Why? Because healthcare *is* communication



Spent on healthcare



Spent on people

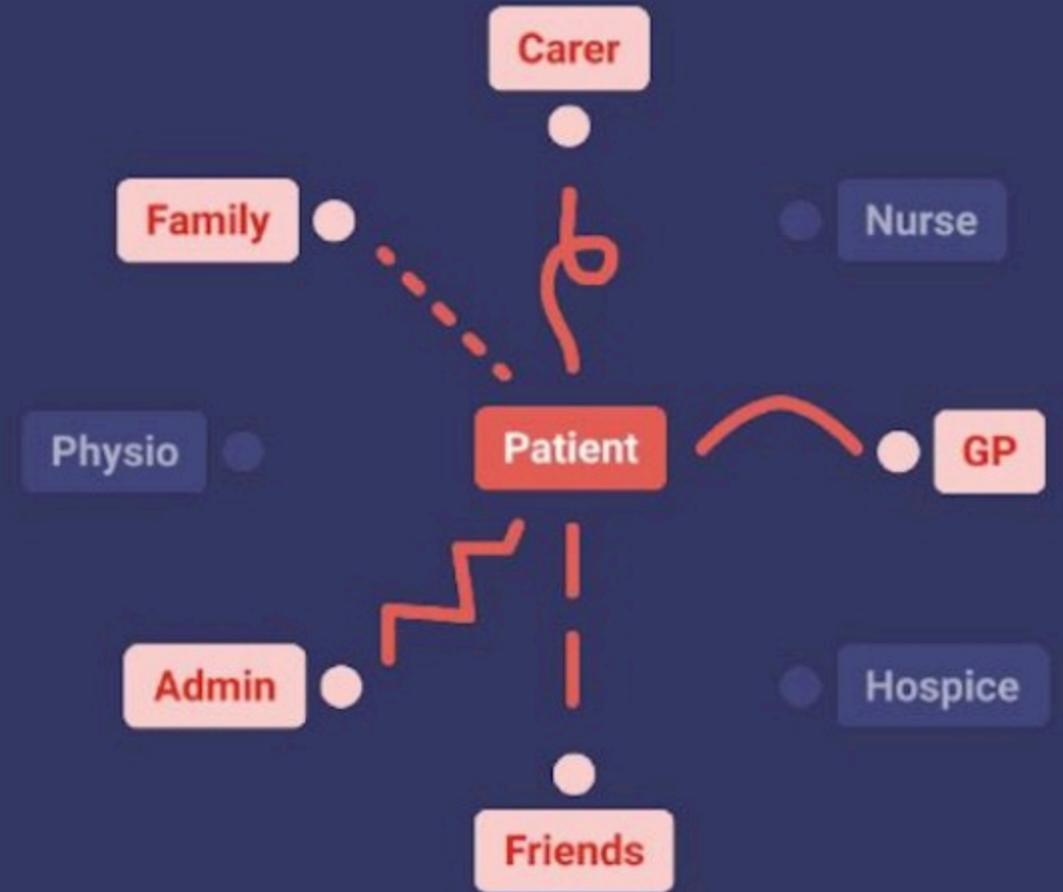


results in...

