



PRIME FOR LIFE

Fighting Frailty with Fitness

Intros - Prime for Life Team



Niall Ó Tuathail
CEO

- Over 10 years of health reform experience for European Health Systems, including in frailty services and integrated care
- Experience in designing and building software

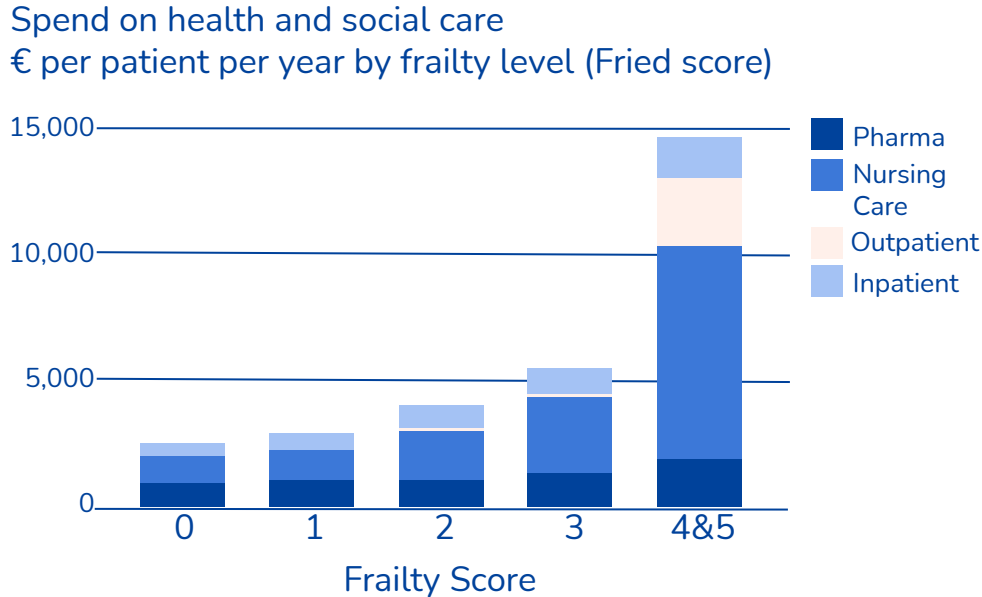


Dr. John Travers
Chair & CMO

- Practicing in primary care in Ireland
- Leading researcher on frailty prevention with multiple publications
- RCT underway looking at exercise interventions and dietary protein guidance during GP consults



The cost of frailty



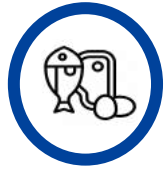
Over €10k pa
difference between
fit and frail patients
for same age

Note: A Canadian study (Morden et al 2019) of people with long-term home care without dementia found health costs to be €15k for people in robust health, €19k for pre-frail and €23k for frail – a €8k per year total differential
Source: Associations of frailty with health care costs – results of the ESTHER cohort study (Bock et al, 2016)

