



# Press Release

Date: **11<sup>th</sup> December 2008**

## **t+ Medical receives investment from Vodafone Ventures to help develop the potential of the mobile health (mHealth) market**

Vodafone Ventures Ltd, the corporate venture capital arm of Vodafone Group, has made an undisclosed investment in t+ Medical, the leading provider of mobile phone based technology used to transfer patient biometric data.

The t+ technology is currently used for the management of long-term health conditions and helps thousands of people in the UK manage their conditions each year.

The additional funding from Vodafone Ventures will enable t+ Medical to accelerate the roll-out of its mPRO™ (mobile patient reported outcomes) platform which has been specially designed for use in clinical trials.

The mPRO™ platform offers a number of clear benefits:

- speed new drugs to market by reducing the all important timelines between drug discovery and launch
- help increase patient safety by eliminating the inaccuracies caused by subjects not completing their paper diaries
- help pharmaceutical companies move towards a technological system of patient data capture as recommended by the FDA
- real-time analysis of clinical data enabling early adaptations to trials
- familiar mobile phone hardware delivers high levels of compliance among users

The technology enables the easy collection of patient data in clinical trials via a mobile device. Data is entered by subjects into an interactive diary programme on their mobile. Using secure mobile networks, the information is automatically and instantly

downloaded to t+ servers where it can be analysed, ensuring any significance in the results is identified at the earliest possible opportunity.

**Tim Clover, CEO of t+ Medical said:** “The provision of healthcare services and clinical trials through mobile technology offers a scalable platform to allow large volumes of patient data to be securely transferred and analysed in real-time. This investment from Vodafone Ventures will help us to further drive the roll out of remote patient management solutions, to offer cost savings and improved clinical outcomes to customers around the world.”

**Peters Suh, President of Vodafone Ventures said:** “This investment will help to ensure that t+ Medical is able to deliver on its potential while bringing greater scale to the mHealth market.”

London based legal firm Pillsbury Winthrop Shaw Pittman LLP advised Vodafone.

**Ends -**

For further information please contact:

**The Media Foundry:**

Anna Foster <a href="mailto:annafoster@themediafoundry.com">annafoster@themediafoundry.com</a>	020 7612 1163
Sally Whatley <a href="mailto:sallywhatley@themediafoundry.com">sallywhatley@themediafoundry.com</a>	020 7612 1159
Stephanie Prentice <a href="mailto:stephanieprentice@themediafoundry.com">stephanieprentice@themediafoundry.com</a>	020 7612 1165

**Notes to editors:**

About t+ Medical

t+ Medical is a private British company spun out of Oxford University in 2002 with operations in both the UK and the USA.

Following considerable success in providing mobile based solutions in the management of long term conditions, t+ Medical recently launched its mPRO™ (mobile patient reported outcomes) platform for collecting subject data in clinical trials using mobiles. Offering fast rollout, high compliance and real time analysis of clinical data, mPRO™ can substantially reduce cost and timelines in the clinical study process.

**[www.tplusclinical.com](http://www.tplusclinical.com) [www.tplusmedical.com](http://www.tplusmedical.com)**