

Feedback PLC

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Feedback to focus on Bleepa as first NHS Trust pilot study starts

Feedback PLC (LON:FDBK), the specialist medical imaging technology company, said the first Bleepa medical communications platform pilot study had been initiated with an NHS Trust.

The company announced a pilot study with Pennine Acute Hospitals NHS Trust for Bleepa, a platform that enables clinicians to access medical grade images through smartphones, tablets and desktops.

The study will assess how Bleepa supports the workflow of cross team referrals and is expected to go live during December and last for around three months.

Feedback said a number of additional clinicians from various specialities are expected to be involved in the study and the key endpoints will examine the system benefits of Bleepa deployment. The quality of data, user experience and impact on patient care are the focus of the study with pre and post benchmarks executed and scheduled.

If, as expected, the pilot goes well it will be extended to include other clinical teams within the Trust, with the orthopaedic and vascular teams lined up on the runway.

"We believe that Bleepa will accelerate the process of requesting a specialist opinion from colleagues, ultimately resulting in better care for patients, faster," said Dr Tom Oakley, the chief executive officer of Feedback.

"The Pennine Acute Hospitals NHS Trust pilot study is our first but with the interest we have received since the launch of Bleepa at the NHS Expo 2019 in September, we anticipate more to follow," he added.

Dr Georges Ng Man Kwong, a consultant chest physician and the chief clinical information officer of Pennine Acute Hospitals NHS Trust, said Bleepa is addressing a direct clinical challenge to better support busy respiratory clinicians at the Royal Oldham Hospital.

"Each referral requires rapid and reliable access to radiology images and clinical handover information, and a means of messaging referring teams and documenting outcome. Bleepa has the potential to bring this together for our clinicians and therefore for our patients," he said.

Prof Rory Shaw, @FBKmed Deputy Chairman, explains how #Bleepa will add value#BleepaMe #ConnectedCare#NHSLongTermPlan #DigitalTransformation #Healthcare #MedTech #SecureMyData #HealthcareIT #PurgeThePager #AxeTheFaxhttps://t.co/ulAMv5w5AQ

— Bleepa (@BleepaMe) November 15, 2019

Price: 0.575

Market Cap: £3.1 m

1 Year Share Price Graph



April 2019 October 2019 March 2020

Share Information

Code: FDBK

Listing: LSE

52 week High Low
2.1558 0.31

Sector: Hardware & electrical equipment

Website: www.fbk.com

Company Synopsis:

Feedback plc (AIM: FDBK) is a specialist medical imaging technology company providing innovative software and systems, through our trading subsidiary, Feedback Medical Limited. Their products advance the work of radiologists, clinicians and medical researchers by improving workflows and giving unique insights into diseases, such as cancer.

action@proactiveinvestors.com

In a separate announcement released ahead of today's annual general meeting (AGM), Feedback said the strategic review for the company's TexRAD medical image analysis technology has concluded that further clinical data is required to support a US Food and Drug Administration (FDA) submission, as a result of which the process has been put on the back-burner.

The additional data that is required for the TexRAD FDA submission is being provided by independent studies at academic institutions and therefore the timing of data supplied is outside the company's control.

"We have made some product modifications to TexRAD Research in response to customer feedback and are evaluating the impact of these on revenue. In the near term, we will continue to sell TexRAD within the research setting through third party distributors, which provides a more cost-effective avenue for maintaining our sales efforts. As a result, we have reduced the resources associated with TexRAD," Dr Oakley's AGM statement said.

"These changes also allow us to redirect our efforts and focus onto Bleepa, which we believe holds the largest mid-term revenue opportunity for the company. We will continue to assess opportunities for the TexRAD platform and will update the market as appropriate," he added.

Today's AGM will be the last for Dr Alastair Riddell as chairman; after three years in the chair he is vacating it to make way for Professor Rory Shaw.

Shares in Feedback were up 2.4% at 1.05p in early deals.

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