

Today’s Paediatric Asthma challenges

Asthma is the most common long-term medical condition in children in the UK, with around 1 in 11 children and young people living with asthma¹. The UK has one of the highest prevalence, emergency admission and death rates for childhood asthma in Europe². Outcomes are worse for children and young people living in the most deprived areas³.

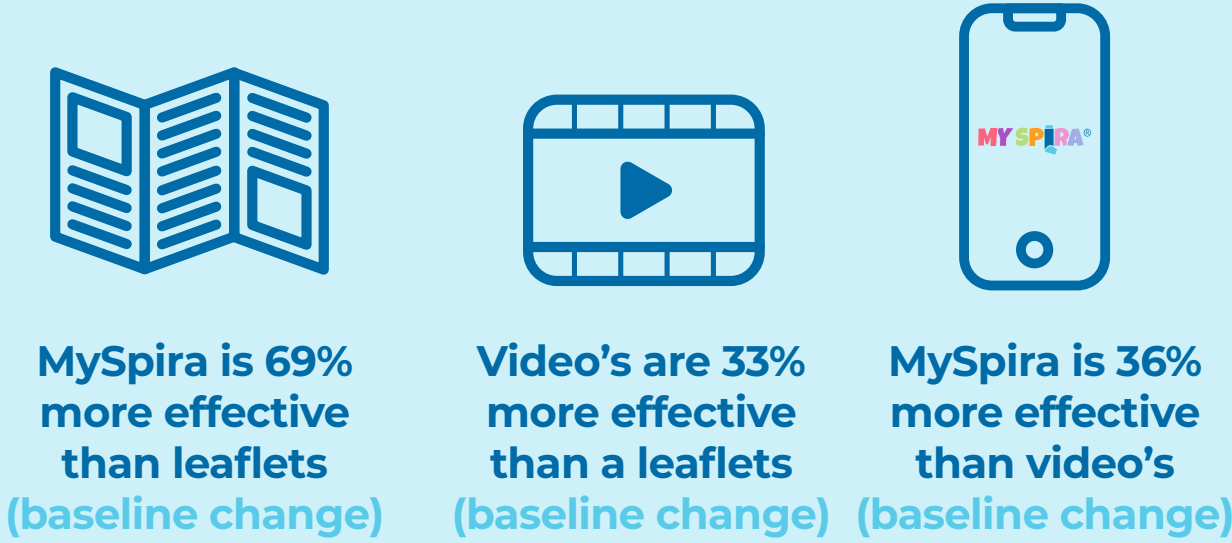
Now consider that studies have proven 93% of asthma sufferers use their inhalers incorrectly⁴. Additionally, there is a lack of time to provide proper asthma healthcare training (the mean duration of a GP surgery consultation is between 9.22 - 10.22 minutes)⁵.



Introducing MYSPIRA®

Available on both app stores, MySpira® has been developed to help children understand what Asthma is, and how to manage it with an MDI inhaler. It is closely aligned to the developing asthma curriculum and it does not require GP or healthcare professional intervention

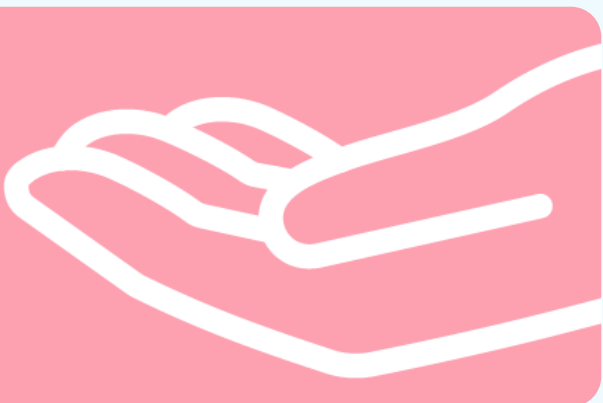
Research by University of Suffolk found that MySpira® outperformed other learning materials, including leaflets and videos, especially in children aged between six and nine years¹. The augmented-reality app aims to teach children how to use their inhalers correctly - as research shows that 97% of young asthma sufferers don’t use the breathing aids correctly. It allows children to learn and practice their inhaler technique, resulting in better control of asthma and hence fewer serious or fatal attacks.



MySpira® may enhance the level of available asthma care and education, which may attempt to resolve one of the major problems facing asthma suffers and their carers, that of non-adherence to medication.



MySpira® supports digital inclusion for families across the UK, encouraging and providing full availability and access in public spaces, such as schools, libraries, clinics and nurseries.



The opportunity

MySpira is now available on an Enterprise level, to the entire ICB, without limits. This means that for an annual license fee, your GPs and Asthma HCPs will have unlimited access to as many licenses for MySpira as you need. What’s more, you have access to a complete toolbox of promotional and educational material.

With a clear innovation pathway created for MySpira, ICB partners will benefit from future upgrades, which will include new modules centred on; inequality (Core20Plus5), sustainability and enhanced learning tools.



- ✓ Aligns to National Asthma Bundle of Care and NRAD report
- ✓ Patient Activation Measures (PAM) evaluation underway
- ✓ DTAC compliant
- ✓ Independant health economic alaysis highlight potential cost benefit to the innovation
- ✓ Already procured across East of England
- ✓ Technically supported
- ✓ Benefit from the exciting development of further planned content

Find Out More:



Expected Benefits



Contact

 www.MySpira.com

 hello@myspira.com

References: 1. Asthma UK: <https://www.asthma.org.uk/about/media/facts-and-statistics/> 2. NHS: <https://www.england.nhs.uk/2019/09/nhs-warning-to-parents-as-asthma-season-hits> 3. Royal College of Paediatrics and Child Health [2020] State of Child Health. London: RCPCH. Available at: stateofchildhealth.rpch.ac.uk 4. Independent 20th December 2014. Available at: <https://www.independent.co.uk/news/science/asthma-and-allergy-sufferers-cannot-correctly-use-devices-designed-save-lives-9937357.html> 5. UK primary care: a retrospective analysis of 100 million consultations in England, 2007-14, The Lancet, 387, 10035, 2323-2330. Available at: <http://www.sciencedirect.com/science/article/pii/S0140673616006206>