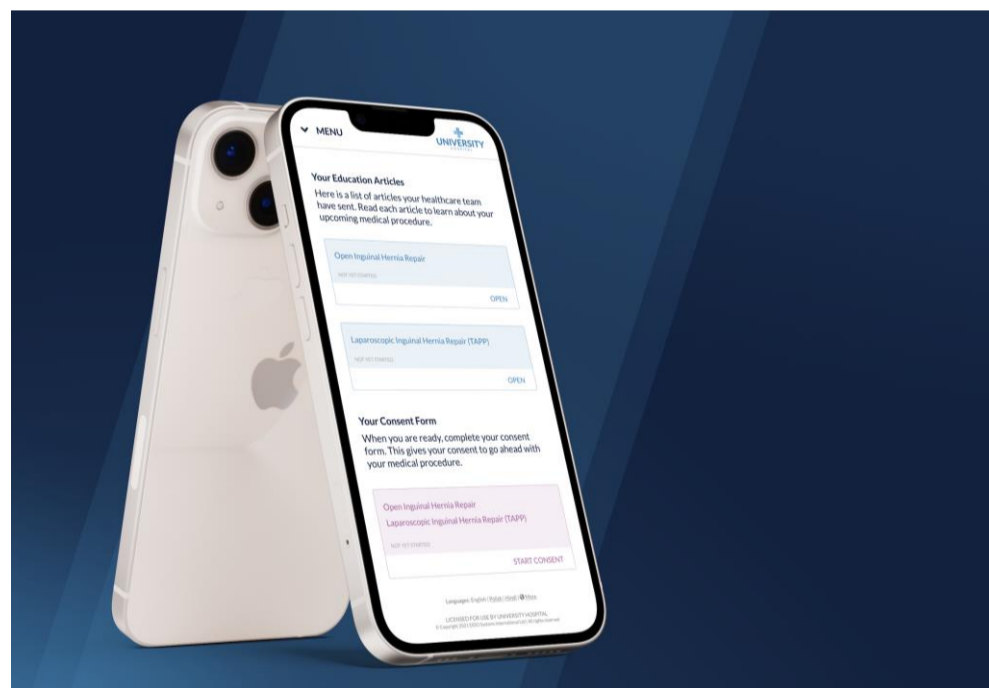


PROBLEM

Informed consent has traditionally been obtained from patients using handwritten paper forms. Audits of these forms demonstrate significant variation in quality and consistency and completion rates, not only across the acute NHS, but even among clinicians working within the same department. In addition, missing forms are a common problem which can cause delays or cancellations on the day of surgery.

In the event of consent litigation, these forms are often the only record of a patient's engagement in the shared decision-making process. The evidence that they provide for this is usually minimal at best.



“ We have benefitted greatly from the DigitalHealth.London Accelerator this year, and completed the programme with much greater clarity on our value proposition, and how we should position ourselves in a rapidly changing digital health market. The bespoke educational webinars, one-to-ones with influential NHS stakeholders, and the significant "network of networks" that the Accelerator has access to have all been very valuable. And of course, knowing that the other cohort companies are facing the same challenges has brought a great sense of comradery! ”



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SUCCESSES AND IMPACT

- Over £1m of NHS contracts awarded. Following successful pilots, competitive tenders and direct awards from 4 Acute Trusts in 2022 kick started EIDO's digital transformation. Implementations are underway, with strong clinician engagement and goals for improving the consent process for thousands of patients per year.
- EIDO's digital consent solution pilot at Nottingham University Hospitals NHS Trust demonstrating positive patient engagement and feedback was featured in the NHS England Transformation Directorate's Perioperative Digital Playbook.
- EIDO has been awarded a place in the prestigious G-Cloud 13 Crown Commercial Framework. The Framework supports the UK public sector organisations to confidently procure and implement a trusted digital consent solution.

8,000 Average no. of clinician interactions in patient education system per month

5.2M No. of patient consent episodes supported by EIDO content this year

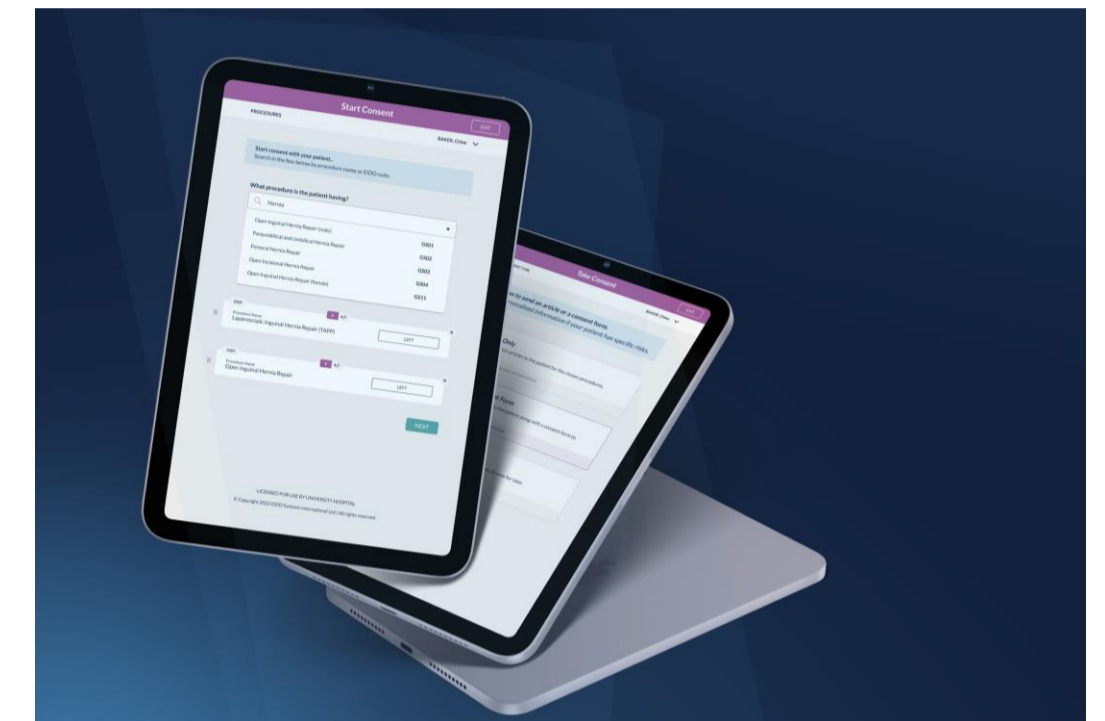
25-41% Average reduction in consent-related litigation costs at hospitals using EIDO

Find out more:



SOLUTION

EIDO's innovation is an intuitive digital consent platform, underpinned by 20 years of expertise in informed consent. This offers benefits around clinical efficiency, patient engagement and reduced reputational and financial risk. Clinicians benefit from a more robust, guided process, with patients empowered to make truly informed decisions about their care.



“ I am using the system regularly in this new world of virtual consultations...Patients are very happy that we can instantly email the EIDO leaflets so they can think about and reflect further on the information we discussed during the virtual consultation, in the comfort of their homes. ”

- Clinical Director, Surgery. MSE NHSFT

WHAT'S NEXT?

The next major release of the platform will include foreign language support. Patients can choose the language they wish to read their procedure-specific information in, resulting in a ready-to-use bilingual consent form.