

# Health tech revolution showcased at Design Museum

**Top innovations go on public display ahead of AXA PPP Health Tech & You Awards**

*London 10 March, 2015* – From today visitors to the Design Museum can experience the latest innovations in personal health technology. As part of the first ever AXA PPP Health Tech & You Awards, the showcase offers the chance to see and interact with 24 shortlisted Awards entries, putting the health technology revolution into a wider context for the benefit of everyone who wants to improve and maintain their health.

AXA PPP Health Tech & You is a joint initiative led by AXA PPP healthcare with the wellbeing think tank 2020health and the Design Museum. It aims to recognise, celebrate and showcase the best in personal health technology innovations and present them in an engaging and accessible way to give the public an insight into this rapidly evolving field.

Open to all from 10 March – 26 April 2015, the exhibition celebrates a mix of innovative entries from individuals, designers, developers, entrepreneurs and healthcare professionals from the UK and around the world. It investigates some of the biggest questions and implications surrounding the personal health technology revolution and allows the public to see what health technology is already available to them.

Visitors to the exhibition will be able to:

- Lie on specially installed bed to experience an app designed to improve the quality of sleep using cognitive behavioural therapy
- Try a pen that translates colour into sound, allowing visually impaired people to recognise shapes and draw in colour
- See and feel a revolutionary injury detection suit for disabled athletes with loss of sensation – allowing them to see where injuries have happened in real-time
- Experience how a ‘digital buddy’ transforms the knowledge and support for pregnant mums and young parents through their mobile phone

The ‘Wall of Questions’ will encourage visitors to explore the potential of this new and growing industry both onsite and online. Initial questions include:

- What life-changing condition should be a focus for the world's health tech innovators?
- Should using health tech be seen as a social responsibility in order to reduce pressure on the health service?
- Some health tech allows you to record personal data and share it with a health professional. Who do you think owns this information?

**James Freeston, Marketing Director, AXA PPP healthcare**, says: "We are delighted to be able to bring together all 24 shortlisted entries to the inaugural AXA PPP Health Tech & You Awards in one dynamic space. The health technology revolution provides a real opportunity to inspire behavioural change and enable people to take greater control of their own and their families' health – whether at home, at work or at leisure. AXA PPP healthcare decided to lead this initiative to bridge the gap for consumers and demonstrate how apps, gadgets and devices can and will help maintain and improve health. We hope that the visitors to the Design Museum will learn more about health technology, interact with it and step into a new world of possibilities."

**Deyan Sudjic, Director of the Design Museum**, says: "Digital technology is triggering a revolution in the way that we think about our health that is as dramatic in its impact as anything that has already happened in finance, education or entertainment. The questions raised by this transformation of the relationship between us and our doctors, and other health professionals, will change everything. For the first time we can ask our smart phone, 'how am I?'"

**Julia Manning, Chief Executive of 2020health**, says: "Having seen all the great nominations to these inaugural Awards it is really exciting to see the shortlisted entries brought to life. We have wanted to share with the public how new digital health technologies can improve information, control and understanding and these Awards have allowed us to do that."

The exhibition runs from 10<sup>th</sup> March – 26<sup>th</sup> April, 2015 at the Design Museum, Shad Thames, near Tower Bridge, London. The museum is open daily between 10am and 5.45pm.

ENDS

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Visit the AXA PPP Health Tech & You website [www.HealthTechandYou.com](http://www.HealthTechandYou.com)

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## Notes to Editors

The AXA PPP Health Tech & You Awards, a joint initiative between AXA PPP healthcare, 2020health and the Design Museum, aims to recognise, celebrate and showcase the best in personal health technology innovations – putting the health tech revolution into a wider context for the benefit of users.

Over 120 entries were submitted, demonstrating the many different aspects of health technology, innovation and design. Representatives from the Health Tech & You partners evaluated every entry to select the shortlist of four per category. Six prestigious judging panels, consisting of 33 leading industry figures from healthcare, design, technology and the media decided each category winner as well as an overall winner to be announced during an awards ceremony on 18<sup>th</sup> March 2015.

