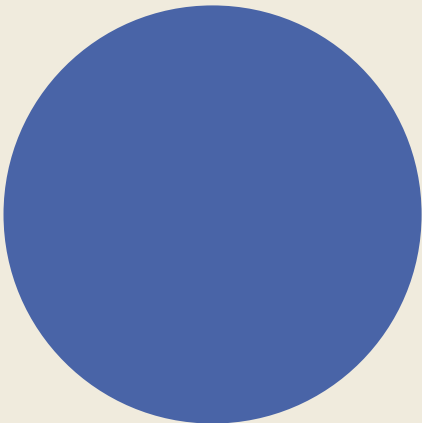
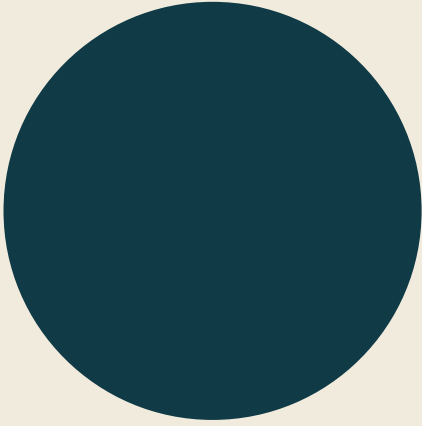




An introduction to Lilli.
GCloud 13 May 2022



Who we are

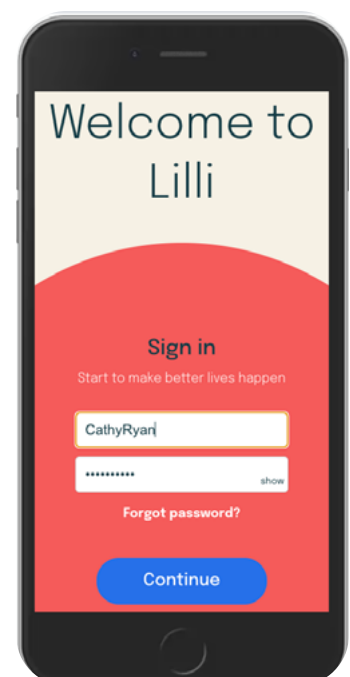
Lilli is a healthtech software company with a mission to enable vulnerable people to remain independent in their own homes for longer. We understand the pressures in the health and social care system and have designed a solution in conjunction with local authorities and health and social care professionals to bring an innovative approach to care.

We are at the forefront of helping care transition from reactive care to proactive assessment and ongoing care. Reducing care crisis events, identifying opportunities to assess change Service User care packages and delay the transition to residential care.

It's our belief that digital transformation within the health and social care setting will only happen when we co-create, support and empower care practitioners with the knowledge and confidence to use the technology that can enhance the work they do. At Lilli, we work closely with health and social care professionals and management teams to define the outcomes they need, the processes needed to implement them and the training they need to educate and support them.

We have found that only by providing a holistic and collaborative approach will the implementation of new technology into a Health and Care ecosystem be a success.

Ensuring success of the implementation of our platform is our mutual goal. Not only maintaining and increasing already exemplary care but also demonstrating the impact of digital technology in meeting objectives of in-year cash savings, or time saved etc, all while ensuring more people are able to thrive in their home receiving the care they need when they need it.



Why we do it

The current healthcare market faces significant, perpetual pressures in terms of resources and ensuring every person who needs care gets the correct attention when they require it. This, against a backdrop of a rapidly ageing population that will see the % of over 65 year olds grow by 30% before the year 2035.

Meanwhile care at home is fast becoming the norm, policy has enabled remote patient monitoring to be adopted at scale, patients are leaving hospital quicker and transitioning to a model where some of their care that would have previously been provided in a hospital setting is now provided at home.

The current system is struggling to cope with current volumes and remains overstretched and inefficient. Compounded by resource and budget challenges the need for adoption of software and technology that spans the entire ICS ecosystem has never been greater.

At Lilli we want to enable and support the transformation with the use of our assistive technology. Lilli's innovative approach to tackle these challenges using Machine Learning and AI to map activity and behaviours discreetly allows for referral professionals and carers to make better informed and efficient decisions, and also supports prioritisation and reallocation of limited resources to those who need it the most. Lilli can save costs and reduce travel which promotes greener practice and cutting down on carbon emissions. But most importantly, Lilli enables people to enjoy living independently and safely for as long as possible.

