

INSYN 

Your Choices. Our Insight. Better Health.

Pitch Deck

THE PROBLEM

The NHS is in crisis. Patients and doctors are paying the price.

Post-COVID, two critical trends are reshaping healthcare in the UK:

Patients want more control over their wellbeing - 61% of people want to do more for their health. (Statista, 2025a)

The NHS is under unprecedented strain, struggling to meet basic demand. (British Medical Association, 2025)

Problem 1 - Patients are frustrated

In 2024, 59% of patients reported dissatisfaction with the NHS — the highest in 24 years.

Why?

- 71% cite long waits for GP or hospital appointments.
- 54% point to insufficient staff.
- 47% believe the government isn't investing enough.

Patients want to take control, but the system leaves them frustrated and uninformed. (Statista, 2025e)

THE PROBLEM

Problem 2 - Doctors are overwhelmed

This crisis isn't just felt by patients. Clinicians face immense pressure:

- 55% feel overloaded by work.
- 53% identify staffing shortages as a major risk.
- 52% report delays in delivering crucial care, treatment, or screening.

(General Medical Council, 2025)

GPs are particularly stretched:

- 79% fear the shortage of GPs will compromise patient care.
- 76% are burdened by excessive workloads.
- 61% lack enough time to properly assess and treat patients.
- 62% cannot dedicate time to build the patient relationships needed for quality care.

The result: the average GP appointment now lasts just 6–10 minutes. There's barely time to discuss symptoms, let alone educate or empower patients. (Statista, 2025d)

THE PROBLEM

Problem 3 - The urgency is immediate

The NHS 10-year plan promises change but no action. Patients and doctors cannot wait a decade.

The system needs a solution today - one that empowers patients, supports clinicians, and bridges the gap between information, understanding, and actionable care. (Oliver, 2025)

INSYN 
meets that need. Now.

- Unique AI-driven health intelligence platform
- Solves both patient AND clinician problems
- Features competitors don't offer
- Strong alignment with NHS digital priorities
- Simple, predictable pricing model (£1 PPPM pilot)

STRENGTHS

- Requires NHS integration for maximum impact
- Trust-building needed with GPs and patients
- Dependent on clinical safety & governance approval
- Needs pilot evidence for large-scale adoption

WEAKNESSES

- Digital treatment & care market rising to £2.87bn
- 31.46% penetration by 2030 = expanding user base
- NHS GP crisis increases demand for efficiency tools
- NHS App demonstrates massive digital adoption potential
- AI-driven summaries & translation address key inequality gaps

OPPORTUNITIES

- Slow NHS procurement cycles
- Competing digital platforms (NHS App, Doctolib, EngageHealth)
- Data privacy concerns in public perception
- Regulatory changes around AI in medical settings

THREATS

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meets that need. Now.

Figure 1: SWOT analysis (Doctolib Pro, n.d.; Engage Health Systems, 2025; General Medical Council, 2025; GOV.UK, 2025; NHS England, 2025; Statista,2025a; Statista,2025b; Statista,2025c; Statista,2025d; Statista,2025e

The Solution

For Patients

- Converts medical terminology into clear, personalised explanations
- Summarises diagnoses, test results, treatment options
- Provides guidance, tracking tools, symptom logs
- Sends alerts for relevant new treatments, research, and guidelines

For Clinicians

- Pre-appointment summaries generated from patient input
- Automated symptom analysis & documentation support
- Flags recurring patterns across patient populations
- Reduces admin and improves clinical workflow

For Research

- Optional anonymised case tagging
- Real-world data pipeline for research institutions
- Helps identify trial candidates

Treatment & Test Options

Detailed information to help you make informed decisions about your care

How this works
Your doctor has recommended a treatment, but you can review all options here in plain language. If you select a different option, your doctor will be notified to discuss it with you.

Treatment Options Recommended Tests

About These Tests
These tests help your doctor understand your condition better and ensure treatments are safe for you. Select any tests you'd like to discuss or schedule.