The shortlisted entries being showcased are listed below. A full description of each entry can be found within an accompanying Award entry summary document or at [www.healthtechandyou.com](http://www.healthtechandyou.com)

<b>Keep Me Healthy</b> <i>Nuffield HealthScore</i> ( <a href="http://www.nuffieldhealthscore.com">www.nuffieldhealthscore.com</a> ) <i>Sleepio</i> ( <a href="http://www.sleepio.com">www.sleepio.com</a> ) <i>Brush DJ</i> ( <a href="http://www.brushdj.com">www.brushdj.com</a> ) <i>The PIP</i> ( <a href="http://www.thepip.com">www.thepip.com</a> )	<b>Signs and Symptoms</b> <i>BRUISE Suit</i> ( <a href="http://www.teambruise.com">www.teambruise.com</a> ) <i>Symptom Checker</i> ( <a href="http://www.patient.co.uk">www.patient.co.uk</a> ) <i>QardioArm</i> ( <a href="http://www.getqardio.com">www.getqardio.com</a> ) <i>Otoscope &amp; Ophthalmoscope</i> ( <a href="http://www.cupris.com">www.cupris.com</a> )
<b>Manage My Condition</b> <i>iHealth Align</i> ( <a href="http://www.ihealthlabs.com">www.ihealthlabs.com</a> ) <i>POW Health</i> ( <a href="http://www.powhealth.com">www.powhealth.com</a> ) <i>AWARE</i> ( <a href="http://www.meganharley.com">www.meganharley.com</a> ) <i>Aseptika</i> ( <a href="http://www.activ8rlives.com">www.activ8rlives.com</a> )	<b>Most Innovative Provider</b> <i>eRedbook</i> ( <a href="http://www.eredbook.org.uk">www.eredbook.org.uk</a> ) <i>Living it Up</i> ( <a href="http://www.portal.livingitup.org.uk">www.portal.livingitup.org.uk</a> ) <i>Optima Life</i> ( <a href="http://www.optima-life.com">www.optima-life.com</a> ) <i>Babylon</i> ( <a href="http://www.babylonhealth.com">www.babylonhealth.com</a> )
<b>Best R&amp;D Product</b> <i>Lightscores</i> ( <a href="http://www.allesoderlicht.com">www.allesoderlicht.com</a> ) <i>Elvie</i> ( <a href="http://www.elvie.com">www.elvie.com</a> ) <i>Flowy</i> ( <a href="http://www.flowygame.com">www.flowygame.com</a> ) <i>LUMO</i> ( <a href="http://www.rca.ac.uk/students/anna-wojdecka/">www.rca.ac.uk/students/anna-wojdecka/</a> )	<b>Special Category – Fertility, Pregnancy, Birth, Early Years</b> <i>Duo Fertility</i> ( <a href="http://www.duofertility.com">www.duofertility.com</a> ) <i>Mind the Bump</i> ( <a href="http://www.mindthebump.org.au">www.mindthebump.org.au</a> ) <i>Baby Buddy</i> ( <a href="http://www.app.bestbeginnings.org.uk">www.app.bestbeginnings.org.uk</a> ) <i>BleepBleeps</i> ( <a href="http://www.bleepbleeps.com">www.bleepbleeps.com</a> )

### **About AXA PPP healthcare**

AXA PPP healthcare has been helping people to access healthcare services since 1940. Today it forms the UK healthcare arm of AXA and provides cover for medical and dental care for individuals and employers, and employee wellbeing, counselling, occupational health and rehabilitation services through its specialist Health Services division. AXA PPP healthcare has been providing healthcare cover to individuals and employers outside of the UK for over 40 years and in 2009 established a dedicated business unit, AXA PPP International, consolidating and bringing a greater focus to the growth and development of its international business. Today, AXA PPP International serves members in more than 80 countries around the globe. For more information please visit: [axapphealthcare.co.uk](http://axapphealthcare.co.uk)

### **About 2020health**

2020health is an independent, social enterprise think tank with a mission to 'Make Health Personal'. Through research, evaluation, campaigning and building relationships we aim to enable improved individual and societal health and wellbeing. 2020health has been leading on health technology innovation for some years, with publications covering NHS IT, telehealth, use of technology by the US Veteran's Health Administration and personal electronic healthcare records. 2020health research publications have covered alcohol, employment, the economy, school health and wellbeing, pricing of medicines, biotechnology, NHS reform and fraud. 2020health believes public involvement in healthcare is essential for driving forward the changes required. Team members are regular commentators in the media. More information can be found at [2020health.org](http://2020health.org) and via @2020health

### **About Design Museum**

The Design Museum is building the world's leading museum devoted to architecture and design. The museum opened in 1989 and its work encompasses all elements of design, including fashion, product and graphic design. The museum has hosted exhibitions showcasing some of the most important pioneers of design including, Paul Smith, Zaha Hadid, Jonathan Ive, and Dieter Rams. The Design Museum plans to relocate from its current home at Shad Thames to the former Commonwealth Institute building in Kensington, West London. The project is expected to be completed by 2016. Leading designer John Pawson will convert the interior of the Commonwealth Institute building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and extend its learning programme. The Design Museum would like to thank all lenders and individuals who have contributed to the exhibition, and the judges of this first edition of the AXA PPP Health Tech & You Awards.

In-kind support generously offered by: Arper, Vitra and Woodside Group Practice. For more information, please visit: [designmuseum.org](http://designmuseum.org)