Emergency Medical Information Code

Introductory Presentation

MiCode

A little peace of mind

The problem

Accessing crucial medical information swiftly and accurately during emergencies poses persistent challenges for healthcare and emergency services.

- **Time Sensitivity:** Every second counts in emergencies traditional methods of retrieving medical records and important contact details often lead to critical delays.
- **Decision Making :** Medication errors account up to one-third of all medical errors in hospital, with 1 in 30 patients exposed to preventable medication harm.
- **Language Barriers:** Diverse languages can hinder effective communication between healthcare providers and patients.
- **Data Fragmentation:** Medical records scattered across different facilities result in incomplete information and security concerns.

Who has this problem?

- 1 million people are living with dementia in the UK. Nearly everyone knows someone with dementia and one in three of us will develop dementia in our lifetime.
- 1.5 million young people in the England have special educational needs and disabilities. Many of these are in and out of hospital and find it hard to communicate their current conditions needs.
- 20 million people - 30% of the UK population - live with one or more long-term medical health condition,
- 11 million elderly people, many of whom have medications and find it hard to communicate and forget important information.
- 4 million people report mental health problems each year, these can include communication issues and complex medications.
- 6.3 million severely disabled people in the UK, many of them have complex conditions and medications which need to be explained.
- Three are 4.8 million business travellers. In situations where they need medical attention or are hospitalised abroad, having immediate access to accurate medical information can be critical.

Our solution

Our solution – MiCode

MiCode is a simple, yet powerful personal QR code.

- Worn as a bracelet, keyring, pendant, card and sticker. It provides immediate access to vital medical information and contacts in case someone becomes unwell, confused or lost.
- MiCode includes their name, emergency contacts, medical conditions, and anything else they might not be able to communicate. This information can be translated into any language.
- With MiCode, help is never far away, ensuring that anyone can be assisted properly and brought back to safety. It's more than just a tool; it's reassurance reducing the risk and fear.

When a MiCode is scanned

- Instant access to a person's medical information, translated to any language.
- The call button allows the person who scanned the code to call emergency contacts
- Emergency contacts are notified via email, which can include location data
- The emergency contact receives a text notification regarding the MiCode scan
- Access to pin-protected information requires contacting the emergency contact through the call button
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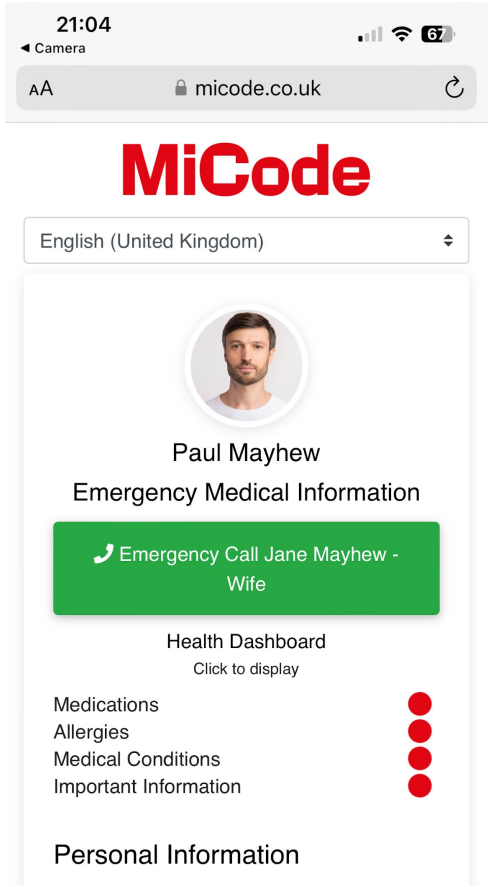


MiCode Stores

Personal Details: Name, privacy pin and an email and password to manage your account

Emergency Information: Contacts, next of kin, medications, allergies, medical conditions

Medical information: NHS number, donor status and blood group

Insurance details: Company name telephone number and you policy number

Emergency Services: Activate emergency services access in an emergency.

Medical Files and Links: Upload important documents, files travel visas and plans.

