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"An ounce of prevention is worth a pound of cure."

/Benjamin Franklin/

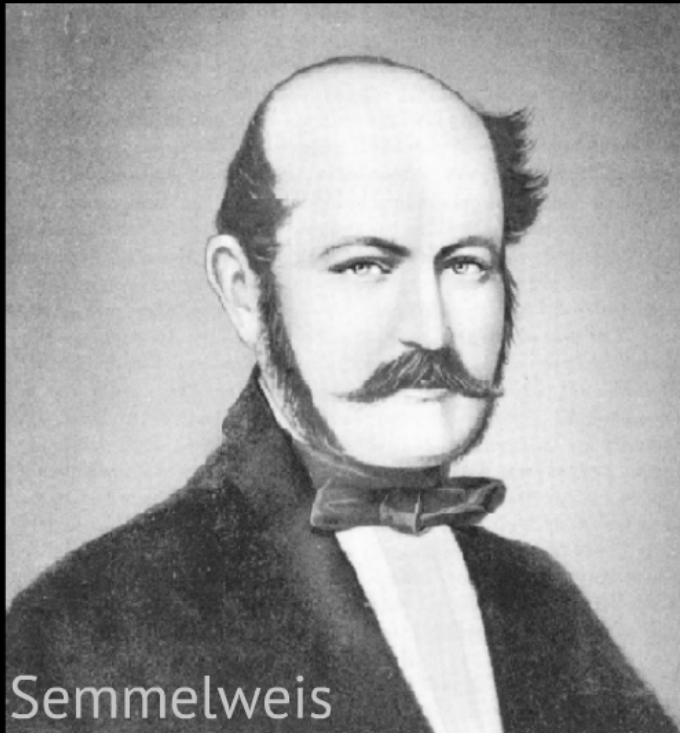


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# Opportunity



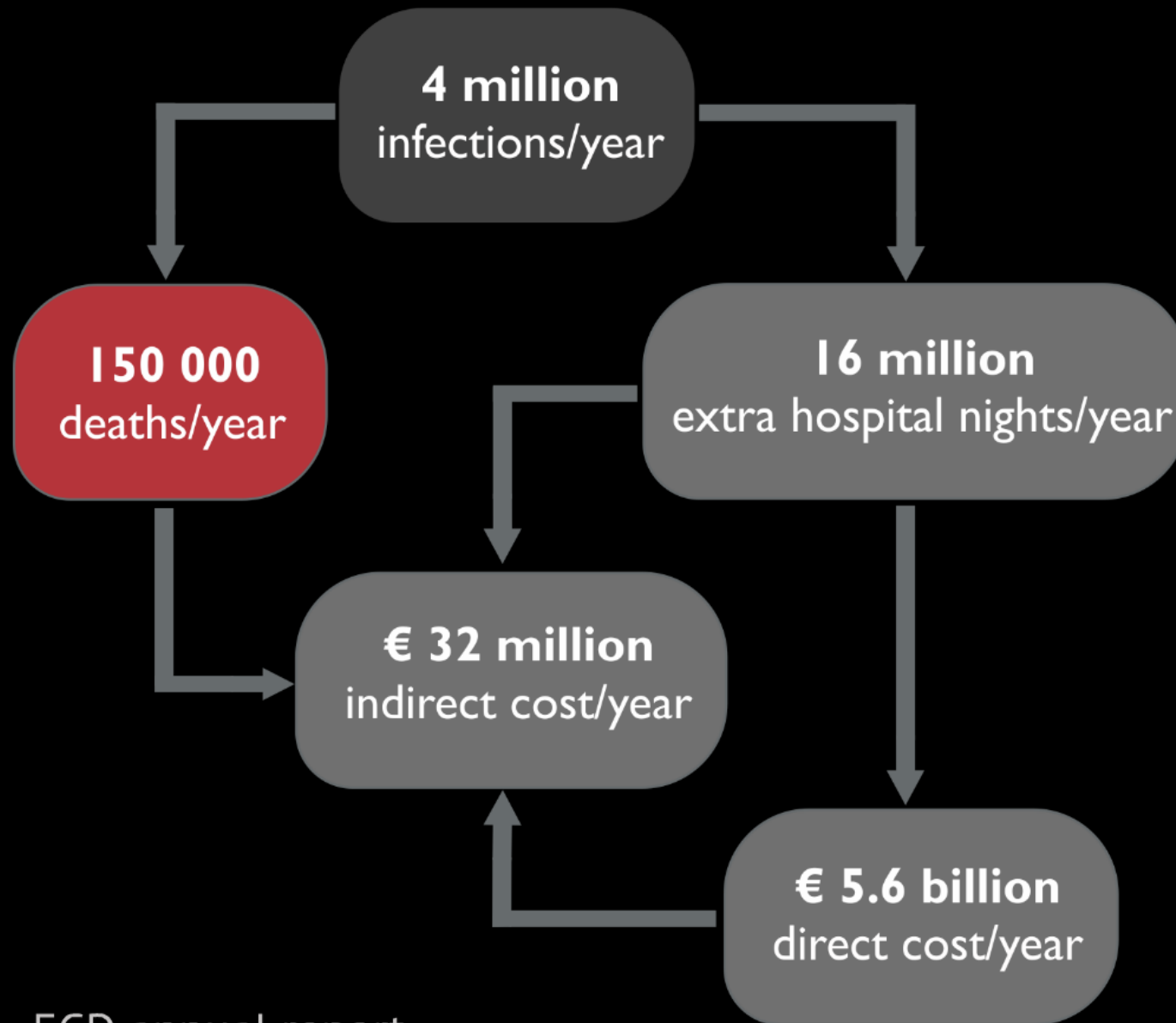