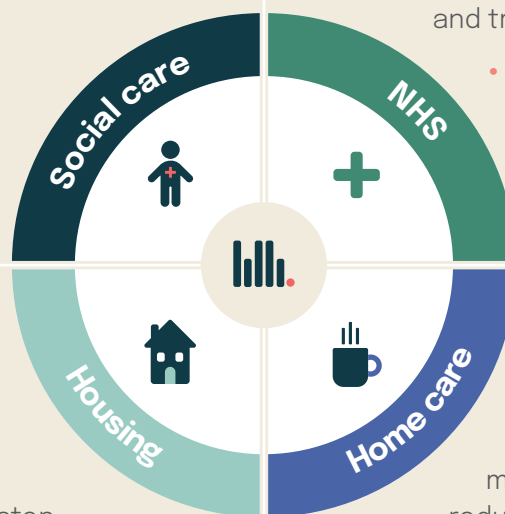
Lilli in the health and care eco system

Lilli enables commissioners to improve their key outcomes.

- Reduction/delay transfer to permanent residential care.
- Reduction in average homecare package per SU
- Support for D2A and home first pathways

These outcomes enable commissioners to provide more services with the same budget and reap efficiency gains from front line teams.

Lilli enables housing providers to extend their portfolio of services for commissioners. In particular offering additional services in extra care, mental health and step up step down provisions.



Lilli offers support across the NHS spectrum enabling measurable outcomes against QoF and Pathway metrics

- **Acute** - Place based deployment to prevent admissions
- **Secondary** - Mental health prevention and treatment
- **Community** - efficiency and LTC care management, readmission prevention, home first and D2A pathway support

Lilli enables homecare providers to provide more services to their commissioners. Improved management of Service Users, reduction in volume of care per SU and delay to residential care. Additional ability to offer new services such as care assessment and review.

What we do

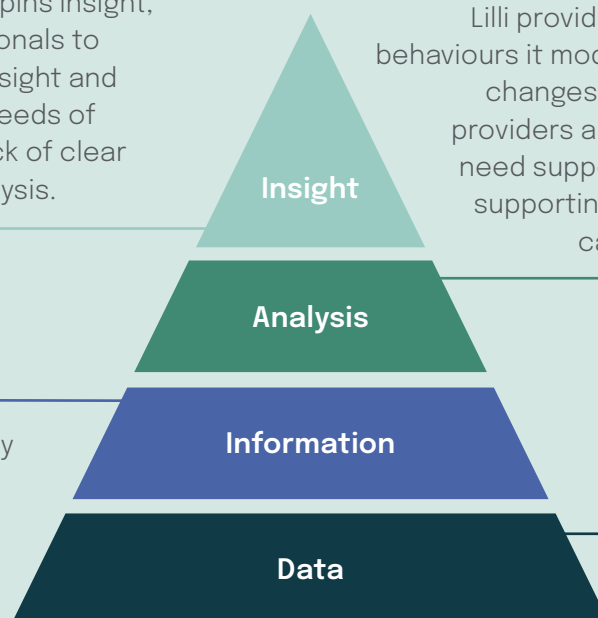
Lilli is different to other SaaS providers, we focus on behaviours, not just activities, and use multiple sources to give insight as to which of the Activities of Daily Living (ADL's) the service user needs assistance with and importantly tells you which of your Service Users need support.

Lilli as an insight tool

Lilli empowers and underpins insight, freeing up care professionals to add their professional insight and judgement to the care needs of service users on the back of clear and comprehensive analysis.

Lilli provides in depth analysis of the behaviours it models. Pulling out the salient changes and trends to inform care providers around which service users need support, continual assessment supporting reductions in residential care and care crisis events.

Lilli differentiates itself by turning information into demonstrable points of value in the form of behaviours. Collating information from multiple points and presenting it in easy to consume patterns aligning to key activity such as movement, sustenance and independence.



