

Silhouette Prospectus

Transforming clinical practice to support improved, cost-effective wound outcomes

An opportunity to improve wound care practice and wound outcomes in the UK

There is a significant opportunity to improve outcomes and cost-effectiveness in wound management in the UK. It is estimated that management of chronic wounds such as pressure ulcers, leg ulcers and diabetic foot ulcers costs the NHS (England and Wales data) up to £3 billion per annum, representing 2% of the NHS budget (1,2). It has been reported that outcomes trends for chronic wounds are variable across the UK and best practice is not consistent at a national level (3).

We have a powerful and relevant technology to introduce to the NHS. The Silhouette system (ARANZ Medical) is an enabling technology that can support clinical and cost improvement plans for wound management pathways in both primary care and secondary care settings.



SilhouetteStar camera for wound imaging and 3D wound measurement



Silhouette is an E-Health Insider Product Innovation Award Winner 2014

As part of our market development plan for Silhouette, Entec Health has engaged with clinical and IT stakeholders in the NHS, including Tissue Viability Lead Nurses, Nursing Directors, Service Managers, Podiatrists, Diabetologists, Vascular Surgeons, Quality Improvement Managers and IT Managers.

The NHS health professional community has responded very favourably to the Silhouette system and its potential to make wound assessment, outcomes tracking and treatment planning more objective and easier, with the added value of powerful health informatics for continuous improvement.

Silhouette is increasingly relevant to NHS Trusts as the technology supports:

- 1) Potential to optimise wound outcomes, safety, patient experience and cost-effectiveness.
- 2) Quality clinical practice with standardised wound assessment method and quantified wound assessment data to help treatment review and planning for optimal wound outcomes.
- 3) Paperless clinical processes for greater efficiency to help Trusts move away from current paper-based documentation which is time-consuming, poor data access, often poor quality and paper data does not lead to creation of a valuable database for population-level health informatics, in contrast to the electronic SilhouetteCentral database.

The rest of this prospectus aims to provide an overview of the Silhouette technology and its value to the NHS, stakeholders and patients.

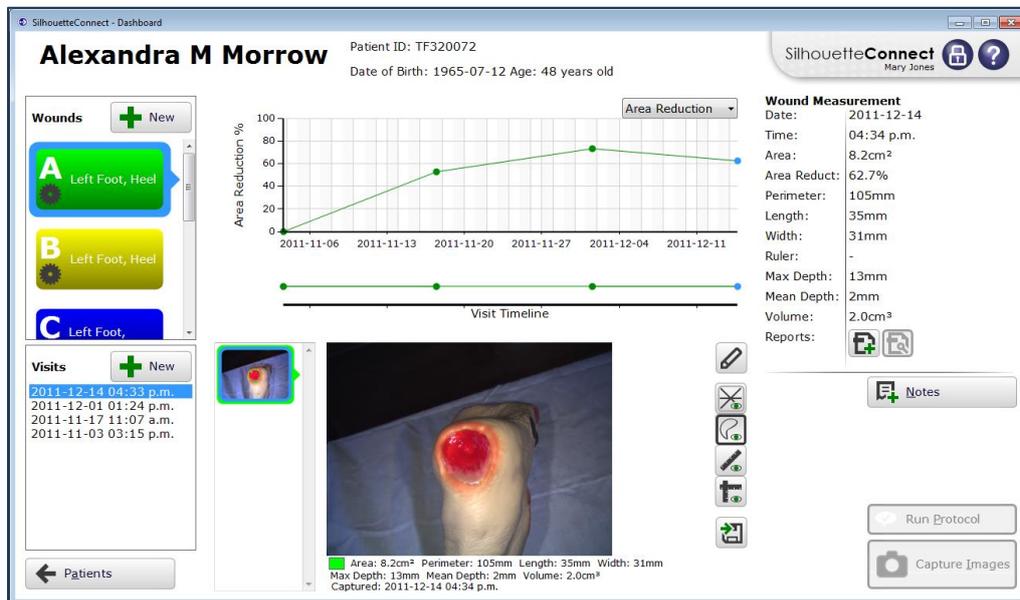


Fig 1. Silhouette Patient Dashboard showing % Area Reduction as quantitative indicator of healing progress (example for illustration only).

1. What is Silhouette?

Silhouette is an innovative electronic wound assessment and information management system.

2. What value does Silhouette offer?

Silhouette is designed for use by health professionals involved in managing patients with chronic and acute wounds. The Silhouette system supports higher quality clinical informatics, increased productivity, improved capability to manage wound outcomes and creates opportunities for cost savings when integrated into a clinical improvement plan.

3. Who is the supplier?

Silhouette is manufactured and supplied by ARANZ Medical Limited. Entec Health is an appointed sales & marketing partner to ARANZ Medical in the UK. The Silhouette system has been on the global market since 2007, with the new enhanced product format available since April 2011.

The Silhouette product has CE Mark Accreditation (2007) and has FDA 510k approval status.