Notes and appointments: Diary notes, medical information and appointments

MiCode modes

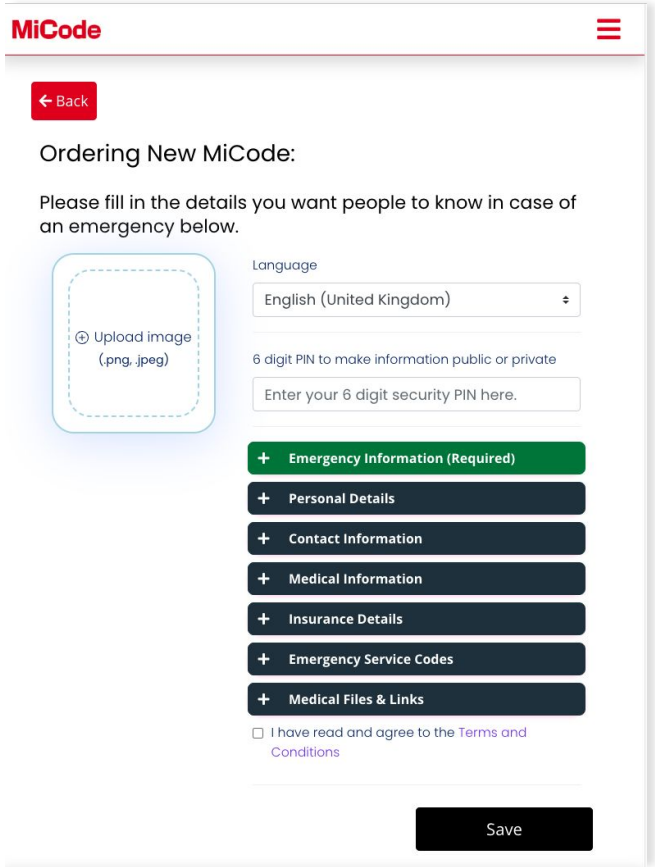
To ensure maximum security and flexibility of use, MiCode can be set to 3 different modes:

Personal: only the owner of the MiCode can update the details by logging in to it to their account.

Organisational: an organisation can buy a collection of codes for its members and both the members, and the organisation can update the MiCode.

Locked: only authorised personnel can unlock the MiCode and update the details.

All information held on a MiCode is fully end-to-end encrypted and pin code protected



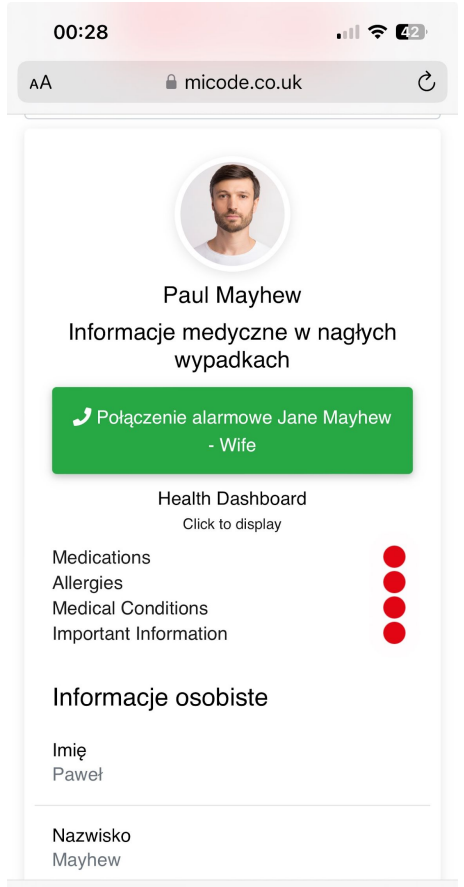
MiCode languages

MiCode revolutionises personal safety and communication by offering a cutting-edge language facility that caters to users of all backgrounds and nationalities.

With its innovative design, MiCode seamlessly integrates with the language settings of your smartphone, automatically adjusting to the preferred language of the user.

This ensures universal accessibility and comprehension, empowering individuals from diverse linguistic backgrounds to utilise MiCode with ease.

MiCode's language facility ensures that vital information is always accessible and understandable, fostering inclusivity and safety for all



Many MiCodes one account

The MiCode systems innovative design enables multiple MiCodes to connected to an existing Account.