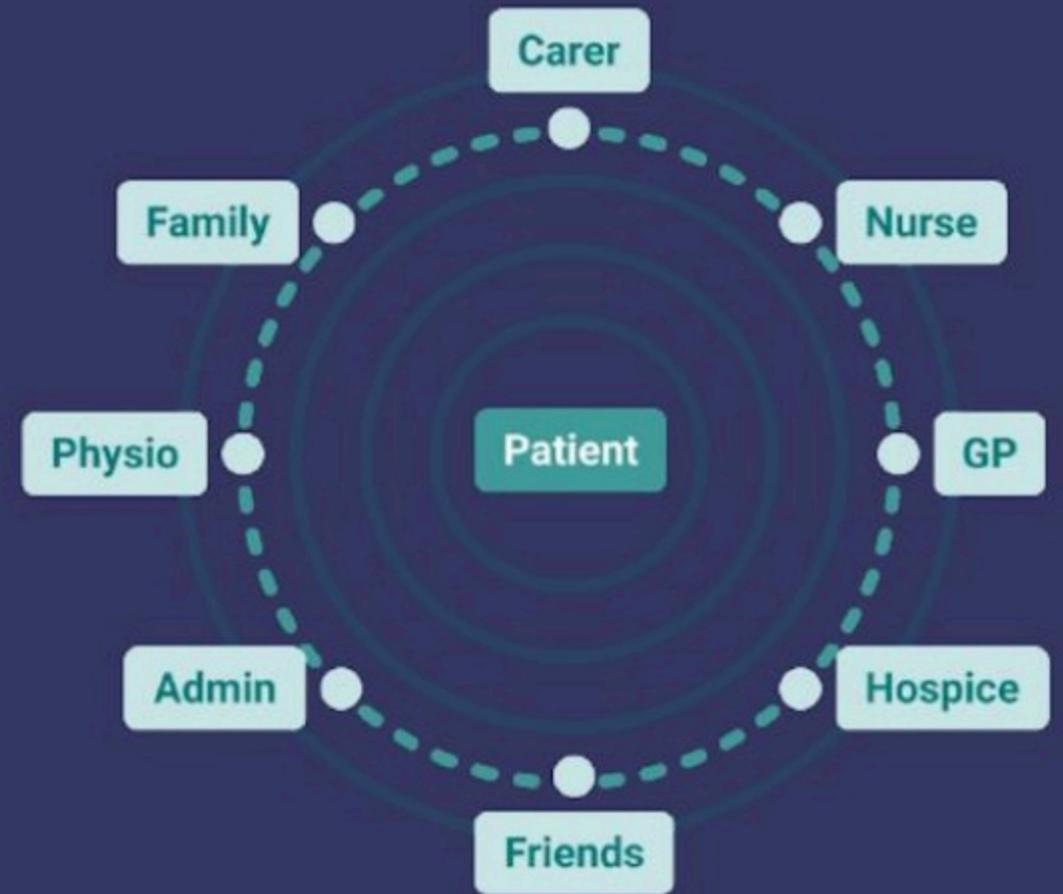


Staff's time