Multiple data points collecting information to be processed in Lilli's Machine Learning algorithm. Interoperable with any data source the Lilli platform enables specialist sensors in the form of temperature, vibration, motion, door, humidity, smart plugs and consumable solutions such as Alexa, Fitbit and Apple watch to interact with it.

What makes us different

Proactive not reactive care model

Lilli uses machine learning and AI from data collected from data points around a home to create behavioural understanding and insight that can be used to support and inform a Service Users care needs. Where Lilli differentiates itself from other providers is in this level of insight and analysis. Measuring and highlighting activity is a relatively straightforward solution. We differ in that we focus on creating the insight and analysis around the activities of daily living to identify and report on behaviours, a key tool in the assessment and provision of care for those in the social care system. By utilising data to create patterns of true behaviour and not just activity we are able to build up a picture of routine, highlight change and trends that create opportunity to intervene in care needs and as well as highlight when everything is ok.

Delivering time and cost efficiencies for care teams

Ensuring that the data is presented to the user in the best way is at the heart of the Lilli solution. At the core of our proposition development was engagement with frontline teams on what data they wanted and how they wanted it presented. Lilli's reports are customisable and can be tailored for each service user. They highlight trends and offer analysis of service user needs. Exportable as PDF's front line teams are actively using Lilli reports to support their service users care needs and demonstrate where change is needed with colleagues in MDT meetings and as an active part of their review process. This is saving them significant amounts of time and money through ensuring that the service user has the right care in place.

What makes us different

Wrap around support

Lillis wrap-around support is built into all of our pilot and contract solutions. We have an experienced team, who provide guidance and support in identifying the specific outcomes needed by a Local Authority and then tailor the approach to the Lilli implementation to suit existing structures, processes and requirements. Our teams support clients with the entire end to end process and are on hand to provide team training and support in addition to tech support. We see the wrap around support that we provide as vital for successful adoption and optimised outputs.

Implementation models designed to meet outcomes

Our Implementation and delivery models are designed to create a robust programme for roll out whilst maintaining flexibility to accommodate customers outcomes and needs. We do this ensuring that we keep service users dignity and independence at the heart of what we do.

We bring joy

We are a dedicated and focussed team driven by passion and purpose, every single one of our teammates is committed to supporting as many service users as we can to live long, happy and independent lives – we don't recruit them if they are not. We all strive every single day to grow and enhance the Lilli solution, so that we can help as many people as possible. Our ethos is to be fearless, be authentic, have purpose, be a team player and to bring joy to everything we do. We apply this to everything from our product design to our delivery model, every interaction you have with us, every meeting, zoom call, workshop, training session, support response, email is designed around our ethos. To provide you, your teams and your service users with a memorable and pleasant experience.

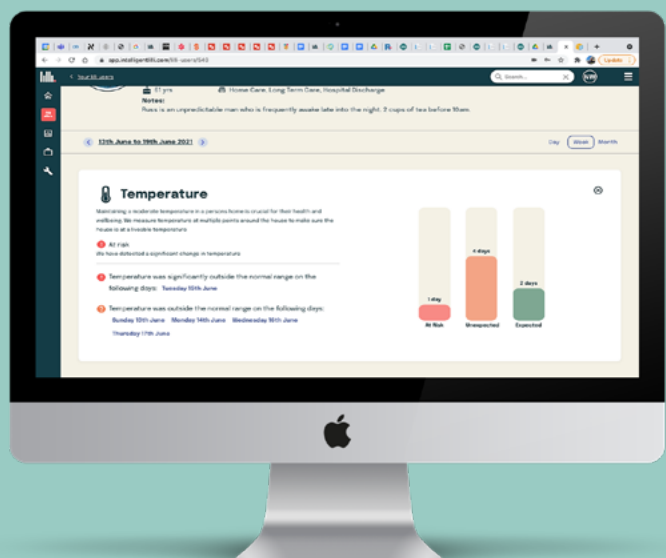
What makes us different

Integrated Health Care Platform

Our platform has been designed with interoperability in mind. Being cloud based the Lilli platform can take data feeds from multiple data sources. This ensures that we are able to maximise the outcomes that the users of the platform need. We can ingest data from devices and sources such as wearables, third party apps such as weather data and solutions such as alexa. When it comes to Case Management and EPR systems Lilli's API's are designed for integration with these key tools of the health and social care system.

