MedaPhor

GENERAL MEDICAL

GYNAECOLOGY

OBSTETRICS

EMERGENCY MEDICINE

Advanced ultrasound training for medical professionals

Stuart Gall
CEO

An ipgroup plc company

MedaPhor in 30 seconds

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Ultrasound is the stethoscope of the future

- Every doctor will need to learn how to scan

We make the world's best ultrasound training simulator

- We've sold over 100 systems into hospitals in the UK and US

In 3 years we've become the gold standard for UK OBGYN U/S training

- So we listed on AIM in August 2014 and raised c. £5m

To expand into the potentially huge global U/S training market

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Ultrasound – diagnostic tool of the future

Cheap, safe and patient friendly with applications spreading to most clinical specialities

OBSTETRICS | GYNAECOLOGY | ABDOMINAL | HEART | MSK | OCULAR | VASCULAR | PAEDIATRIC

Historically, ultrasound training has been relatively low tech, led by practice on patients or mannequins

But, there are powerful market drivers for change:

- **Clinical**: increasing applications for ultrasound
- **Technology**: reductions in machine price and size are increasing the number of users
- **Training**: decreasing availability of experts
- **Patient availability**: fewer patients are willing to volunteer - particularly for invasive scanning

Large and growing market

Ultrasound simulation

- There are c.46,000 hospitals in MedaPhor's current sales geographies
- Expected CAGR of 19% in medical simulation between 2012 and 2017*
- Sonographer recruitment growing by over 44% in US to meet demand

Customers

- ScanTrainer currently sells predominantly to the larger hospitals, medical schools and universities
- Technology has already gained traction in UK, USA, and Australia
- Potential for major expansion in the US, Europe, Gulf and Asia

Example customers who have bought MedaPhor devices:

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UCSF University of California San Francisco
Yale University
Karolinska University Hospital
University of Illinois Medical Center at Chicago
United States Army
Leeds General Infirmary
Liverpool Women's NHS Foundation Trust
City University London
Chelsea and Westminster Hospital NHS

* Based on extrapolation of data from Healthcare/Medical Simulation Market- Trends & Global Forecasts to 2017 (MarketsandMarkets)

ScanTrainer®

where Simulation becomes Reality

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The ScanTrainer value proposition

The only ultrasound training simulator that offers **teaching**, **learning** and **assessment** in a single package

Real-time expert guidance

Replicates the one-to-one expert learning experience, enabling unsupervised independent learning

Skills performance assessment

Integrated educational metrics provide detailed real-time performance assessment and feedback

Structured curriculum based learning

Step-by-step educational modules enabling trainees to learn at their own pace

Realistic 'full anatomy' scanning experience

Featuring real scans and real feel

Objective practical examination tool

Provides standardised assessments of a trainee's ability to scan a live, undiagnosed, randomised patient

Cloud access

Tutors can monitor and evaluate trainees remotely using the new v5.0 Cloud access gateway

No other training simulator provides such a complete and realistic learning pathway for both novice and advanced practitioners.

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ScanTutor: real-time 1:1 expert guidance