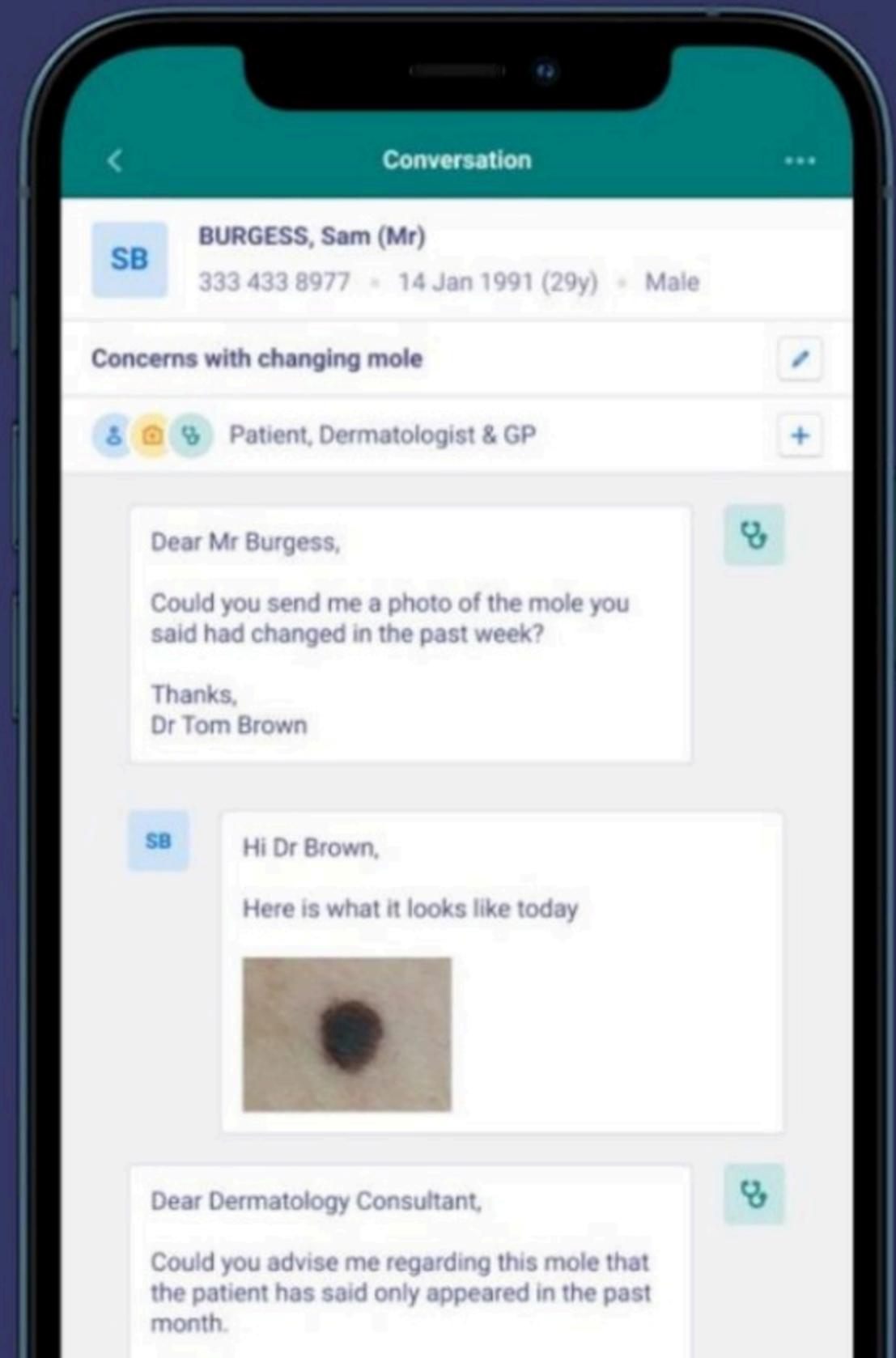
But communication in  
healthcare is **broken**