Semmelweis

fight against

**infections**

Healthcare-Associated Infections (HAI)

# Average HAI in CEE: 7%<sup>(2010)</sup>



ECD annual report

2–3.5 million children

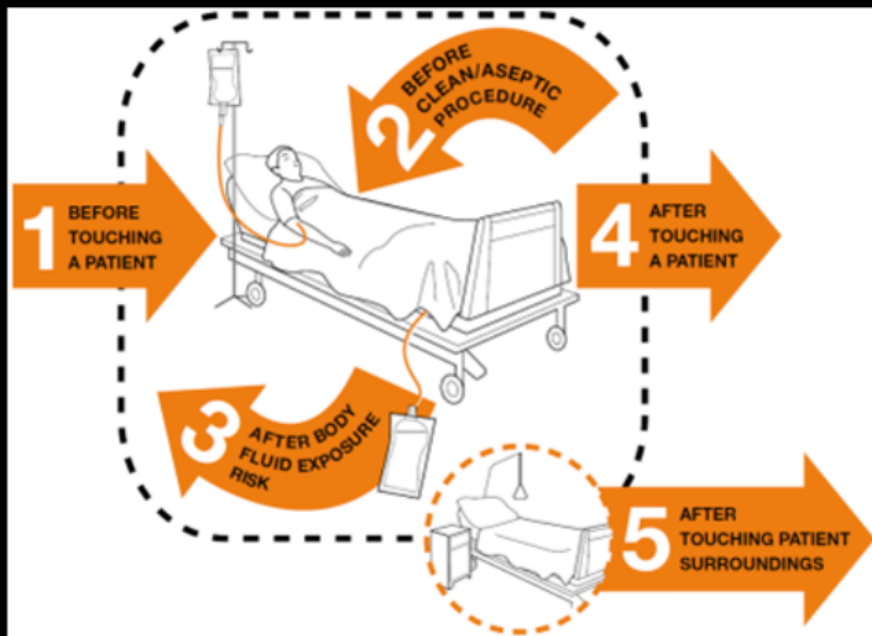


UNICEF

...die due poor hand hygiene!

