

EQL UNVEILS AI DRIVEN PHYSIO TOOL

Submitted by: Weston Partnership

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<https://youtu.be/kVgXIpt0TdM>

EQL, part of the Google Cloud for Startups Programme* and backed by handI Group**, has today unveiled its debut product at an event at the Google Campus in London, attended by industry leaders in the healthcare and insurance markets. It forms part of a developing portfolio of products designed to radically improve global healthcare systems.

Phio is a chatbot that thinks and acts like a Physiotherapist, initially providing an agile triage tool for all MSK conditions, with a Digital Injury Management tool to follow later in the year. It uses AI and machine learning to be able to constantly evolve and adapt its behaviour to every user, giving it a 'personality' and the ability to absorb knowledge. A personalised tone and language are used to enhance engagement and adherence.

Designed to improve patient outcomes via an app, it reduces the need for human intervention thereby increasing efficiency and fast-tracking patient care. Sophisticated algorithms guide users to the appropriate pathway: urgent care for those presenting with 'red flag' symptoms; face-to-face care for those not suited for self-managed care; and a Digital Injury Management option for those presenting with low-grade injuries. Phio's decision tree is underpinned by the latest clinical frameworks and this is closely monitored alongside the collection of vital lifestyle data.

Accessible 24/7 and available in any language, Phio is a fraction of the cost when compared to traditional physiotherapy triage and human-led self-managed care. Phio is an ideal option for companies in the health insurance market and those operating in the private and public healthcare sector. It can complement existing services and is a strong alternative for many telephone based and remote physiotherapy services. It also offers dramatically improved customer journeys and has the ability to radically improve health outcomes.

Phio is currently being piloted with a number of large clients across both the private and public healthcare market.

In addition, EQL is currently engaging with the University of Birmingham who are due to provide clinical validation for Phio. This will include an evaluation of the patient experience with a view to optimal patient usability as well as a preliminary review of the clinical effectiveness when compared to current practice.

Jason Ward, CEO and Co-founder at EQL, said: "Limited resources mean access to healthcare is often poor, costly and cumbersome with excessive waiting times and limited connectivity between practitioners and patients. This can result in high costs and less than optimal health outcomes. We are determined to change this and level the playing field when it comes to accessing healthcare. We believe in democratising healthcare. We are all EQL".

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About EQL

Born out of a desire to radically improve global healthcare systems, EQL is a start-up that is challenging traditional concepts with revolutionary technology solutions that are highly accessible, scalable, cost-effective and designed to eliminate inefficiency. By harnessing the power of artificial intelligence and machine learning, EQL is committed to radically improving clinical pathways through technology, democratising healthcare and making it affordable and accessible to anyone, anytime, anywhere in the world.

* EQL was accepted into the Google Cloud for Startups Program in January 2019. The program supports start-ups in developing great products within Google's ecosystem. Not only does the program provide financial assistance but the team also has direct access, including 1 on 1 developer mentoring/training with dedicated Google Cloud engineers and access to state-of-the-art technologies.

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For further information, please contact Lizzie Woolley on 07881 923 530, lizzie@westonpartnership.co.uk