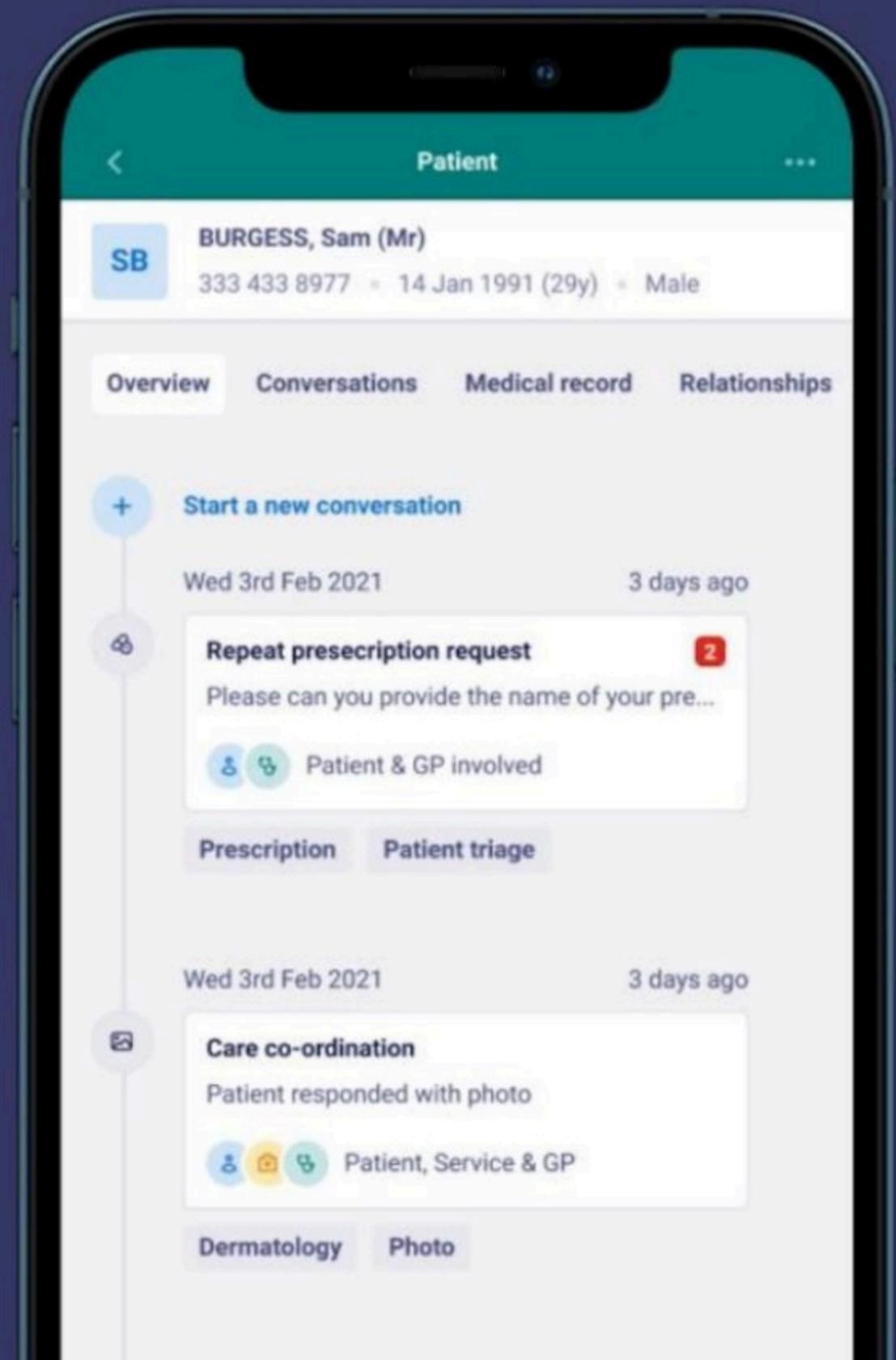
**Our vision is that everyone involved in a patient's care can communicate with each other**