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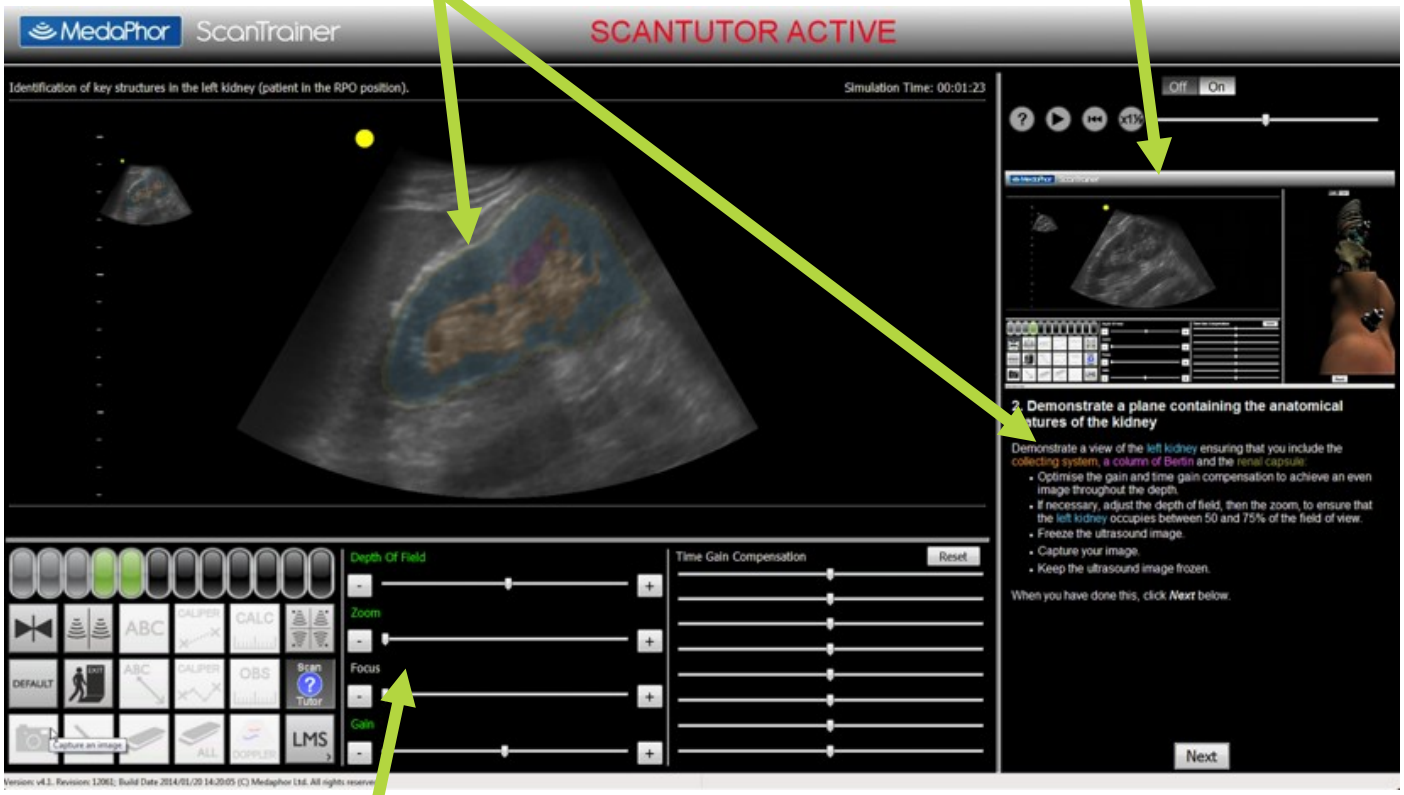
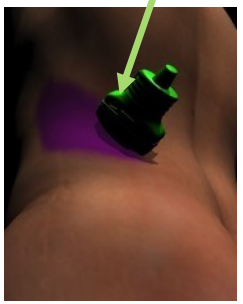
Help locating structures with specific colour guidance

"Watch the expert" ScanTutor videos



ScanTutor guides probe placement and probe orientation



Traffic light guidance for ultrasound machine controls

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A true practical assessment of scanning skills

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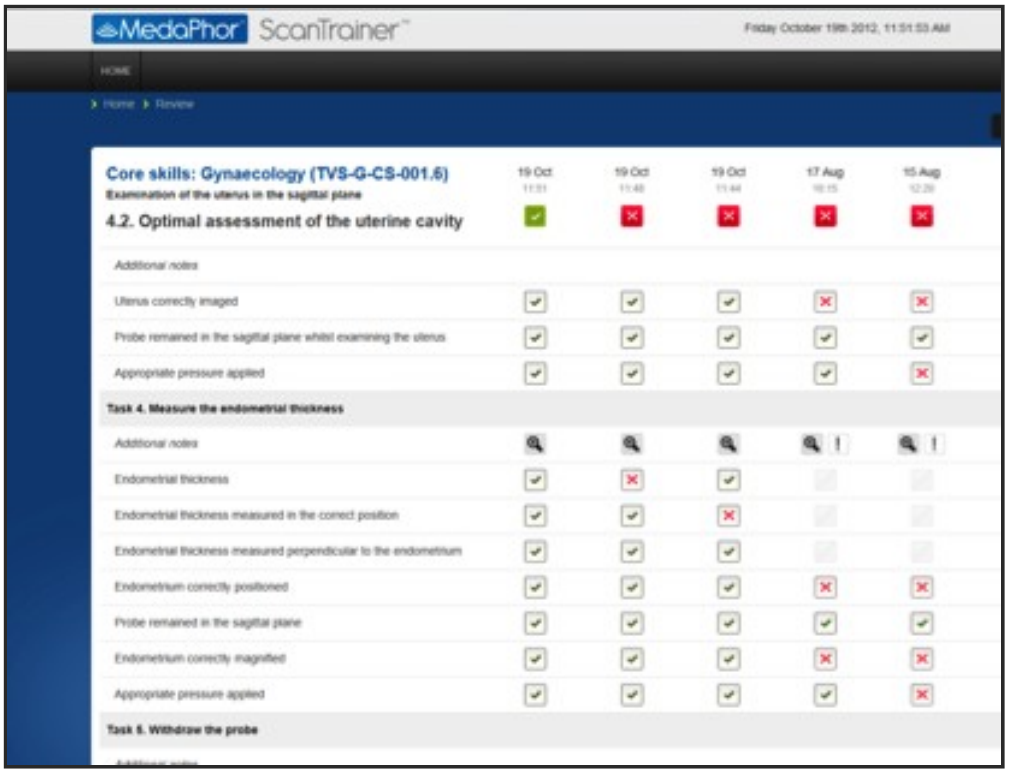
Every ScanTrainer simulator has the ability to assess a range of metrics, including:

