



# Kraydel is the wellness partner for the elderly, reducing loneliness, isolation and enabling safe, independent living.

The health and Care system is not geared towards maintaining wellness for the Elderly. Our research tells us that elders value the ability to remain at home, to remain socially engaged; to continue with activities that give their life meaning; to contribute to their family or community; to feel safe and to maintain independence, and to feel they are not a 'burden' to their own families. Unobtrusive, smart but simple technology has a significant role to play in rebalancing the system towards prevention and early intervention, thereby enabling elderly people to live longer and live better in their own homes. **Kraydel is a simple technology solution which utilises and operates through the largest screen in the home, the TV, to provide connectivity with friends, family and health professionals, monitor health and promote wellness. Crucially it allows health & care services to wrap around the individual in their own home, enabling Kraydel to play a key role in the long-standing mission to a create sustainable shift away from outdated acute hospital based models.**

Kraydel was founded in Belfast by Paul Moorhead. Paul was seeking a way to monitor the well-being of Shena, his elderly mother who lives alone in her own home. Kraydel has been built around the needs of the person first and foremost, through extensive research and forums with our target audience, their families and carers. Kraydel is unique in the marketplace: packed with motion, sound, light and heat sensors - it uses machine learning to provide complete 24hr alerting to potential problems and provides medicine and diary reminders. Kraydel's Big Data identifies early signs of deterioration in health and wellbeing, allowing timely intervention and support by health professionals to minimise avoidable admissions to hospital, including reducing premature reliance on residential care. The Kraydel Channel combats social isolation through health advice, fitness, clubs, and inter-generational activities.

### Kraydel for Elders

Kraydel provides simple non-obtrusive technology to support improved mental & physical wellbeing with the single aim of elders and other vulnerable people living longer and living better - independently in their own homes. Our technology makes it simple to connect to family, friends and the community, thereby increasing the sense of purpose and reducing isolation. Kraydel's Data Engine captures and monitors risk e.g. falls and acute episodes, facilitating timely interventions which could include a health needs assessment.

### Kraydel for peace of mind

Families gain assurance that the wellbeing of their loved one doesn't end when the care worker leaves, but is monitored round the clock through a range of motion, sound, heat and light sensors. The ability to connect through the TV screen, send pictures and video files of special occasions in real time directly to the TV acts to further enhance connections and relationships. This also reduces unnecessary time away from work as a consequence of elders being admitted due to medicine or diet issues, or consultations which could have been performed in the home e.g. through Telecare.

**Kraydel is positioned to be a game changer in the care of the elderly which is unrivalled in functionality, ease of use and cost. Feedback "the most exciting roadmap and most complete solution we have seen".**



The data collection & correlation capability of the Kraydel solution provides for a wide range of applications and customers, such as: detecting risk of health deterioration, increasing the operational performance of care organisations, and monitoring trends of health and wellbeing, potentially including early detection of pandemics.

### Kraydel for Care (Domiciliary, extra care, supported living, assisted living):

Kraydel provides 24hr insight and alert management, allowing improved risk management. Care worker log in & log out, real-time issue logging and reporting support operational performance targets alongside significant opportunities to stratify resource to spend better quality time with those who have the highest need, creating a more efficient, effective and motivated workforce in a sector which is experiencing unprecedented demand and pressure.

### Kraydel for NHS providers & CCGs

Provides the ability to shift aspects of elderly care into out-of-hospital settings, providing better care quality and patient experience with lower risk, alongside significant productivity savings through freeing up capacity for acute complex care.

## KRAYDEL TEAM

Chair, Rupert Hambro

CEO, Lisa Smith  
Lisa.smith@kraydel.com

CTO, Paul Moorhead  
Paul.Moorhead@kraydel.com

CCO, Rupinder Singh  
Rupinder.singh@kraydel.com

Production, Alwyn Bowen  
Alwyn.bowen@kraydel.com

## OFFICES

London  
21 Dartmouth St  
London  
SW1H 9BP

Belfast  
24, Pembroke Court  
Belfast  
BT4 2RW

[www.kraydel.com](http://www.kraydel.com)

## JOIN THE KRAYDEL

**JOURNEY:** Is your organisation providing care for the elderly and other vulnerable adults and seeking to improve risk management, increase the quality of its service whilst delivering operational and productivity improvements? We see ourselves as the wellness partner for the elderly and look forward to supporting your journey.

For more information, please contact: Dr Lisa Smith at 07903 256049



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