



# Medipex Case Study

## Elaros 24/7

Medipex took the lead in the formation of a company designed to develop digital products to address unmet clinical needs.

# Elaros 24/7

---

## Clinical Need

There is **distinctly low adherence by GPs** to the NICE recommended guidelines for the assessment and treatment of continence, which **recommends the use of bladder diaries** to record urinary events. There is limited experience with the use of a bladder diary in primary care and difficulties in interpreting the raw information. Therefore, there is a tendency to **inappropriately refer patients to secondary care and to overprescribe treatments without sufficient clinical evidence.**

## Solution

To tackle these issues, a **simple, effective and low-cost handheld digital diary** was developed by Elaros 24/7 Ltd. The diary enables patient data to be **recorded, analysed and stored** as part of the electronic patient record. A decision can then be quickly made whether to adopt conservative treatment administered locally or whether the symptoms warrant a referral into the Urologist. A simple analysis of the data **supports the clinical diagnosis and allows comparison** of the effectiveness of treatment over time. GP's using Elaros are better informed on whether to **refer patients (based on NICE guidelines) and costs are lowered.**

## Medipex's Role

Working with Devices for Dignity, Medipex led the formation of Elaros 24/7 Ltd, establishing a **management structure including recruiting the CEO and subsequent fundraising.** Medipex maintained its interest in Elaros 24/7 Ltd, at an operational level until 2018, and now remains one of the **four NHS organisation shareholders.**

## Impact

Elaros 24/7 Ltd. is a digital health company which has been working over the **past nine years to build a broad portfolio of products.** All of its product development is based firmly on addressing unmet clinical needs, identified by patients, users and clinicians, backed up by clinical validation and testing.

For more information, go to the Success Stories section on our website: [www.medipex.co.uk](http://www.medipex.co.uk)