# Compliance & technique

WHO's 5 moments of HH



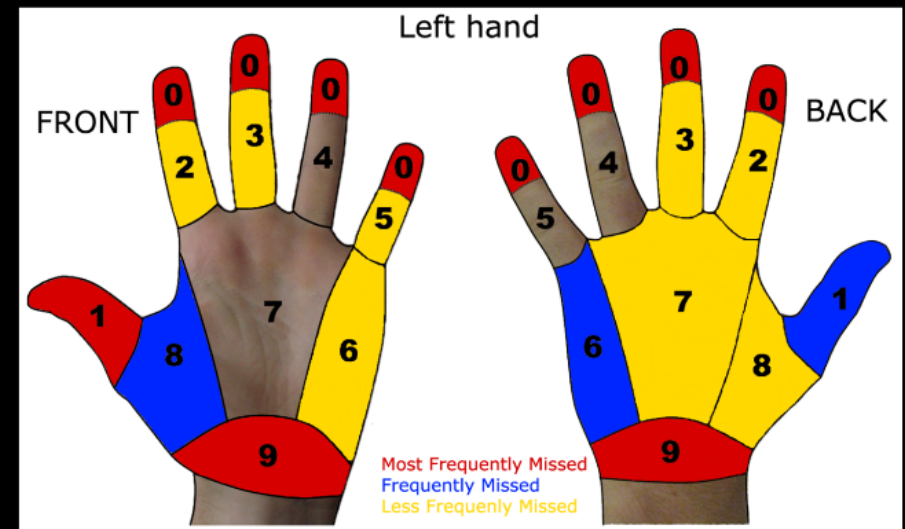
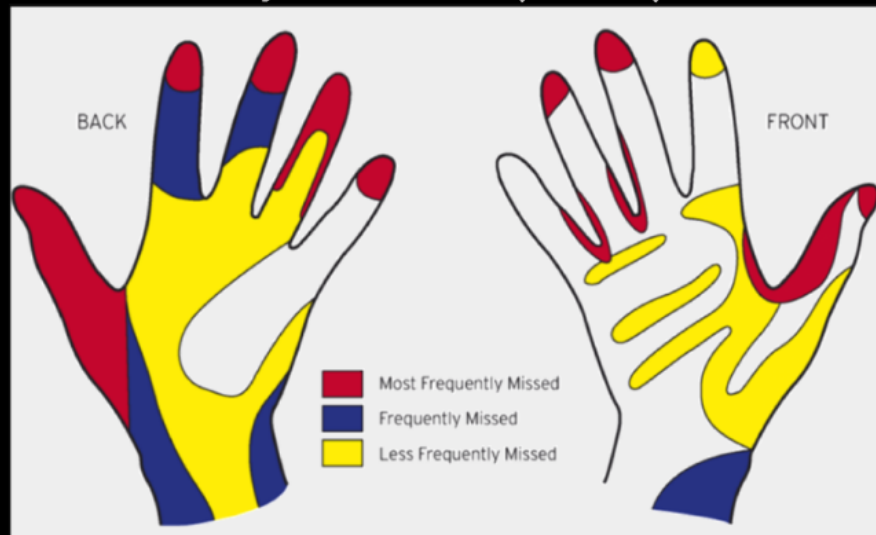
40-60% at best

WHO's 6 step protocol



# Most frequently missed areas

Taylor et al. (1978)



Haidegger et al. (2011)

