

# **INDUCT UPDATE**

## **Our collaboration with AstraZeneca and Portsmouth University Hospital**

30 January 2025

# Agenda

- The potential – 2025 onwards
- Achievements to date in NHS England
- 3-party collaboration to accelerate growth
- Q&A



# Business Update in short

## Reduced cost

- Streamlined the organisation at all levels, resulting in an annual cost reduction of 15MNOK

## Streamlined operations

- Reduced our product portfolio to focus on core products – health care solutions and Tilskuddsportalen

## Positive 2025 cash forecast

- Positive cash flow from operations of 6-8MNOK, excluding scale-up revenues from the NHS

# The potential 2025 onwards

## Asthma and Severe Asthma Care Pathway - NHS England

### Our goal

- In partnership with AstraZeneca, implement the asthma care pathway across NHS England through a rapid implementation model

### Market need

- 8 million people with asthma in the UK are treated across 930 public hospitals
- Unmet need for treatment at specialist centres and access to biologic medication
- Lack of software solutions in the market creates high demand and the opportunity to achieve a higher market share

### Estimates

- Full market share for asthma in England has an estimated Annual Recurring Revenues (ARR) of: 70-80 MNOK
- Gross margin estimate based on current levels: 95%

# The potential 2025 onwards

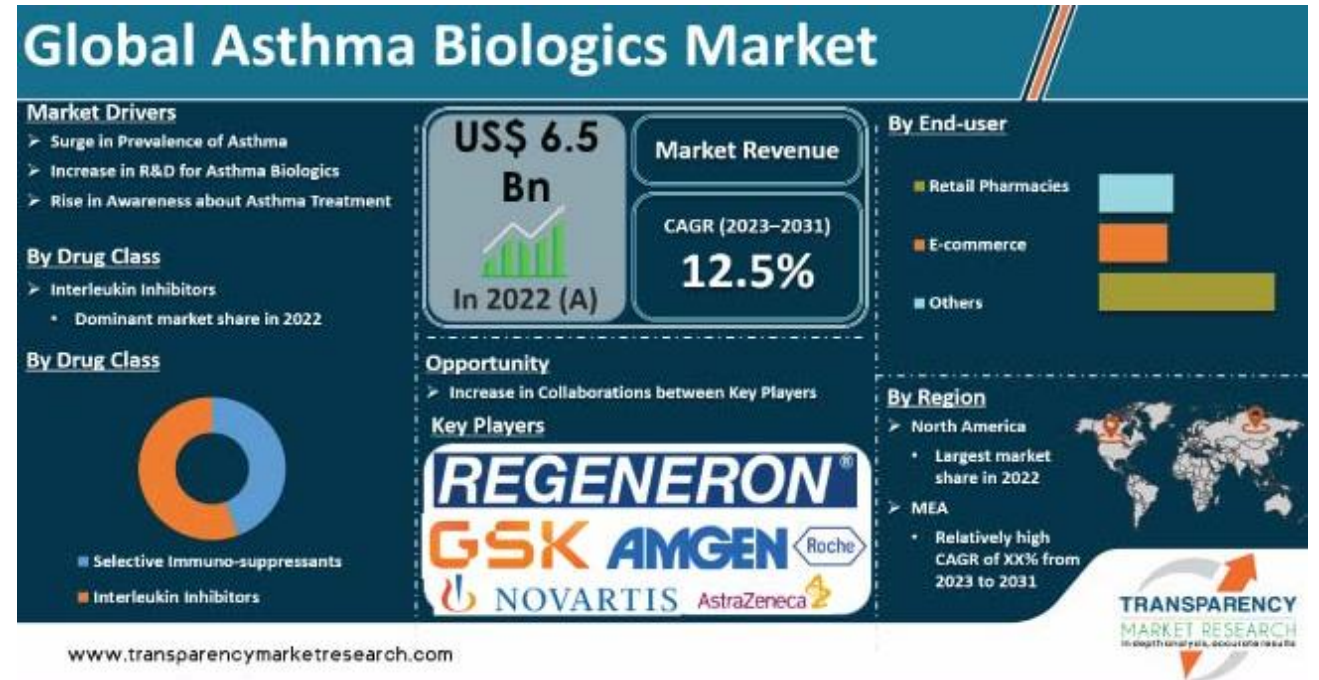
## Asthma and Severe Asthma Care Pathway – geographic expansion