Blood Test - Full Blood Count (FBC)

A comprehensive blood test that checks your red blood cells, white blood cells, and platelets to rule out underlying conditions like anemia or infection that might be causing your symptoms.

In Plain Language:
A simple blood test that helps us understand if your blood cells are healthy and rule out problems like low iron or hidden infections.

What It Checks:

- ✓ Red blood cells (oxygen carriers)
- ✓ White blood cells (infection fighters)
- ✓ Platelets (blood clotting)

Why It's Needed:
Your symptoms could be related to anemia (low iron) or an underlying inflammatory condition. This test helps rule those out before starting treatment.

Kidney Function Test (U&Es)

A blood test that checks how well your kidneys are working before starting medications that can affect kidney function, especially NSAIDs like ibuprofen.

In Plain Language:
A blood test to make sure your kidneys are healthy before starting medication, as some pain medicines can affect kidney function.

What It Checks:

- ✓ Creatinine (kidney waste product)
- ✓ Urea (protein breakdown)
- ✓ Electrolytes (sodium, potassium)

Why It's Needed:
NSAIDs can affect kidney function, especially if taken long-term. This baseline test ensures your kidneys are healthy before starting treatment and helps us monitor safety.

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Imaging test soft tissues initial treatment structural pr

In Plain Lan
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What It Ci

- ✓ Bone str
- ✓ Joint sp
- ✓ Soft tiss

Why It's N
If your symp treatment, c damage, im inside.

Confirm Selection Cancel

Need More Information?
If you have questions about any of these options, you can:

- Schedule a discussion with your doctor
- View detailed medical information
- Translate to another language

The Solution

For Patients
For Clinicians
For Research

This dashboard provides a comprehensive health overview for a patient named Sarah. It includes sections for logging symptoms, treatment options, and visit history. A calendar shows the current date as December 5, 2025. Health metrics display blood pressure at 120/80 and heart rate at 72 bpm. Upcoming appointments are listed for January 25 and February 8, 2025. A notifications section indicates no updates yet. A quick access menu includes links to medical records and the user's profile.

Welcome back, Sarah
Here's your health overview for today

- Log Symptoms** - Track daily health
- Treatment Options** - View & discuss
- Visit History** - Transcripts & notes

Calendar
December 2025

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Health Metrics

- Blood Pressure: **120/80**
- Heart Rate: **72 bpm**
- Last Check-up: **2 weeks ago**

Upcoming Appointments

- Follow-up** - Dr. Sarah Johnson - Jan 25, 2025 10:30 AM
- Annual Check-up** - Dr. Michael Brown - Feb 8, 2025 2:00 PM

Notifications
No notifications yet
Your doctor's updates will appear here

Quick Access

- Medical Records
- My Profile

This dashboard is designed for a doctor, Dr. Johnson, and provides a quick overview of their daily schedule and patient alerts. It features a header with a 'Send Alert' button and a 'Logout' option. The main content includes a greeting, a notification of 12 consultations, and three summary cards for Today's Patients (12), Pending Reviews (5), and Active Alerts (3). A search bar allows for finding patients by name or ID. The 'Today's Consultations' section lists three patients: Sarah Mitchell (10:30 AM), John Davies (11:00 AM, Priority), and Emma Thompson (2:00 PM). Each consultation entry includes a brief description of the patient's condition and options for 'Full Details', 'AI Brief', and 'Start Consultation'. A 'Patient Alerts' section highlights three alerts for John Davies, Sarah Mitchell, and Robert Chen. A 'Quick Actions' menu includes links to 'View All Patients', 'Research Dashboard', and 'AI Insights'. A 'Research Contribution' badge shows 156 patients contributing to research this month.

Doctor Portal Send Alert Logout

Good morning, Dr. Johnson
You have 12 consultations scheduled today

Today's Patients **12**

Pending Reviews **5**

Active Alerts **3**

Search patients by name or ID...