Silhouette is actively sold in the UK and the global market. ARANZ Medical has a worldwide customer base for the Silhouette System, with organisations using Silhouette for research and clinical practice applications. Markets include US, New Zealand, Australia, Singapore, Germany, Switzerland, West Africa (World Health Organisation).

4. Current Status in UK

Entec Health is marketing the product currently to the NHS, UK wound care research sector and UK wound care industry.

Clinical Research

The following centres are currently using Silhouette for clinical research applications:

1. King's College Hospital NHS Foundation Trust, Diabetic Foot Clinic, Denmark Hill, London
2. Wound Healing Research Unit, Cardiff University Hospital
3. Royal Infirmary of Edinburgh
4. Southern General Hospital, Glasgow
5. Ninewells Hospital, Dundee
6. Roscommon County Hospital, University Hospital Galway, Ireland
7. St James's University Hospital, Leeds
8. Pinderfields General Hospital, Wakefield
9. Chorley and South Ribble District Hospital, Chorley
10. Salford Royal Hospital
11. Bradford Royal Infirmary
12. Nottingham City Hospital
13. North Manchester Hospitals Trust

Clinical Practice

Kings College Hospital NHS Foundation Trust

The Diabetes Foot Clinic at King's College Hospital NHS Foundation Trust, Demark Hill has validated Silhouette for the digital assessment of diabetic foot ulceration and is using Silhouette in their routine clinical practice (9). The Silhouette investment at King's DFC is supported by the NHS England Nursing Technology Fund.

5. The Silhouette System Overview

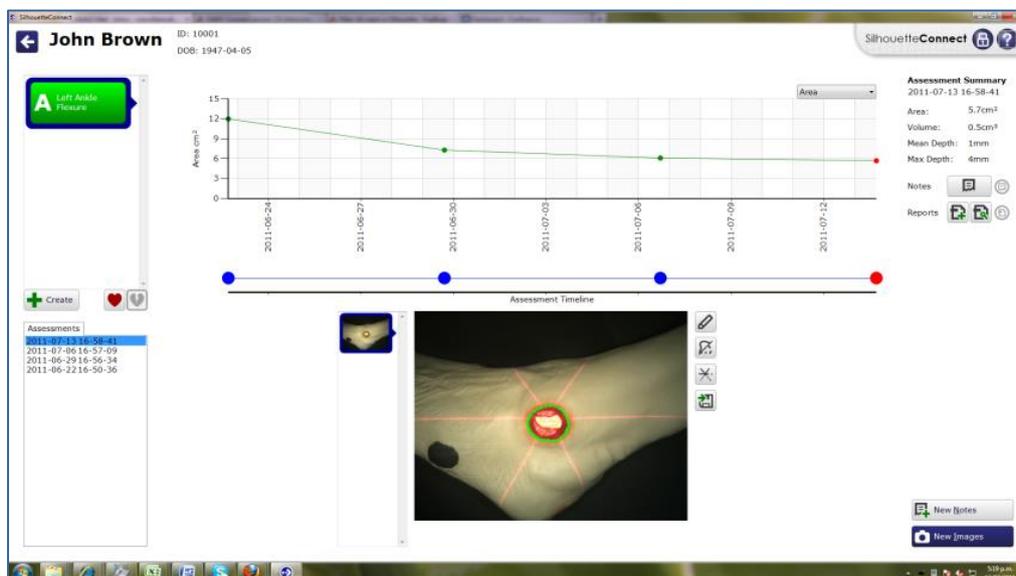


Figure 2 SilhouetteConnect Patient Dashboard showing change in area as indicator of healing (example only)

The Silhouette System is an innovative electronic wound assessment and information management system, the only one of its type currently available on the market.

Silhouette supports rapid and reliable electronic wound imaging, wound measurement, clinical data capture, documentation, reporting and health informatics capability.

Silhouette transforms the key tasks in wound management from a largely paper-based, subjective, labour-intensive practice to a paperless, objective and more productive practice.

The Silhouette system is an integrated solution, comprising four components:

SilhouetteStar™ digital wound camera for reliable wound imaging.

SilhouetteConnect™ wound assessment application software. Supports non-contact, automated 3D wound measurement, clinical data capture and report generation at point of care.

SilhouetteCentral™ database for managing and storing all information collected from multiple SilhouetteStar+SilhouetteConnect devices in one central data platform. Supports the health provider organisation to build robust wound information database and health informatics capability.

SilhouetteLink™ data integration engine for interoperability with 3rd party electronic patient record systems.

