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

/Benjamin Franklin/
Opportunity to fight against infections: Healthcare-Associated Infections (HAI)
Average HAI in CEE: 7%\(^{(2010)}\)

- 4 million infections/year
- 16 million extra hospital nights/year
- € 32 million indirect cost/year
- € 5.6 billion direct cost/year

150,000 deaths/year

ECD annual report
2–3.5 million children

...die due poor hand hygiene!
Compliance & technique

WHO's 5 moments of HH

1. Before touching a patient
2. Before clean/aseptic procedure
3. After body fluid exposure risk
4. After touching a patient
5. After touching patient surroundings

WHO's 6 step protocol

1a. Apply alcohol-based handrub
1b. Rub hands together
2. Rub hands in between fingers
3. Rub between hands
4. Rub around nails
5. Rub fingers
6. Rub back of hand
7. Rub palm
8. Rub all again

40-60% at best
Most frequently missed areas

Taylor et al. (1978)

Effective hand rubbing
= 30% decrease in HAI

Haidegger et al. (2011)
Solution

Education  Training  Control

Effective Hand Hygiene
Total quality control

PCT patent application: September 2010
<table>
<thead>
<tr>
<th></th>
<th>Original image</th>
<th>Visual feedback</th>
<th>Numerics</th>
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<tr>
<td>A</td>
<td><img src="imageA" alt="Image A" /></td>
<td><img src="imageB" alt="Image B" /></td>
<td>24.6%</td>
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<td>B</td>
<td><img src="imageC" alt="Image C" /></td>
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<td><img src="imageF" alt="Image F" /></td>
<td>94.7%</td>
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**Passed**
Disruptive technology

Checking real performance

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
- €3500 / Hand-in-Scan Trainer Kit
- €4500 / Hand-in-Scan Control Kit

Product launch schedule:
- 2012
- 2013
- 2014

Global sales with OEM partners
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Name</th>
</tr>
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<tbody>
<tr>
<td>SE</td>
<td>Semmelweis University</td>
</tr>
<tr>
<td>WHO</td>
<td>World Health Organization</td>
</tr>
<tr>
<td>HUG</td>
<td>Hôpitaux Universitaires de Genève</td>
</tr>
<tr>
<td>NUH</td>
<td>National University Hospital, Singapore</td>
</tr>
<tr>
<td>BME</td>
<td>Budapest University of Technology and Economics</td>
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<tr>
<td>ACMIT</td>
<td>Austrian Center for Medical Innovation and Technology</td>
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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

Clariton
Achievements

Largest hand hygiene database

9 international innovation awards and recognitions

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

- tackles a real problem
- based on exponential technology
- globally scalable
- proof of concept
- looking for strategic partners
- science & entrepreneurship
"An ounce of prevention is worth a pound of cure."

/Benjamin Franklin/