Today's Consultations

- Sarah Mitchell** 10:30 AM
Follow-up
Recurring headaches
Mild headaches, blood pressure stable
Full Details AI Brief Start Consultation
- John Davies** 11:00 AM **Priority**
New Consultation
Cardiac symptoms **Multiple CV risk factors**
Persistent chest pain, awaiting ECG results
Full Details AI Brief Start Consultation
- Emma Thompson** 2:00 PM
Review
Improved control
Diabetes management, HbA1c improved
Full Details AI Brief Start Consultation

Patient Alerts

- John Davies**
Selected alternative treatment - requires discussion
Review →
- Sarah Mitchell**
New symptom pattern detected
Review →
- Robert Chen**
Lab results available
Review →

Quick Actions

- View All Patients
- Research Dashboard
- AI Insights

Research Contribution
156
Patients contributing to research this month

1. Centralised Health Information

- Problem solved: Fragmented records and repeated tests slow consultations and frustrate patients.
- Feature: All patient notes, test results, medications, and appointments in one secure platform.
- Benefit: Reduces wait times (71% of patients dissatisfied with delays) and admin workload (66% of GPs want less paperwork), allowing doctors to focus on care.
- (GOV.UK, 2025; Statista, 2025c)

2. Consultation Clarity

- Problem solved: Patients often leave appointments information
- Feature: Post-consultation notes, meeting transcripts, and summaries presented in plain language, with links to treatment, diagnosis, or test information.
- Benefit: Improves understanding, patient confidence, and informed decision-making
- (NHS Confederation, 2023)

Appointment History

Review transcripts, briefs, and action points from your doctor appointments

3
Total Visits

10
Action Points

2
Doctors

Follow-up Consultation 45 min

Dr. Sarah Johnson

Jan 22, 2025 10:30 AM

Spanish

Translate

Diagnosis

Hypertension (High Blood Pressure) ↗

Treatment

Lisinopril 10mg - ACE Inhibitor ↗

Meeting Transcript

Dr. Johnson: Good morning! How have you been feeling since our last visit?

Patient: Hi Doctor, I've been feeling better overall. My blood pressure seems more stable.

Dr. Johnson: That's excellent news. Let me check your readings... Yes, I can see improvement from 140/90 to 125/82. That's a significant improvement. How are you managing with the medication?

Patient: The medication is working, but I've been experiencing some dizziness, especially in the mornings.

Dr. Johnson: I see. The dizziness is a known side effect. Try taking your medication with food - that often helps reduce this symptom. If it persists, we can adjust the dosage. How's your sleep?

Patient: Actually, much better! I'm sleeping through the night now.

Dr. Johnson: Wonderful. And the stress management techniques we discussed?

Patient: Yes, I've been doing the breathing exercises daily and they're really helping.

Dr. Johnson: Excellent progress. Let's continue with the current treatment plan but monitor that dizziness closely.

Action Points & Follow-ups

Schedule blood work for medication monitoring

Due: Feb 5, 2025

+ Add to Calendar

Continue daily blood pressure monitoring

Due: Ongoing

+ Add to Calendar

Follow up appointment in 4 weeks

Due: Feb 19, 2025

+ Add to Calendar

Try taking medication with food to reduce dizziness

Due: Ongoing

+ Add to Calendar

Annual Check-up 60 min

Dr. Michael Brown

Jan 8, 2025 2:00 PM

3. Plain-Language Explanations & Translator

- Problem solved: Patients struggle to understand medical jargon; non-English speakers face barriers.
- Feature: Converts complex medical terms into simple language and translates into multiple languages.
- Benefit: Improves understanding and inclusivity, addressing communication issues (16% of doctors cite inadequate patient communication).
- (General Medical Council, 2025)

4. Choice Options & Flagging

- Problem solved: Patients want to be more involved with their health. They want control over their options & choices but yet are only given a 6-10 min appointment to discuss this choice.
- Feature: Treatment options presented in plain language; patient selections differing from doctor recommendations are flagged for discussion.
- Benefit: Strengthens informed decision-making (59% dissatisfied due to lack of information), keeps doctors in the loop, and builds trust.
- (Statista, 2025a; Statista, 2025d)

Treatment & Test Options

Detailed information to help you make informed decisions about your care

How this works
Your doctor has recommended a treatment, but you can review all options here in plain language. If you select a different option, your doctor will be notified to discuss it with you.