New MiCodes can be preprinted on any physical item including bags, clothes, helmets and marchiney and then seamlessly integrated.

This Multi-MiCode facility is especially useful for day bracelets and lanyards. MiCodes don't have to be matched, just contracted together.

MiCode broadcast

MiCode Broadcast is an innovative extension of the MiCode platform that enables organisations to disseminate vital information rapidly and reliably to individuals or groups.

Key benefits of MiCode Broadcast in Healthcare:

- **Streamlined Communication:** Allows organisations to send critical updates, health advisories, and protocols directly to anyone
- **Secure File Sharing:** Organisations can securely transmit sensitive documents, patient reports, and medical information
- **Targeted Messaging:** Enables the delivery of personalised health reminders, appointment schedules, and medication alerts
- **Versatile Information Dissemination:** MiCode Broadcast ensures the right information reaches the right people.

Traction and validation proven success

Awards, Current users, partnerships, and any ongoing pilot programs

Clinical Pharmacy Congress
The Home of Clinical Pharmacy

Clinical Pharmacy Congress 2022 Award Winner Excellence in the use of technology in pharmacy practice

HSJ PATIENT SAFETY CONGRESS

HSJ Patient Safety Congress 2022 Award Winner Effective Use of Technology

NHS
Great Ormond Street Hospital for Children
NHS Foundation Trust

Crisis Sanctuaries
Nottinghamshire

NHS
Central and North West London
NHS Foundation Trust

mind Nottinghamshire

Brent

mind Hammersmith, Fulham, Ealing and Hounslow

NHS
Buckinghamshire Healthcare
NHS Trust

Our founder story

MiCode was established by Professor James Ohene-Djan. Our focus on sustainability, diversity, and inclusivity. These values and our lived experiences have helped guide our innovative approach to simplicity in healthcare solutions.

James, (Professor of Computer Science at Goldsmiths University), and his sister Louise, (Professor of Pharmacy Education at University College London) were long term carers of their brother, Tony, and mother, Betty. Their complicated needs meant there were touch points across the whole spectrum of the health and social work teams.

Driven by his problem solving and visionary mindset, James teamed with healthcare insiders to design simple solutions to address their complex problems.

Professor James Ohene-Djan

Tony Ohene-Djan

Professor Louise Brown (née Ohene-Djan)

The team

Professor James Ohene-Djan
Founder and Technical Director

James is a luminary in the field of Internet technologies and digital ventures. With over 25 years of rich experience, he has been instrumental in the technical development and business creation aspects of digital solutions including, WinkBall, ViewTalk, Art-Gallery TV and QR Video Solutions.

Richard Pockney
Director of Business Development

Richard has previously worked at UBS (1992-2008) where he was Head of European Healthcare trading, and he also had Portfolio Manager roles at Hedge Funds (OMG Capital/ Trium Capital from 2008-16). On 2016 he enrolled at INSEAD where he gained the Certificate in Global Management. He Is one of the four original Founders of www.justhooit.com - a disruptor in the Hotel booking sector. Richard has a passion for Healthcare and products that help to improve patients lives.

Ben Wells
Senior Software Developer

Ben is renowned for his exceptional skills in user interface design and interactive systems. With a rich background in software engineering, he has been pivotal in developing intuitive and engaging user interfaces that enhance user experiences.

Gideon Carr
Senior Technical Director/Product Development Lead

Gid, is a seasoned technologist and Software Engineer. Renowned for his expertise in solving complex technical challenges, Gideon has been instrumental in steering the companies product design and development towards excellence.

The team

Vlad Sushko
Senior Technical Director/Product Lead

Vlad, is as Senior Technical Director and Product Lead with a meticulous approach to development technology. His expertise in both strategic leadership and hands-on programming skills, makes Vlad an invaluable asset to the team.

Petra Welbeck
Customer Relations Manager

As Customer Relations Manager at MiCode, Petra plays a crucial role in bridging the gap between the companies innovative tech solutions and its clientele.

Shan Siggers
Senior Manager

Shan is known for her strategic acumen and innovative approach in the technology sector. With over a decade of experience in tech management, Shan has been instrumental in development of MiCode and its drive for success.

Contact details

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