Effective hand rubbing  
= 30% decrease in HAI

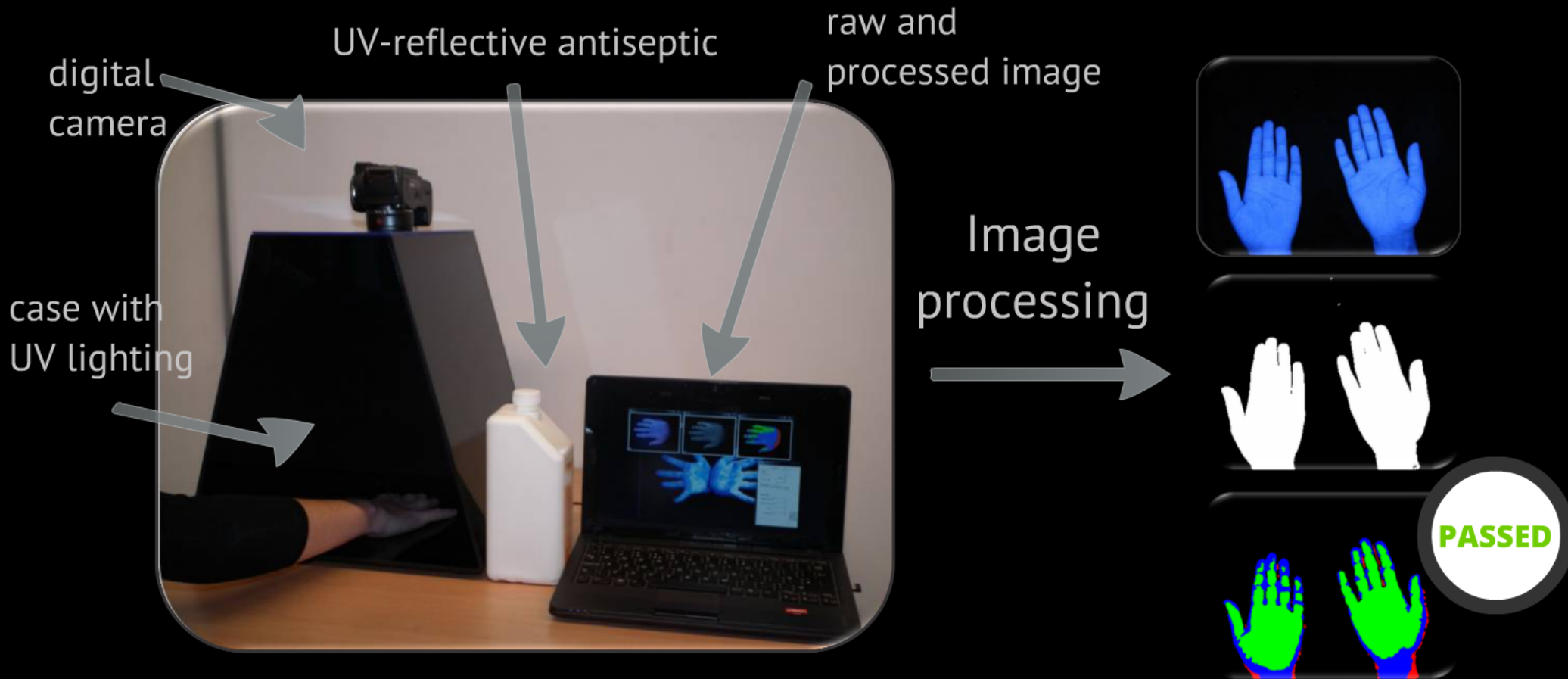
# Solution



Effective Hand Hygiene



# Total quality control



PCT patent application: September 2010

Original  
image

Visual  
feedback

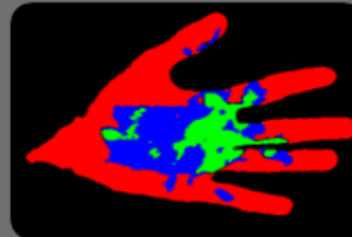
Numerics

A



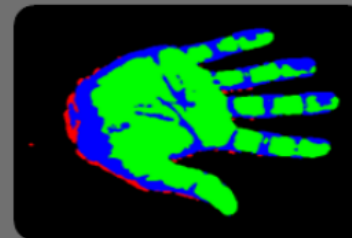
24.6%

B



51%

C



94.7%

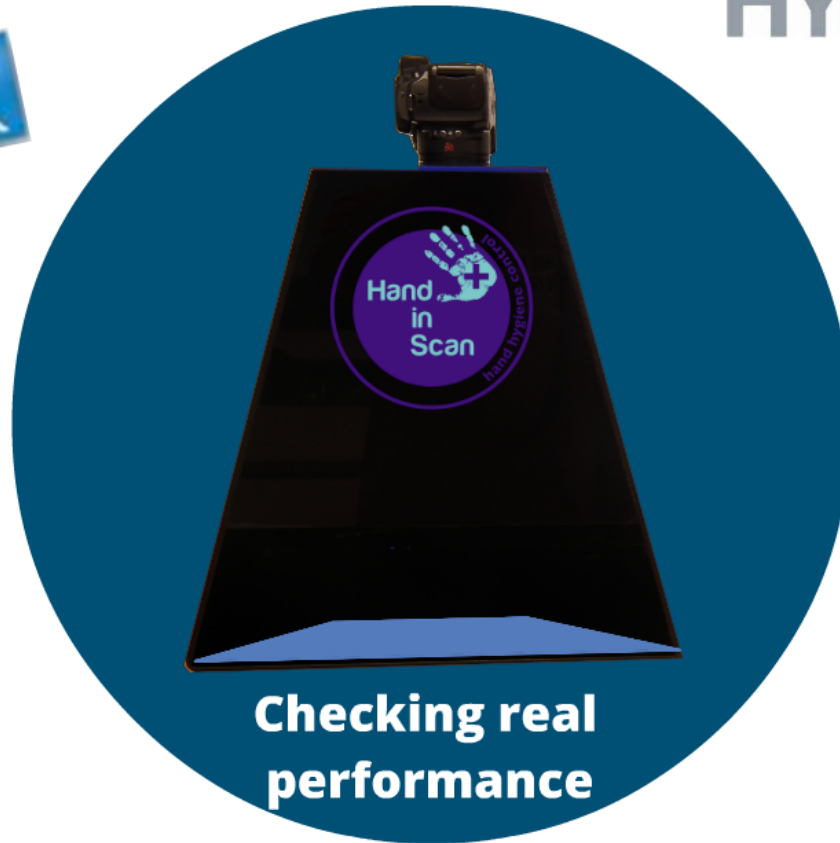
**PASSED**

# Disruptive technology

PROVENTIX

3M

ekahau



HYGreen®

WEST PENN ALLEGHENY  
HEALTH SYSTEM

debmed  
Engineering Hand  
Hygiene Compliance

BIOVIGIL™  
clean hands save lives

Only looking for soap/rub usage

# Customers

## Value proposition



Direct and legal cost saving at hospitals

Liability insurance coverage to hospitals

Social and macroeconomic cost reduction

Hindering the spread of major epidemics  
(SARS, H1N1)

# of hospitals:

- EU: 15000
- USA: 5500
- Japan: 9100

# Multi-tiered revenue model



€ 35 / Hand Hygiene Training and Audit Service



€ 1000 / Hand-in-Scan Prototype Kit

AI method



€ 3500 / Hand-in-Scan Trainer Kit

LED tech.