6. Transformation Potential of Silhouette for Improved Wound Management Pathways

The Silhouette technology presents a significant opportunity for supporting better clinical management and outcomes for patients with chronic wounds such as pressure ulcers, diabetic foot ulcers, leg ulcers and acute/surgical wounds. (4,5,6,7,8)

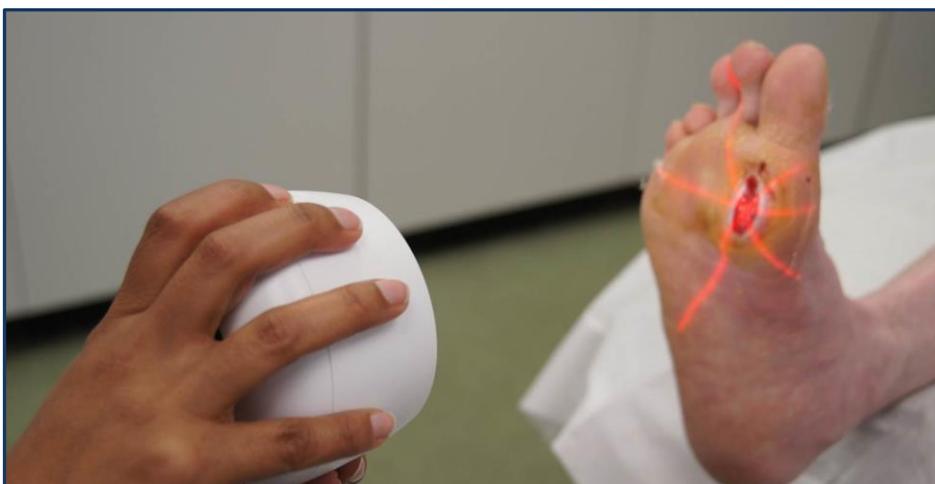


Figure 3 SilhouetteStar camera in action in the clinic, capturing an image of a diabetic foot ulcer

The anticipated impact of adoption of Silhouette includes:

Improved efficacy and safety of wound management pathway

- Silhouette supports clinical excellence through helping health professionals generate better quality of information; robust and objective wound assessment, documentation and reporting for improved treatment planning and patient outcomes management.
- Silhouette enables robust capture of information on patient treatment and progress during care for greater transparency and patient safety.
- SilhouetteCentral Aggregate Reporting Module – SilhouetteCentral supports population-level reporting across a range of wound and service metrics, based on standard available templates and the option to commission customised reporting for bespoke requirements.

Enhanced patient engagement:

- Health professionals can use clear images and healing graphs to show progress, explain treatment goals and encourage joint ownership of care plan.

Higher efficiency of wound management pathway:

- Higher productivity, as staff can capture essential and objective wound status information in standardised format within minutes compared to current time-consuming, unreliable, paper-based process.
- Silhouette can be integrated into a tele-consultation approach to improve patient access and timely referral.

Potential for Cost and Efficiency Savings with Silhouette Deployment:

i) Higher quality of clinical information for monitoring wound healing progress and wound outcomes

Impact: More effective treatment planning, better risk-stratification, robust evidence base, drive improved outcomes.

Savings: Reduce cost of treatment. Release clinical time.

ii) Electronic system to support paperless data capture and data management

Impact: Easier, faster data capture and review for timely clinical decisions.

Savings: Clinical efficiency, higher productivity, reduce service delivery cost.

iii) Silhouette supports timely review of wound assessment data by multiple users at multiple NHS locations

Impact: Integrated care, reduce hospital out-patient visits and unnecessary admissions.

Savings: Drive service efficiencies, release clinical time, optimise specialist coverage.

7. Silhouette Investment

System formats available & pricing

Silhouette is a modular wound assessment and information management system and can cater for a range of requirements, scope and budgets.

The Silhouette solution is available in two formats:

- i) **Silhouette, stand-alone package:** suitable for clinical research applications or a small organisation.
The stand-alone package comprises 1 unit SilhouetteStar camera + SilhouetteConnect software licence for 1 PC.
The SilhouetteCentral database, Aggregate Reporting and Data Integration is not included in this package.

- ii) **Silhouette enterprise level system:** suitable for organisation-wide system use, where multiple wound assessment devices will be utilised by a number of health professionals.
For an enterprise system, the format and pricing is defined by the required number of SilhouetteStar cameras, SilhouetteConnect assessment software licences and level of customisation and data integration required. The enterprise level system includes the SilhouetteCentral database and Aggregate Reporting Module. Clinical user training and technical training is offered as part of the proposal. Other options for consideration are data integration requirements and additional support services such as project management.

To request pricing information, please contact us with details of your requirements.

About Entec Health

Entec Health is a specialist healthcare technology business, dedicated to selling, marketing and supporting innovative technologies and transformation solutions for healthcare innovation. The company brings products to market directly and also supports companies with market development consultancy services. The company's vision is to enhance healthcare quality, outcomes and cost-effectiveness in partnership with healthcare provider clients and their patients.

Entec Health was established in Nov 2009. Company registration No 07087860.

The company's Managing Director and Founder, Ms Achala Patel, has over 25 years' experience of launching and growing successful healthcare products and services in the NHS and international markets. Her expertise includes commercialisation, collaboration and co-development of solutions within the healthcare sector.

www.entechealth.com

About ARANZ Medical

ARANZ Medical is a leader in digital imaging, 3D modelling and software development for specialist medical applications.

www.aranzmedical.com

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