



**Accessible and purposeful patient information
for healthcare providers.**

The Problem: **Poor Health Literacy**



63% of patients do not understand what they are told
in a conversation with their Health Care Professional

Only **20%** of what a patient is told is retained accurately

This drops to **10%** if the patient is told unwelcome or
unexpected news such as a **cancer, hypertension, Asthma or
diabetes diagnosis**



Time pressures can make it challenging to discuss condition, treatment plans and medications during a single consultation

In conditions such as **cancer, hypertension or diabetes** more than **40%** of patients sustain significant risks by misunderstanding what they are told



The solution: **liberate**pro™

A web based digital patient education platform designed by clinicians with patient input.

LiberatePro™ is validated, **disease specific** content that can be shared easily by the Healthcare Professional (HCP) or advocacy groups with their patients/beneficiaries to help educate them about their condition. Using a simple online link, the patient or care giver can then review and digest the information in their own time at home and continue referring to the material in their HEALTH JOURNEY



Why choose **liberate**pro™



LiberatePro™ is a health efficacy and education platform where the HCP/Advocacy Groups works with an **information deck/video** to educate the patient about their condition



The HCP/Advocacy Group can speak into, write into, annotate and personalise the deck. They can also build specialised decks with links to send it to specific cohort of patients

The HCP/Advocacy Group sends the information to the patient as an email link. The patient can then review the information as many times as they wish. They can also share it with caregivers, family etc. Excellent for the elderly, infirm and those with low levels of health education



For lifestyle related cancers, LiberatePro™ can share pre-prepared information packs and videos to alert the **most vulnerable**

These packs can be area or geographic specific to target vulnerable or difficult to reach groups and can help people live a **healthier lifestyle**

ENGAGEMENT WITH LIBERATE PRO (LP)



**LIBERATE PRO ON
TABLET & COMPUTER**



**HCP ENGAGES
THE PATIENT ON LP**



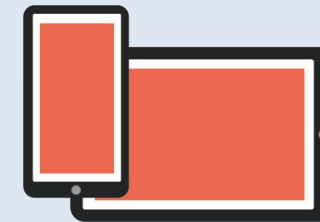
**EDUCATIONAL CONTENT ON
CONDITION AND TREATMENT**



**THE CONSULTATION IS RECORDED
AND SENT AS A VIDEO**



**THE PATIENT RECEIVES
AN E MAIL LINK**



**PATIENT OR CAREGIVER
CAN VIEW ON A TABLET
OR SMART PHONE**



No paper - LiberatePro™ is great for the environment

No postage costs – no paper or admin costs

Savings in money and teaching times

Analytics mean that you can track views and usage in real time increasing efficacy & understanding

Fewer follow ups because of an increase in patient understanding

LiberatePro™ has been proven in trials to improve health literacy and health efficacy, especially in those with low levels of health literacy and understanding

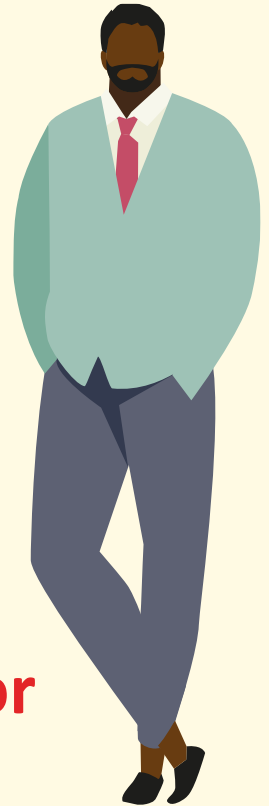
1. Early Diagnosis

LiberatePro™ can help with early diagnosis by sending pre-populated information packs or videos to targeted groups who may be vulnerable to certain cancers. Eg. Black males are 2-3 times more likely to contract prostate cancer, catch it earlier and twice as likely to die

Information packs can help with prevention by highlighting areas of concern as well as acting as an information board

Ideal for early detection campaigns such as

breast cancer awareness and **prostrate cancer, Hypertension or diabetes**



2. Treatment Transformation

including adherence & behavioural change

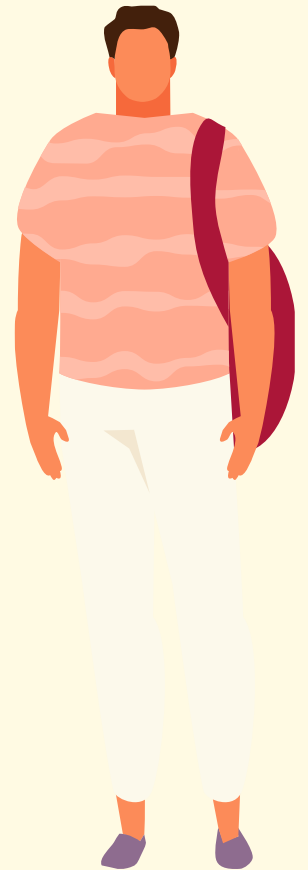
Mass emailing facility will help to reach out to unrepresented areas of the population

Shared links and pre prepared videos

Platform design and animation makes LiberatePro™

easy to digest and understand

Proven in trials in the USA show patient **understanding and efficacy**
in low income and difficult to reach groups



3. Equality, Diversity and Inclusion

We can develop information packs and videos to **target certain cohorts** who are difficult to reach and from diverse backgrounds

We can develop decks to help understand difficult diseases such as **Breast and cervical cancer, Hypertension, diabetes, asthma**

Multilingual - information packs can be made in different and diverse languages

Easy to understand visuals mean those with poor language skills or low levels of health literacy can understand the information and **act on their condition**



BENEFITS OF FOLLOWING INSTRUCTIONS (RSV CASE STUDY)

Over 400 patient encounters in NICU discharge:

- Children's National in Bethesda MD
- University of VA, Charlottesville VA
- Children's Hospital of the King's Daughter, Norfolk VA

Liberate Pro impacted healthcare professionals:

- Presentations with liberate reduced education time by more than 50%
- Simplified education process that fit into their digital workflow.
- 100% of discharge educators would recommend Liberate Health to a colleague
- Net promoter score 100

PORTAL REGISTRATIONS	
PARENT VIEWING CONTENT	157
VIDEOS VIEWED	110
DECKS DOWNLOADED	145
AVG TIME SPENT IN MINUTES	5.45

IMPROVED RSV
UNDERSTANDING

100%
N=97

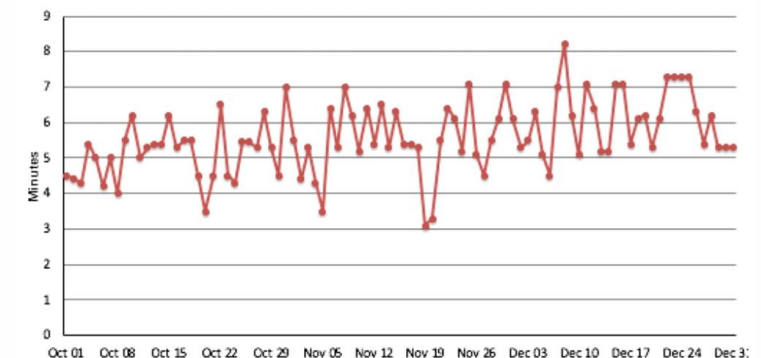
IMPROVED
UNDERSTANDING

100%
N=97

MOVED TO
ACTION

87%
N=97

Average Time Spent (5.45 Minutes)



Supporters





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www.liberateprohealth.com