

PROBLEM

Peri-procedural anxiety is common, affecting 50-75% of children. This results in poor patient experiences (e.g. increased use of physical restraint and higher incidence of post anaesthetic emergence delirium), worse physical and mental health outcomes (e.g. increased post-operative pain, negative behavioural changes following anaesthetics and development of ongoing healthcare-induced anxiety). It can also lead to adverse financial implications for healthcare organisations (e.g. due to increased use of sedative pre-medications and service inefficiencies).

Psychological preparation has been shown to be effective in reducing anxiety, but face-to-face provision is expensive and time consuming. The COVID-19 pandemic exacerbated this, putting increased pressure on resources and increasing fear of hospitals.



“The DigitalHealth.London Accelerator has given us a depth of understanding across a range of topics (including evidence generation, communications and intellectual property) to help drive our business strategy. Through the Accelerator, we have been able to network with not only potential customers but also experts in areas vital to our company growth and development, including specialists in investment and marketing.”



littlejourney.health  @LittleJourney_

SUCSESSES AND IMPACT

- Little Journey successfully closed a Pre-Series A investment round.
- The team have collaborated with The LEGO Foundation to enhance the app specifically for children with autism and/or ADHD.
- Little Journey has significantly increased its internal human resources company, which includes Little Journey employees in the US and Canada.

32%
reduction in anxiety levels

42%
Reduction in on-the-day cancellations

£3.50
cash benefits for every £1 invested in Little Journey

Find out more:



SOLUTION

Little Journey is a digital eSupport platform that psychologically prepares, supports and informs children and families throughout their healthcare journey, all from the comfort and safety of home. Their smartphone app, customised by healthcare organisations, delivers interactive and engaging content tailored to the child's age, location and procedure.



“Thank you so much for developing such an amazing app!! I used it for my 4 year old daughter's journey through surgery at Ipswich hospital. She's so anxious usually and this app was like a magic wand! She knew exactly what to expect and completely got into the role of the patient! Absolute godsend - thank you.
- Anonymous parent of user”

WHAT'S NEXT?

Using advanced data science on their ever-expanding data set will enable Little Journey to create a fully personalised solution, tailored to the end user, and capable of formulating individualised behaviour modification interventions. This will benefit not only patients and their families but facilitate improved healthcare resource allocation and reduced costs.