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

Send and save

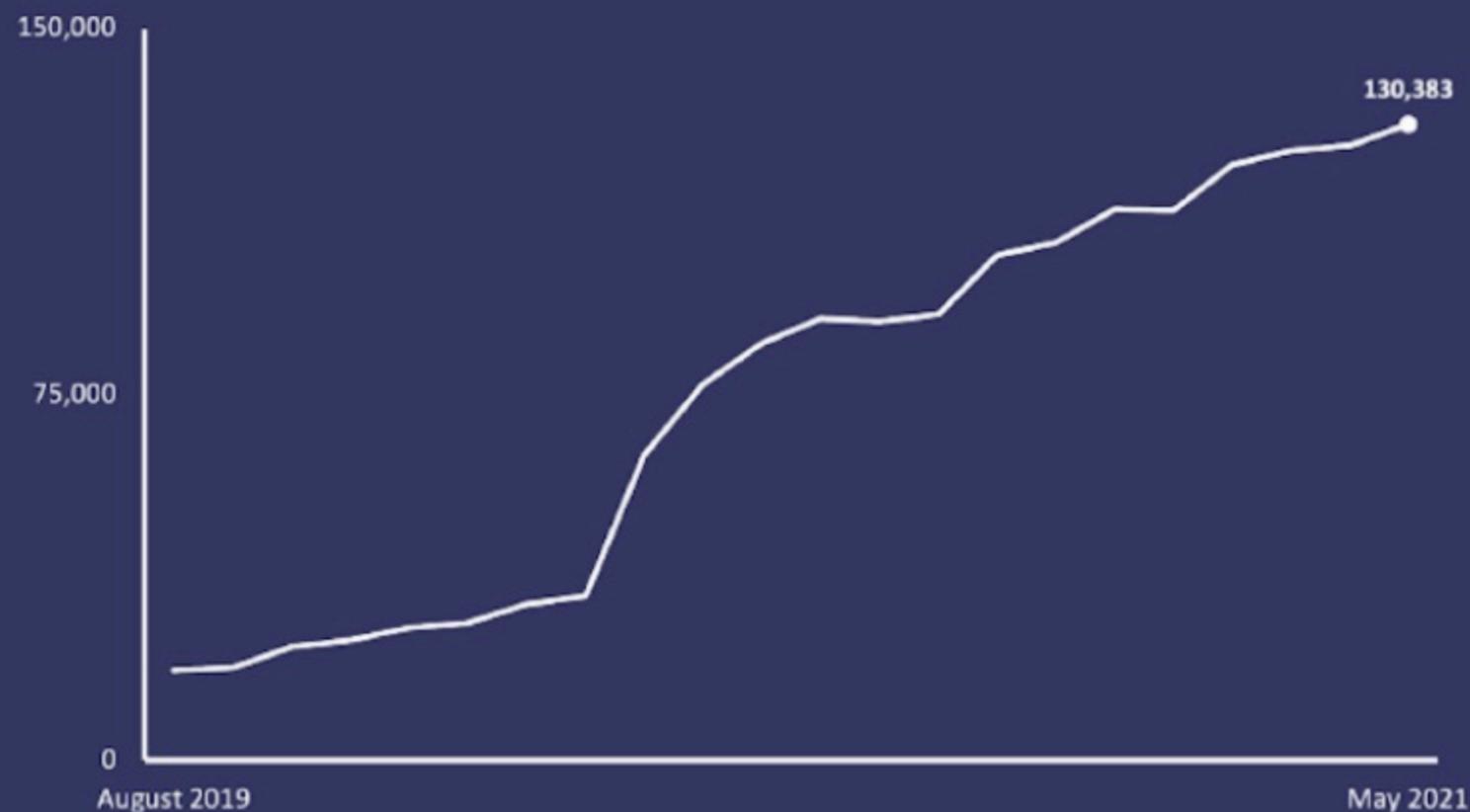
...and built the first collaborative workflow for patient communication.

The screenshot shows a user interface for a healthcare provider named Michelle Power (EMIS Patient). The interface is titled 'Manor surgery' and features a dark sidebar with navigation options: My Inbox (2), Teams (4), Floreys (9), To Assign, Colleagues, and All. The main content area is divided into two columns. The left column, titled 'My Inbox', shows two conversations with 'RANDLE, Julius (Mr)' dated 04/02/20, each with the subject 'Admin request - Sick note' and the text 'Can you please forward this patient's recent...'. The right column shows a detailed view of the selected conversation, including patient information (123 987 3219, 11-MAR-1987 (34y), Male) and a 'Medical - Medical Request' note. The note contains clinical details: 'C19 positive test for patient or household: No', 'Fever, cough, loss of smell/taste: No', 'Medical problem: itchy eyes that are watering a lot. Happens during hayfever time.', 'Duration of symptoms and whether improving: 2 weeks, worse', 'Ideas and concerns: I tried some medication called Optrex but it did not help', 'Expectations: I would like different eye drops or other medication to help with itchy eyes', 'Ideal response time: Within three days', 'Times when cannot be contacted: 9am-5pm Monday', 'Contact method preference: Text message, Phone call', and 'Preferred clinician to contact them: Anyone'. Below the note are buttons for 'Reply to patient', 'Add note', and 'Assign', along with a 'Write reply here...' text area and an 'Attach' button. A checkbox at the bottom is checked, labeled 'Allow patient to respond once (with text or photo)'.

[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