€ 4500 / Hand-in-Scan Control Kit

RFID

2012

2013

2014

Global sales with OEM partners

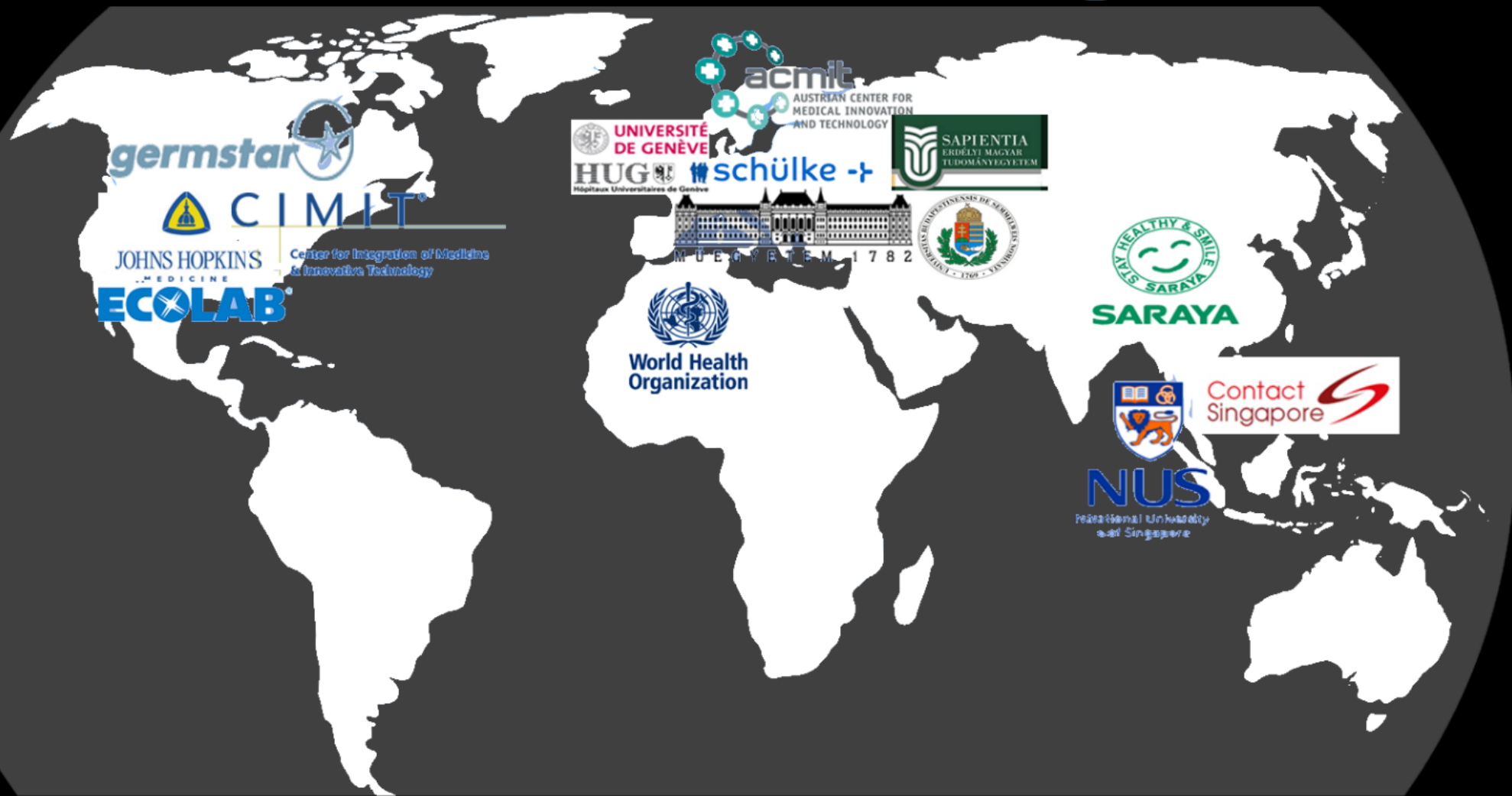
Product launch schedule

# Main strategic partners

<b>SE</b>	<b>Semmelweis University</b>
<b>WHO</b>	<b>World Health Organization</b>
<b>HUG</b>	<b>Hôpitaux Universitaires de Genève</b>
<b>NUH</b>	<b>National University Hospital, Singapore</b>
<b>BME</b>	<b>Budapest University of Technology and Economics</b>
<b>ACMIT</b>	<b>Austrian Center for Medical Innovation and Technology</b>