- ***image optimization:***
  - *gain*
  - *zoom*
- ***image positioning***
- ***transducer positioning:***
  - *location*
  - *orientation*
- ***sweep assessment:***
  - *% of organ viewed*
- ***measurements:***
  - *accuracy*
  - *position*
- ***biometry:***
  - *BPD, HC, AC, FL*
  - *volume*



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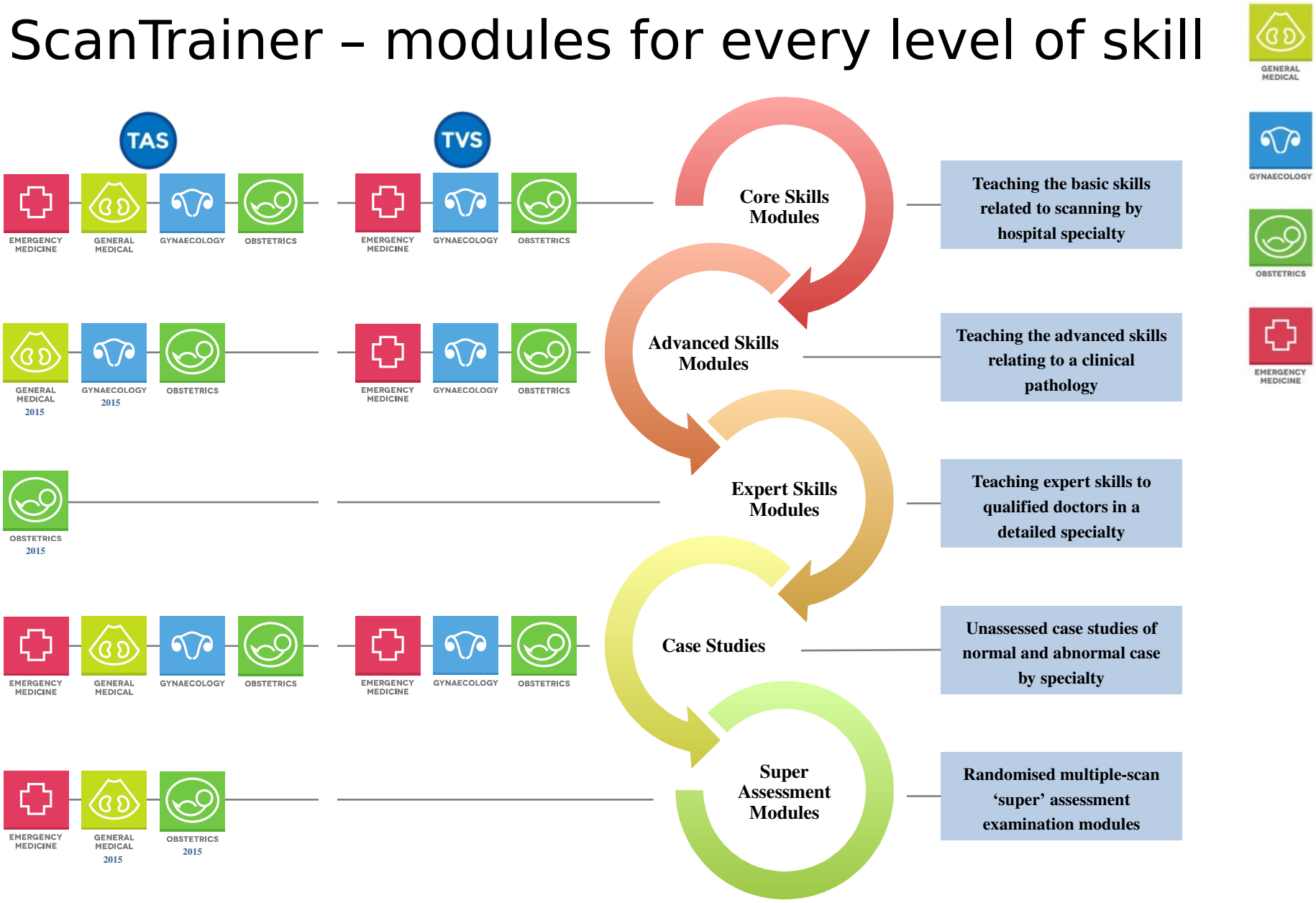
ScanTrainer – modules for every level of skill