Software as a Service (SaaS) Model

Lilli is a SaaS provider. Our commercial model supports each user with a licence agreement and a price per user per month model. If hardware is included it will be provided within the licence agreement ensuring that the costs born by you are spread across the contract term, and ultimately paid for by a proportion of the in year cash savings each year.



What makes us different

Not reliant on Wifi

The latest Ofcom digital exclusion report cites that 40% of over 70's don't have access to or use the internet and that 60% of those living on their own with a limiting condition don't have access to the internet ('Digital exclusion: a review of Ofcom's research on digital exclusion among adults in the UK', Ofcom, 2022). This is just a snap shot of the digital exclusion that exists for those accessing social care services. Lilli overcomes this problem and the secondary challenge of how easy and quickly it is to install by being a complete end to end solution with connectivity incorporated within it removing the need for the SU to have an internet service.

Plug and play tech installation

The Lilli solution can be installed into a property by any frontline team member. If hardware is required, our solution has been designed from a consumer perspective, it is an out the box solution that simply needs plugging in and the sensors put in position. There is no complex pairing required, simply follow the instruction on the app and get confirmation that the install has been a success in real time. All completed in less than a 15 minutes care visit.





How it works

Our innovative and incredibly discreet software and sensors enables carers to carry out activity assessments that highlight needs around the ADL's of movement, continence management, sustenance and independence with much greater efficiency.

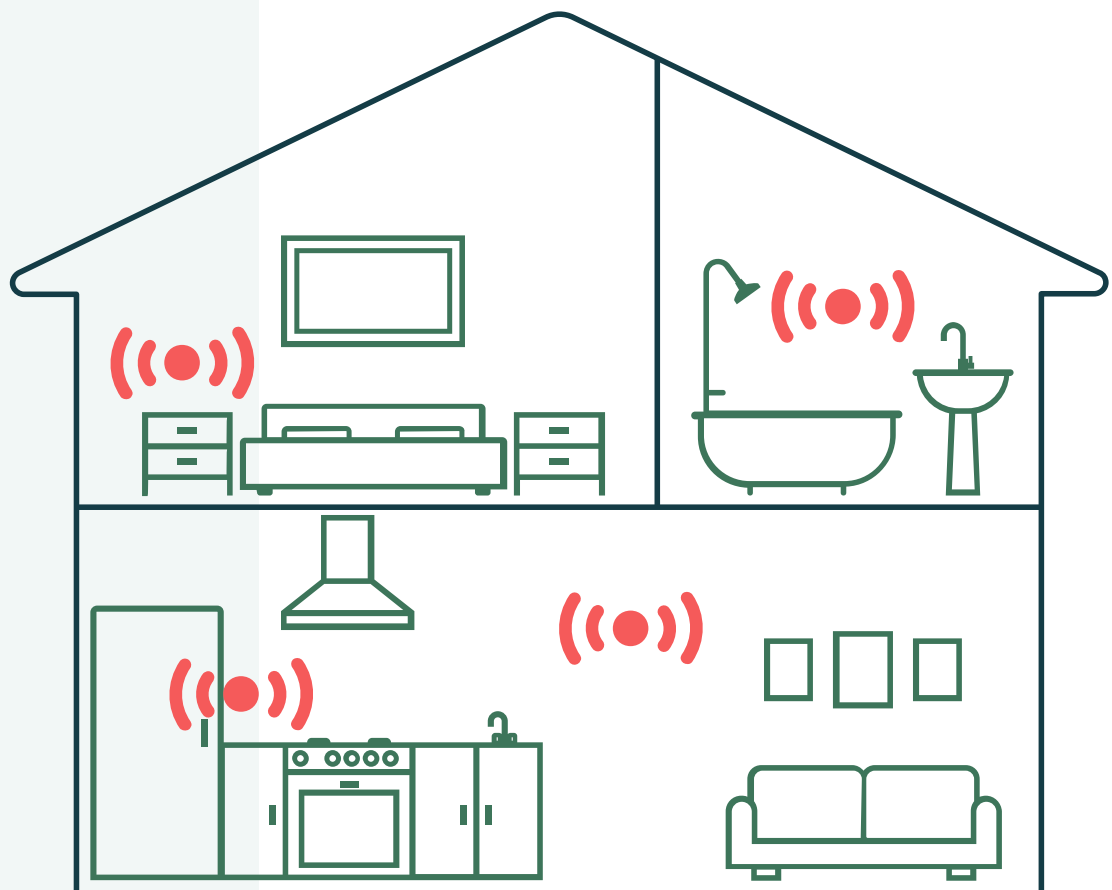
This reduces your costs, makes more efficient use of carers time, and promotes a greener practice by reducing the need for travel.