### Our goal

- In partnership with AstraZeneca, expand the pathway globally

### Market need

- 262 million people with asthma world-wide with asthma worldwide are treated across 200.000 hospitals
- Global market value of 6.5 bn USD with strong expected growth at 12.5% per year
- Growth in all key market drivers: asthma prevalence + R&D in biologic medication + treatment option awareness



# Opportunities beyond asthma

## Other Care Pathways

As part of our long-term vision to be a key player in the delivery of innovative health care solutions, we will focus on care pathways with similar needs as asthma and severe asthma, including:

- COPD - chronic obstructive pulmonary disease
- Type 2 diabetes
- Cardiovascular disease
- Kidney disease
- Cancer

The potential for each of these care pathways is equal to or even higher than the asthma care pathway, with peak interest from the big-pharma sector.

# Achievements to date in NHS England

## A brief glance back

- Strategic partnership with Portsmouth Hospitals University NHS Trust
- From Innovation Management services, to the Mission ABC pilot, and the Severe Asthma Care Pathway
- Approved to manage patient data in October 2023
- Went live for clinical day-to-day use in December 2023

## Benefits at Portsmouth since implementation

- Cost reduction – equal to 2 full time administrative positions
- Quality improvement – centralised and standardized patient data
- Patient safety – higher number of patient reviewed and treated in the pathway
- Employee satisfaction – reduced administrative burden and increased productivity

# Dr Thomas Brown

MBChB PhD FRCP

Deputy Chief Research Officer, Portsmouth Hospitals  
University NHS Trust & Isle of Wight NHS Trust

Consultant Respiratory Physician and  
Portsmouth Severe Asthma Service Lead

Deputy Programme Director for King's College London  
MBBS in partnership with the University of Portsmouth

Honorary Reader, University of Portsmouth



Portsmouth Hospitals  
University  
NHS Trust





# Achievements to date in NHS England

Dr Thomas Brown

## Transforming the way clinical teams look after patients with severe asthma

- Severe asthma – a serious and potentially life-threatening type of asthma that require specialist treatment and medication
- Developing a streamlined and standardized care pathway, meeting the needs of both hospital and specialist centres
- Simplifying the complexity in health care services through customized IT solutions like Induct
- A unique solution for severe asthma that is creating enthusiasm by delivering real value
- Overcoming the challenges of local NHS IT governance processes – building on how we succeeded at Portsmouth
- The true value of collaboration – matching clinical expertise with IT knowledge and an innovative mindset
- Looking ahead two to three years – Induct implemented across the country

**8 million people**  
in the UK have been diagnosed  
with asthma.

**200.000 people**  
in the UK have been diagnosed with  
severe asthma

**Every 10 seconds**  
someone in the UK has a potentially life-  
threatening asthma attack.

**46.000 people**  
in the UK are likely eligible for biologic  
treatment but not receiving it

**Project Manager  
AstraZeneca**



# 3-party collaboration to accelerate growth

## The project

AIM: To set-up and embed INDUCT as a proactive clinical and pathway management system for asthma and severe asthma across the Portsmouth Severe Asthma Network.

### Portsmouth team

- Clinical and research expertise
- IT governance documentation and support
- Network hospital and stakeholder engagement
- Deployment management, training and support

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### AstraZeneca team

- Project management
- Change management, KPI assessment and benefits realisation
- Pathway deployment expertise
- Network and stakeholder engagement
- Implementation blue-print for new sites and networks

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### Induct team

- Digital clinic letter as PDF outputs
- Software adjustments
- Integrations
- Data import and export
- Implementation set-up and support