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ScanTrainer - expanding into new sectors

Products pre AIM listing

OBSTETRICS

GYNAECOLOGY

Products launched completed post listing

ABDOMINAL

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Potential for expansion

MSK

PAEDIATRIC

HEART

OCULAR

VASCULAR

DVT

PLUS POTENTIAL FOR ULTRASOUND-GUIDED INTERVENTION

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LAUNCHED 2014

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Remote access to results

Tutors can review their trainees' progress from any PC, laptop or tablet

Weekly email to tutors

A summary of the simulator usage is sent to the tutor by email every week, so they are kept up to date on the system usage

Automatic updates

All software upgrades can be provided automatically overnight as and when released, so the tutor or administrator no longer has to install new programmes or upgrades by disc or USB stick

Share bespoke case studies

Tutors can share any bespoke case studies they have created with any other ScanTrainer system around the world

TUTORS

TRAINEES

Centralized results

A trainee's training results can be accessed from any site, enabling trainees to move between hospitals and retain access to their training data

Remote access

Trainees can access the learning resource and training videos remotely from their PC, laptop or tablet

HOSPITALS, SCHOOLS AND REGULATORY BODIES

Centralized data

Any hospital group, regional, national or international training body can now implement standardized training programs, with centralized access to results and certification

Remote review

Independent reviewers can access a trainee's examination data and remotely assess saved images, offering off-site pass/fail practical examination review by independent national reviewers

v5.0

with Cloud Connectivity

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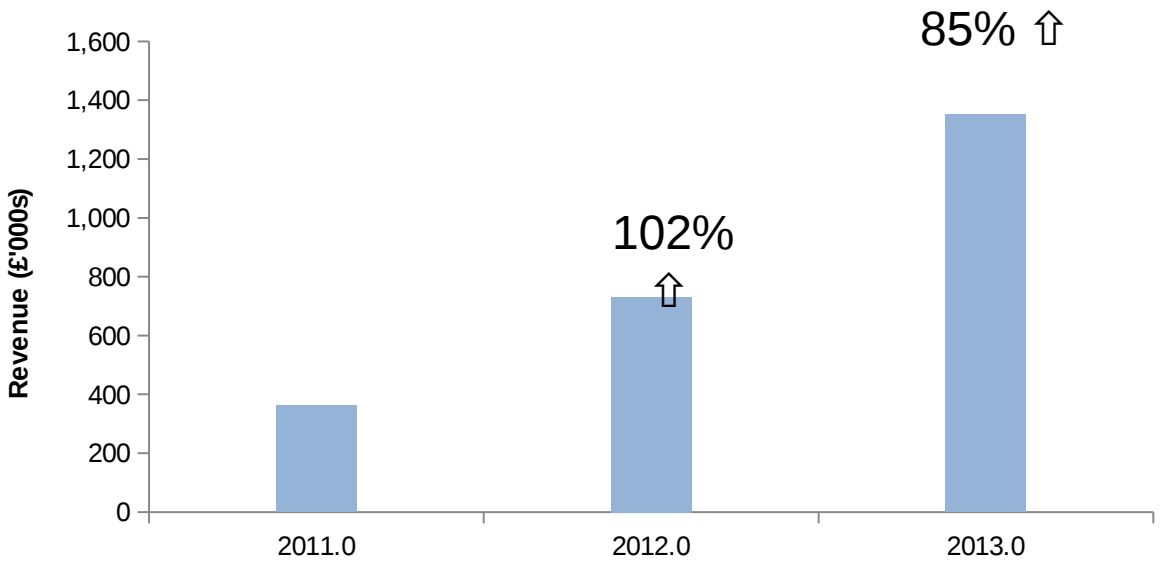
Significant sales potential

- 2013 revenue of £1.35m (FY12: £0.7m)
- Utilise first mover simulator advantage to cross sell new applications
- Establish cloud based platform



Summary

- The world’s leading ultrasound simulator system
- Considerable presence in the OBGYN training market in the UK
- Growing sales traction in the US
- Expanding geographical presence in the rest of the world
- An experienced and reputable management team
- Significant potential for expansion

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