

## **81% of healthcare professionals would use digital health technology to help aid respiratory disease management**

*Market research report organised and funded by Chiesi UK Ltd in partnership with UK start-up Clin-e-cal found high levels of enthusiasm for digital health technology amongst respiratory health professionals (n= 21)*

A report has found that 81% of healthcare professionals would be likely to prescribe and use the Clip Tone Buddy digital health technology during reviews for patients with respiratory disease. The Clip Tone Buddy technology has been developed by British start-up Clin-e-cal, and is designed to help people with respiratory diseases to continuously monitor and improve their inhaler technique.

A practice-based pharmacist surveyed for the report commented on the Clip-Tone Buddy technology: “This is the first thing I can give people and they can see for themselves how good or bad their inhalation technique is... It's the best way of teaching patients how to inhale at the appropriate force.”

93% of healthcare professional respondents also said that they would use Clip-Tone Buddy as a training device. Key issues reported by healthcare professionals working in respiratory disease management include:

- Inhaler technique remains a major problem impacting asthma and COPD control
- Remote consultations are impacting the evaluation of inhaler technique
- Clinic time is limited
- Not all HCPs may be aware or, or be teaching correct inhaler technique
- Time and resources are stretched in the NHS, so anything that saves time or improves quality in this environment is welcome

Assessing inhaler technique is recommended as an important factor in delivering an acceptable standard of care in the management of respiratory conditions like asthma and COPD. It is widely recognised that there are significant benefits to optimising the way that inhalers are used including cutting the risk of symptomatic episodes of respiratory distress and reducing medication side effects. Studies have also found that up to 90% of people are not using their inhaler correctly. On average, three people die from an asthma attack in the UK every day (Asthma + Lung UK). Many of these deaths could be preventable with improved management and correct inhaler use.

Clin-e-cal's CEO, Dr Lizzie Crawford, commented: “We were really pleased to see the enthusiasm for the Clip-Tone system amongst healthcare professionals. Their comments and ideas of possible future developments were really insightful and will help us map our future development programmes. We are grateful for Chiesi's support on this project, and hope to continue working with them as we bring the Clip-Tone system to market.”

The Clip-Tone system is the first digital solution which can provide real time feedback and effectively guide a user's inhaler technique, as well as providing personalised tips for improving technique and monitoring regular inhaler usage. It consists of a small, moulded plastic attachment (manufactured by Clement Clarke International) which clips to the top of an inhaler and generates a gentle whistling



sound when the inhaler is used. Clin-e-cal's Sound Response® technology then analyses the sound signal, and provides real-time visual feedback to patients on their inhalation technique, as well as tracking their adherence and sending medication reminders.

Clin-e-cal is currently running a major research study. Clin-e-cal is also currently running a randomised clinical study on Clip-Tone Buddy, led by Professor Clare Murray, Clinical Senior Lecturer at the University of Manchester, and Asthma Programme Associate Lead at the NIHR Manchester Biomedical Research Centre. The study will examine how Clip-Tone Buddy influences respiratory symptoms and clinical outcomes

The study is being funded by the Asthma UK and British Lung Foundation asthma tech fund, which was set up to kick-start a revolution in asthma self-management. The research grants were created in partnership with the National Institute for Health Research (NIHR) and the Engineering and Physical Sciences Research Council (EPSRC) aim to fund projects that will revolutionise the way people with asthma are able to manage their condition, prevent asthma attacks and improve their quality of life.

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### **About Clin-e-cal**

Clin-e-cal is a digital health company, spun-out from the University of Manchester and Manchester Foundation Trust. Patent protected Sound Response® technology and an evidence-based approach underpins our apps which are specifically designed to address significant needs in the respiratory sector.

Clin-e-cal is dedicated to expanding the utility of our technology working with partners to make rapid improvements for patients through science, technology and clinical research. We have a diverse and highly experienced management team providing a breadth of expertise in the respiratory device, digital health and start-up sectors.