Lilli uses a model of revolutionary behavioural machine learning and AI techniques. It's what we do with the sensor data that sets us apart. Other providers simply report on activities using the label of behaviours. Lilli gives true behavioural insight. We take data from multiple sensors and combine it to provide an accurate picture of what is happening in relation to a particular ADL. The result is a detailed real-time activity assessment, on demand report generation in a simple easy-to-understand format, and the ability to flag and alert anomalies in behaviour that could be potentially threatening. By using remote Lilli technology, referral professionals can use this information to make informed decisions and recover valuable time and resources to act appropriately to those who need it and deliver a high quality of care more efficiently.



How it works

- Lilli captures events from a set of non-intrusive sensors placed around the home.
- Our AI\ML algorithms collate and model events and activities and turns them into behavioural insights: movement, sustenance, independence, sleep and temperature.
- The system then also learns an individual's patterns and trends (using Machine Learning).
- When there are any deviations, (either a sudden change in the short term or a gradual change over a longer term), from the learned patterns then this is presented to carers who can make decisions and take appropriate action.



Delivering outcomes

The data provided by Lilli tech gives decision makers accurate and reliable evidence from which to make informed decisions about a person's ability to live safely independently and supports decisions to make necessary changes around the provision of more or fewer care services. In addition to when visits and other interactions are required.

Lilli provides

- Valuable observational insight as to what is happening in a patient's property re behaviours associated with ADL's – Movement, Sustenance, Personal Hygiene & Independence
- Early warning of change in behaviour that could indicate change in needs
- Data on demand through a live platform
- Evidence and reporting of behavioural change to supplement observational insight
- Data to demonstrate cost savings and improved outcomes

Lilli can support the measurement of relevant goals aligned with the data feeds that come into the platform, these can be monitored, tracked and reported over time periods aligned to your specific needs. We have internal teams that we use to support you with the identification and monitoring of the goals and objectives, where required.

Facilitating care at home

- Providing an alternative to care homes and longer hospital stays
- Facilitating the creation of accurate and adequate care packages based on evidence
- Reduces impact on care team by avoiding overly cautious and unnecessary packages of care
- Reduces cost of larger unnecessary care packages
- Ensures that those who require larger packages of care are able to access it as a result of more resources being available
- Reduces that time spent in assessing service users. Increasing the opportunity of more people to live at home independently

Delivering outcomes

We have the capability to create and track many different models within a Financial Benefits Tracker to give an overall view for example:

- The time saved in hours of care visits by showing a reduction of care package
- The cost attributed to those hours from the care providers showing a reduction in care
- The carbon offset of travel not undertaken to a service user having Lilli
- The reduction of overnight care visits and the saving attributed to that
- The implied costs of Blue Light interventions not taken and the projected impact to the wider Reading health system.
- The reduction or delay into residential care of a service user over a given period of time.

There are potentially many more examples. We work with you to understand what you want to measure, and how you want to measure it.

Delivering outcomes

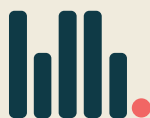
We will work with you to monitor success and create a service outcome tracker that might include for example

- Reduction in reablement periods
- Reduced hospital admissions
- Reduced costs related to alarm cord pulls and installations
- Reduced time in temporary accommodation per service user
- Efficiencies in care staff time saving due to accuracy of care assessments
- Efficiencies in care staff time saving due to speed in reporting, evidencing and analysing

Customer Support

We will always be there for you. We pride ourselves on ensuring we support our customers to success. As part of the Lilli experience, we provide a dedicated customer success team which will be available to:

- Service critical queries which will be responded to within 2 hours, 24 hours a day
- Non-service critical queries will be responded to between the hours of 8am and 6pm within 2 hours



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