

9th International Conference on DEMENTIA AND DEMENTIA CARE

September 24-25, 2018 London, UK



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New trends in the use of digital interventions: Digi therapeutics and digi pharma in care

Technology is causing treatment paradigms to be reconsidered. Previously, it was almost impossible to match treatment with cognitive and behavioral changes. Now digital therapeutics and digiceuticals enable more flexible treatment and monitoring alternatives. Digital therapeutics is defined as immersive programs that act reliably and remotely to change individual's behaviors to achieve positive clinical outcomes and reduce medical cost growth. They are often used in conjunction with medication but may replace conventional prescribing. Digi pharma is consumer focused, such as nutritional supplements. They are typically not reimbursed, FDA/NHS authorized and low priced with consumers paying directly after marketing discovery. So where does ReMe (Application) fit in? ReMe discovers personal content through interactive response to activities that positively impacts on behavior and calms agitation, reducing or complimenting the use of medication. ReMe achieves improved well-being, shows a propensity to support cognitive retention, recall and can be used in therapy and acute care strategies. So, in terms of definition, ReMe falls into both categories, subjected to the deployment used. Current studies in Kingston Hospital, London, aims to establish ReMe's potential to reduce medication, improve admission processes, enhance person centered care, as well as achieve efficiency and cost savings through digital reporting, reduced staffing, earlier discharge and optimal step down. ReMe's digital intervention achieve these outcomes then this dual role of digi pharma in the community and digi therapy in the formal care setting, warrants ReMe being prescribed either as a supplement or alternative to traditional medication.

Biography

Simon Hooper BSc, University College London is the Co-Founder of RemindMeCare. A consultant petroleum geologist for seven years and a property developer, more recently Simon has been a business consultant with a focus on sales and marketing. Supported by academia and health care professionals, ReMe(Application) is the result of extensive work in numerous care settings.

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