# On the shoulders of giants



Development and sales partners

# Team with a mission

**Melinda Nagy**  
Software Developer

**Ákos Lehotsky**  
Infection Control Specialist

**László Szilágyi**  
Scientific Manager

**Tamás Haidegger**  
CTO

**Péter Róna**  
CEO





# Achievements



Largest hand hygiene database



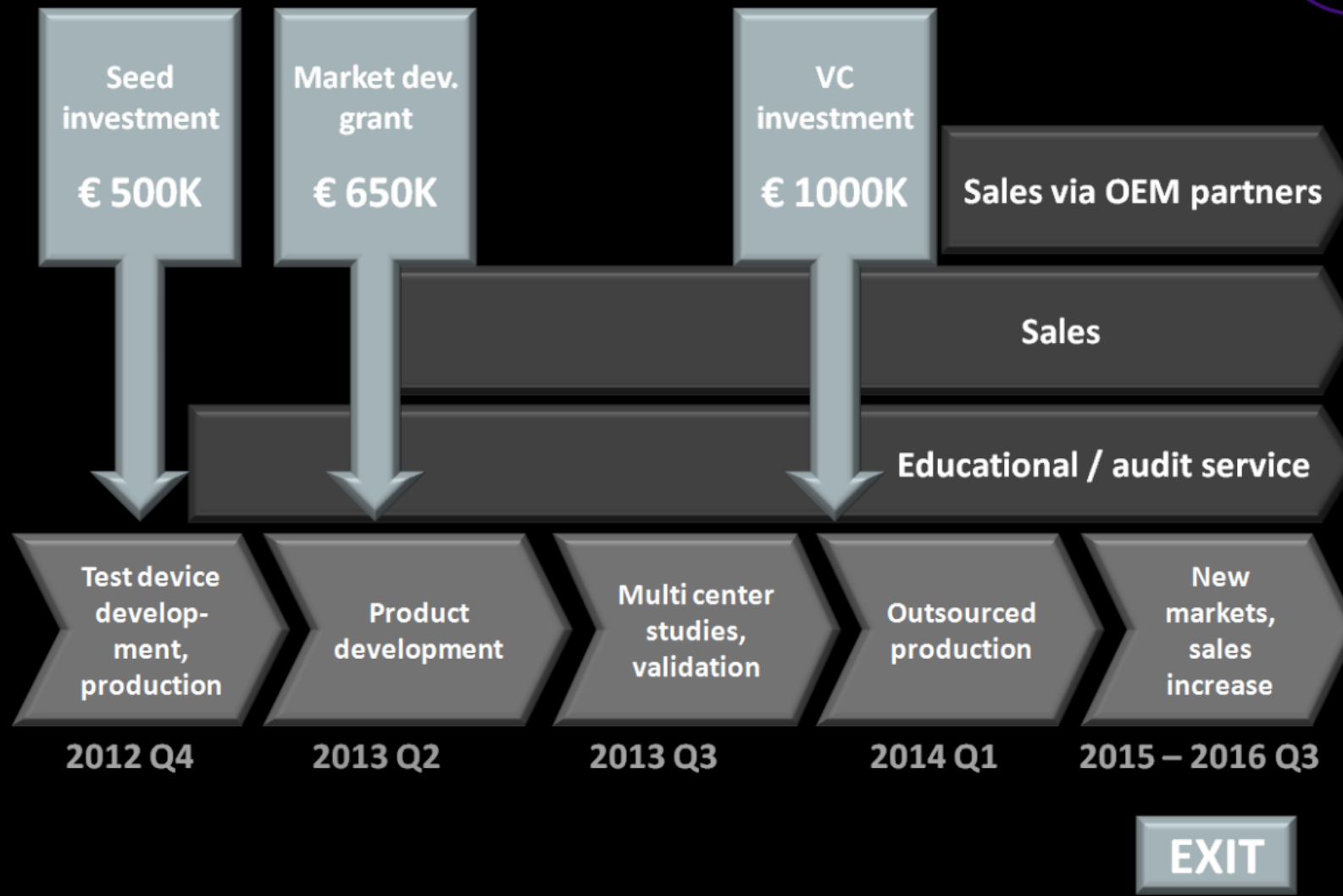
9 international innovation awards and recognitions



“This is the best educational product I have seen.”  
(Dr. Fisher, NUHS)



# Funding scheme



# Hand-in-Scan

- tackles a real problem
- based on exponential technology
- globally scalable
- proof of concept
- looking for strategic partners
- science & entrepreneurship





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