

APPLICATION FORM CTA @ France (Health IT-MedTechs)

COMPANY INFORMATION
Legal Name: Sensory Technologies
Address: 100 Collip Circle, Suite 116 N6G 4X8 London Ontario
Website: www.eshiftcare.com
Number of employees:35
Year Established : 2006
Locations (in Canada / overseas): 7 – London (On), Toronto, Sheffield (UK), Besançon (FR), Minsk, Detroit, Philadelphia
Primary Contact: François Tattu
Title: European Office Manager
Direct Dial:
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PRODUCTS AND SERVICES
<p>Please describe your company’s structure, products and business model (up to 250 words maximum):</p> <p>Elevator Pitch: Our technology delivers the capacity to provide alternate levels of care found within an in-patient institution and expands the network of care by including registered clinicians, family members and other affiliated health professionals. eShift has been shown to significantly decrease the rates of hospitalization for medically predictable patients and has been designated by Accreditation Canada as a leading service critical for driving quality healthcare.</p> <p>Product/service : The eShift® technology links stationary medical professionals to in-residence nurses and assistants who are able to provide enhanced patient care through the use of highly controlled delegated acts that are managed and monitored through the system. A single medical professional working via their assistants using the eShift system is able to support multiple concurrent patients often 8:1, versus the traditional model of community care which is limited to a 1:1 ratio of medical professional to patient. Through our technology, nurses, therapists and physicians connect to, and remotely manage, 4-8 specially trained medical technicians (Tech) with enhanced training in data collection and medical interventions in a virtual ward model. This allows the Tech within the virtual ward to collect relevant clinical data while ensuring confidentiality and accuracy, the remote nurse to direct medical interventions at the bedside, and to deliver a high level of medically monitored patient-centered care to previously difficult to service patients.</p> <p>Solution : The implementation of eShift has been clinically proven to lower readmission rates, provide increased capacity with existing front-line nursing staff, and lower total treatment costs. In Ontario, Canada, hospital readmission rates for complex adult end-of-life patients dropped from 50% to <2%, decreasing the overall costs on the heavily burdened health care system and increasing the number of available high-acuity beds.</p> <p>We deliver healthcare system change in order to address :</p> <ul style="list-style-type: none"> Demographically driven increase in complexity Payer driven cost containment strategies Preventable readmissions being targeted



Complex patients difficult to serve in community
Concentration of specialists in urban areas
Informal caregivers limited in capability

Describe your competitive advantage(s). Please specify what is your key value proposition for a prospective French business partner:

Our potential competitors could be EMR providers for Hospitals like Cerner or Apologic. But we are unique as we provide a system linking and recreating Hospital and Community Care.
EMR providers might be our partners. Home Care is a small market in comparison with Hospital Care. Some of the EMR providers see us as a potential competitors for their future activities some of them are interested in our product and see us as an acquisition target. Moreover we noticed that in France some home care organizations try to develop internally tools. Everywhere we need to integrate our solution in existing system. Our technical choices allow us to easily manage interoperability. We are developing an "out of the box" approach which is at borders of EMR providers natural field, crosses multiple stakeholders interest and changes practices.

What is your sales/marketing strategy?

Current activity and traction: In Canada we have 5 major Region of 14 within Ontario, Canada's largest Province, and expanded to Vancouver in the third largest Province.

Notable current partners include Detroit Medical Center- Tenet (US), St Luke's Hospice (UK), Ministry of Health and Long-Term Care Ontario, Victorian Order of Nurses, Care Partners, and St Elizabeth Healthcare (Canada).

Sensory Technologies has product implementation within the USA and UK, currently ongoing with live patients. These jurisdictions are supported by development, sales, and support offices located in Toronto, London, Philadelphia and Minsk. We are seeking additional offices in France for upcoming projects within that region and the EU.

International Market:

Our sales objective is a second service implementation in the UK, and a new project in France.

In Europe, we have a two sided strategy :

1. We concentrate on our strength and approach directly End of life care services and organizations
2. In parallel we connect with IT providers, insurance providers and Health Care Centers

The target is to deploy our software in projects to demonstrate our solution's impact on the care system.