Treatment Options Recommended Tests

and
te it twice

▼

Cons:

• a stomach
heartburn
• if you
each ulcers
t kidney
with long-

Naproxen 500mg

In Plain Language:
This medicine works similarly to ibuprofen but lasts longer in your body, so you only need to take it once or twice daily instead of three times.

Show Detailed Information ▼

<p>Key Benefits:</p> <ul style="list-style-type: none"> ✓ Longer-lasting (8-12 hours) ✓ Less frequent dosing (1-2 times daily) ✓ Fewer doses means better compliance 	<p>Important Considerations:</p> <ul style="list-style-type: none"> • Takes slightly longer to start working (30-60 mins vs 20-30 mins) • Higher cardiovascular risk than ibuprofen • More expensive than ibuprofen
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Physiotherapy & Exercise Programme

In Plain Language:
Work with a specialist physiotherapist to learn specific exercises and techniques that strengthen your body and reduce pain naturally, without medication.

Show Detailed Information ▼

<p>Key Benefits:</p> <ul style="list-style-type: none"> ✓ No medication side effects ✓ Addresses root cause, not just symptoms ✓ Long-term benefits that last after treatment ends 	<p>Important Considerations:</p> <ul style="list-style-type: none"> • Takes longer to see results (2-4 weeks minimum) • Requires regular time commitment (sessions + home exercises) • Initial sessions may cause temporary discomfort
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Confirm Selection Cancel

Need More Information?
If you have questions about any of these options, you can:

- Schedule a discussion with your doctor
- View detailed medical information
- Translate to another language

Selection flagged for discussion
Your doctor will be notified to discuss this alternative option with you.

5. Symptom & Insight Tracking

- Problem solved: Limited consultation time and difficulty remembering symptoms between appointments.
- Feature: Patients log daily symptoms and lifestyle notes.
- Benefit: Supports proactive treatment, empowers patients (61% want to do more for their health), and gives doctors clearer insights for personalised care.

(GOV.UK, 2025; NHS Confederation, 2023; Statista, 2025c)

Symptom Tracker

Log your daily symptoms and lifestyle factors to help identify patterns

Symptom Calendar

December 2025

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

● Mild symptoms ● Moderate symptoms ● Severe symptoms ● Appointments

Date: 05/12/2025

Symptom Type: Select symptom type

Severity: 5/10

Duration: How long has this lasted?

Possible Triggers (optional): e.g., stress, certain foods, exercise

Additional Notes: Describe your symptom in more detail...

Log Symptom Cancel

This Week

3 Symptoms logged

Recent Logs

- Mild headache Jan 22 3/10
- Fatigue Jan 20 4/10
- Mild headache Jan 18 2/10

View All History

Tracking Tips

- Log symptoms as soon as they occur for accuracy
- Include potential triggers to identify patterns
- Regular logging helps your doctor understand trends

The Solution

6. Alerts & Updates

- Problem solved: Patients often miss new treatments, research, or clinical trials.
- Feature: Doctors can send treatment updates, research findings, and trial alerts directly to patients.
- Benefit: Keeps patients informed, improves access to high-quality care (53% satisfied with range of services), and reduces reliance on doctors repeating information.
- (Statista, 2025d)