Frailty is preventable & reversible



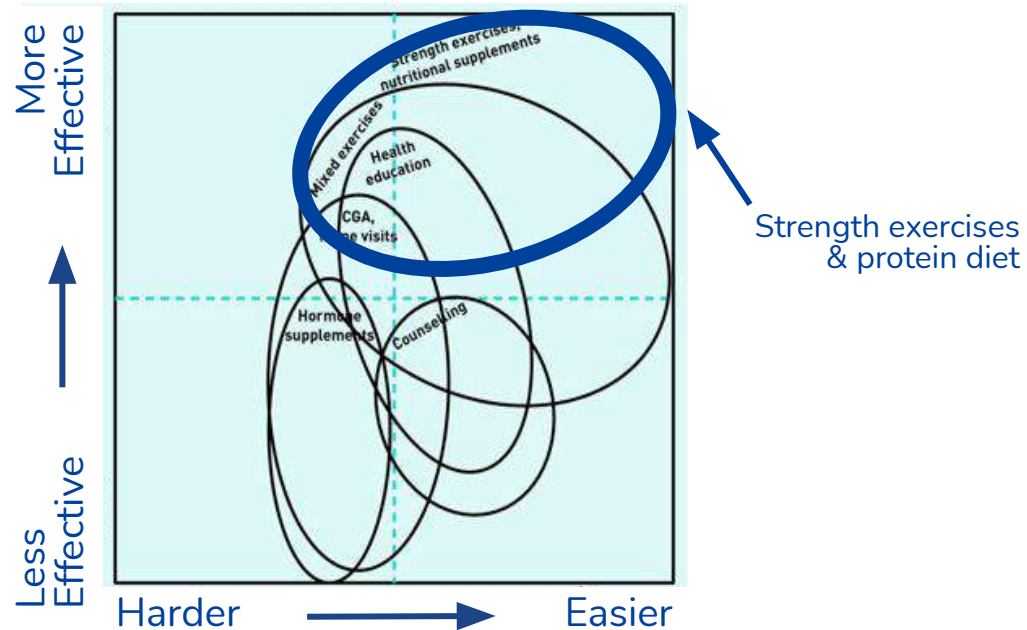
Exercise



Diet



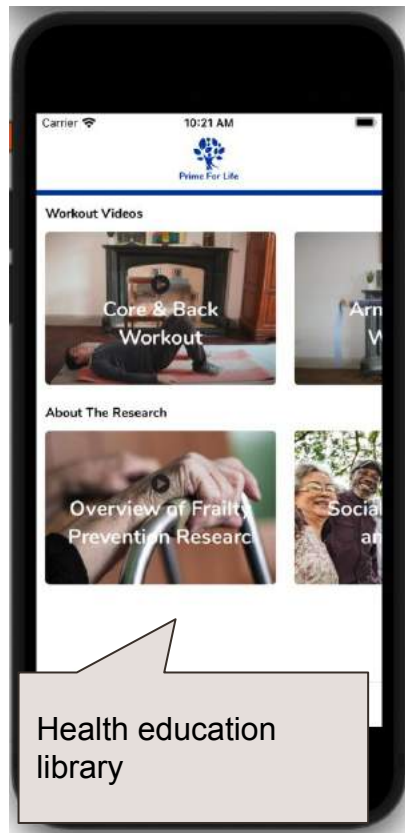
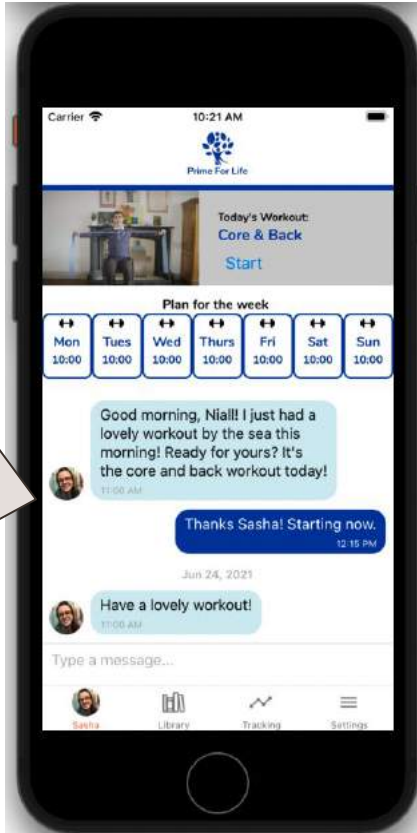
Social Interaction



Source: Travers et al BJGP 2019; Macdonald SH-F, Travers J, Shé ÉN, Bailey J, Romero-Ortuno R, Keyes M, et al. 2020; Serra-Prat et al Age Aging 2017; TILDA Irish Longitudinal Study on Aging

A flexible digital coaching solution

Digital Coach interactions with suggested programme



Health education library



Tracking progress



Prime for Life - friendly coaches

Our friendly team support your patients with:

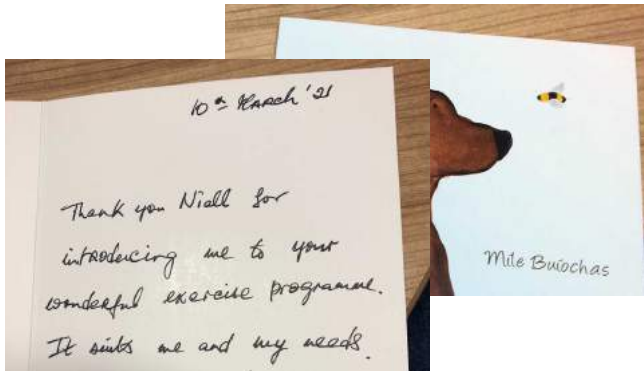
- Motivating calls
- Friendly reminders with follow-along videos
- 1:1 chat for any questions or concerns



Niall



Sasha



Thank You card from a member!



App / Facebook/ Whatsapp
Delivery

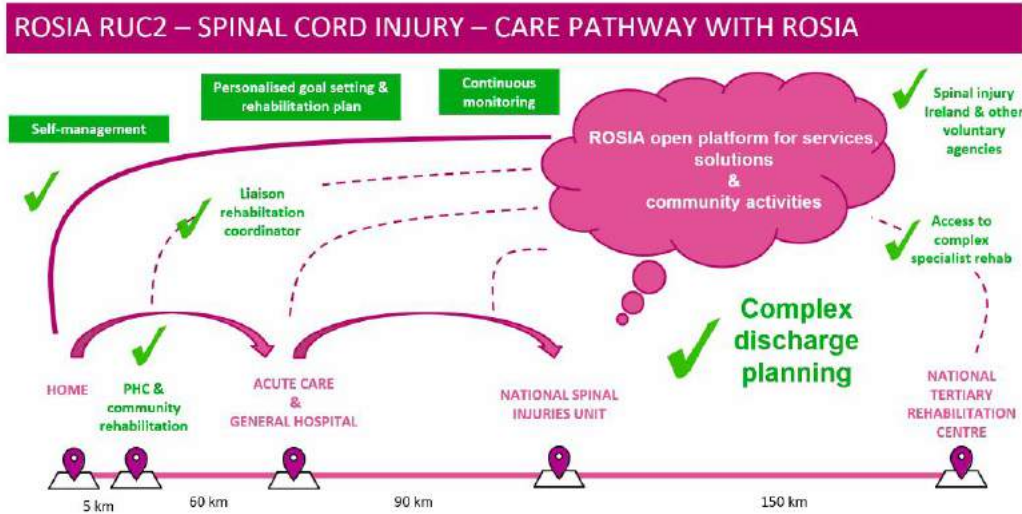
Prime For Life fit with the ROSIA solution

ROSlA solution:

- Supervised self and community care of **rehabilitation at the patient environment**
- Flexible and scalable **value-based model of care.**
- Tailored **integrated care** model.
- **Motivation** by strong implication of the **community** and **virtual coaching** tools.



Open platform to fit within the ROSIA pathway



Prime For Life potential to fit into the ROSIA pathway:

- Video and educational content provided by specialist unit/centre
- Programme selected by specialist team leading care
- Patient and family have access to patient app to access programme, interact with coach and other patients
- Community caregivers (GP, dedicated coaches, volunteers) can onboard as digital coaches for motivation or receive data and reports on progress
- Potential for risk stratification and alarm systems / nudges for engagement

Contact details



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