Business Model : eShift is delivered as Software as a service (SaaS) through an application services provider model, which seamlessly integrates with existing healthcare providers on a usage based model. Sensory Technologies has built the system to ensure privacy, confidentiality, security and accuracy during delivery of care.

Business model with insurance HMO in the US and health centers: we combine eShift and eClinic services in order to have a safe return home for a patient after an hospital stay. The flexibility of our tools and proposed organization give the adaptation to patient's situation. The time of stay in the institution is optimised. Care and patient observation time (long shift - 8 to 12 hours through eShift) is done in patient's favorite place : his Home. Based on the clinical reporting, the intensity of the plan is modulated to get step by step a normal chronic patient home care management of 2/3 visits per week.

The impacts are multiples : secure patient's return, avoid hospital readmission and penalties linked, increase hospital's bed availability and reduce cost of care.



Strategic partnerships:

Within the EU, we will be seeking to partner with Health provider and insurance organizations as well as technology implementation companies that have expertise in healthcare. Sensorytech will primarily be seeking Hospital Management Organizations (HMOs) in the US.

FUNDING

How is your company financed, sources and total funds raised to date. Year-over-year revenue growth?

TEAM

Please provide background on your management team

- Patrick Blanshard CEO

With an impressive career history as a consulting project manager within the Home Healthcare industry and the Oil and Gas industry, Patrick offers a wealth of experience and perspective to his current position as Sensory Technologies' CEO. He is also a long standing member of the Canadian Forces Army Reserves, serving as both an enlisted soldier and officer. Patrick earned his MBA at Western University's Richard Ivey School of Business with a focus on strategic leadership. He also studied Alternative Dispute Resolution at Western University, Project Management at the University of Toronto, and earned his Project Management Professional designation. Most recently, Patrick is working to complete a Masters in Law through York University's Osgoode Hall Law School.

In his spare time, Patrick co-chairs for London's Toys for Tots Christmas charity, and he is an active volunteer with Life Paths Global Alliance in Haiti, providing telemedicine and logistics solutions to service rural area clinics.

-Andrew Matthews VP of Business Development

With over 20 years of international experience as an Information Technology Executive, Andrew provides a well-rounded approach to his current position as Sensory Technologies' VP of Business Development.

Building his career within Western Europe and North America, Andrew has experience in large scale data centre management and infrastructure projects, as well as the Health Care industry. He has also held senior level risk management positions for BCE, Canada's largest telecommunications company.

Andrew also specializes in cloud computing and healthcare IT systems.

-François Tattu European Office Manager

As our European Office Manager, François is responsible for Sensory Technologies growth in Western Europe. He is an international industry expert in project management, strategy, and business development. He has an operational background in production and project management.

With experience in Germany, France and Italy, François has previously worked in automotive interior trim and lights design. As medical technology and m-health officer inside a local government agency, he develops and operates territory's development strategy: attractivity evaluation, market analysis, cluster and think-tank creation, French subsidiaries setup.

KEY MILESTONES

Please describe your company's current stage of development stage (prototype or product), and sales forecast



First Patients live in Ontario Canada in 2010
First Patients live in EU in 2016

CTA Fit

Please describe why you want to participate in the CTA? How does this fit in with your business strategy? (Market traction, any business experience/interest in France or Europe)?

As Sensory Technologies provides a new service model, we need to connect with multiple organizations and built a strong network of stakeholders from different business areas to drive customer acquisition. The ATC program offers this opportunity and expert advisor for faster network growth.

What are your main objectives for participating in the CTA?

- Demo project
- Raise capital
- Strategic partnership
- Identify/establish new clients
- validate product /revise market entry strategy for France/Europe
- Other

Please include any additional information in support of your application: e.g., in Canada references, alumni to the CTA program in the USA?

Reference in Canada: alumni of CTA – Philadelphia We have found the CTA process and opportunity very beneficial for our growth and knowledge not only abroad but also in Canada

CTA Selection: If your company is accepted into this CTA, at least one company representative would be expected to be in France from Nov7 to Nov10 for the bootcamp, and then for 2 periods of one week TBD between Dec1,2016 and March 31,2017