The screenshot displays a 'Doctor Portal' interface for Dr. Johnson. At the top, it shows 'Good morning, Dr. Johnson' and 'You have 12 consultations scheduled today'. Key metrics include 'Today's Patients: 12', 'Pending Reviews: 5', and 'Active Alerts: 3'. A search bar allows for finding patients by name or ID. The 'Today's Consultations' section lists three patients: Sarah Mitchell (10:30 AM, Follow-up, Recurring headaches), John Davies (11:00 AM, Priority, New Consultation, Cardiac symptoms, Multiple CV risk factors), and Emma Thompson (2:00 PM, Review, Improved control). Each consultation entry includes a brief description, 'Full Details' link, 'AI Brief' button, and 'Start Consultation' button. On the right, a 'Patient Alerts' section lists alerts for John Davies, Sarah Mitchell, and Robert Chen. A 'Send Patient Notification' modal is open, showing options for 'Research Finding' and 'Clinical Trial Alert', a message input field, and a 'Send Notification' button. A 'Research Contribution' badge at the bottom right shows '156 Patients contributing to research this month'.

The Solution

7. AI-Powered Patient History Summaries

- Problem solved: Short consultations (17.3% of GP visits only 6–10 mins) and overloaded doctors risk missing key information.
- Feature: AI produces concise summaries of patient history for doctors before appointments.
- Benefit: Saves time, ensures no important details are missed (55% of doctors report care compromised by workload), and improves consultation quality.
- (Statista, 2025c)

8. AI Powered Pattern Recognition

- Feature: Reviews Patient History, notes and System Log to help detect medical patterns and flags

Sarah Mitchell PT-2024-0847

Appointment Request

Type	Requested Time
Follow-up	10:30 AM
Patient Age	Request Date
52 years	Dec 3, 2025

Chief Complaint
Follow-up for hypertension management, reporting mild headaches

AI-Detected Patterns & Flags

Recurring Headache Pattern
4 headache episodes logged in past 2 weeks - higher than patient's baseline
Dec 2: Severity 4/10 | Nov 30: Severity 5/10 | Nov 25: Severity 6/10 | Nov 20: Severity 4/10
Recommendation: Consider medication side effects or BP correlation. Review headache diary.

Morning Dizziness Episodes
Multiple reports of dizziness after standing, may indicate orthostatic hypotension
Nov 28: Dizziness on standing | Previous consultation: Similar complaint
Recommendation: Consider orthostatic BP measurement. May need medication timing adjustment.

Blood Pressure Trend Positive
Consistent improvement in BP readings over past 3 months
Current: 128/84 | 3 months ago: 135/88 | 6 months ago: 140/90

Symptom Log | Medications | Past Consultations

Headache 4/10
Dec 2, 2025
Duration: 1-6 hours
Triggers: Stress
Notes: Mild, bilateral

Headache 5/10
Nov 30, 2025
Duration: 1-6 hours
Triggers: Work stress

Dizziness 3/10
Nov 28, 2025
Duration: Less than 1 hour
Notes: Morning, after standing

Headache 6/10
Nov 25, 2025
Duration: 6-24 hours
Triggers: Lack of sleep

AI Patient Brief: Sarah Mitchell

Patient Pre-Appointment Brief: Sarah Mitchell

Appointment Type: Follow-up

- Key Points to Address:**
 - * Evaluate recent onset mild headaches and occasional dizziness.
 - * Address reported sleep disturbances.
 - * Assess current hypertension control and adherence to medication.
 - * Review cardiovascular risk given history.
- Medical Timeline Summary:**
 - * **2021:** Mild stroke (full recovery).
 - * **2022:** Hypertension diagnosis. Initiated regular BP monitoring.
- Current Medication Review:**
 - * Amlodipine 5mg daily: For hypertension.
 - * Aspirin 81mg daily: For cardiovascular prophylaxis (post-stroke).
 - * Vitamin D supplement: Unspecified indication.
 - * No immediate significant drug-drug interactions noted with reported medications.
- Recommended Discussion Topics:**
 - * Detailed history of headaches (onset, character, aggravating/relieving factors, associated symptoms).
 - * Circumstances and frequency of dizziness.
 - * Nature and impact of sleep disturbances.
 - * Blood pressure readings since last visit.
 - * Medication adherence and any side effects.
 - * Lifestyle factors (diet, exercise, stress, caffeine intake).
- Risk Factors:**
 - * History of hypertension.
 - * Previous mild stroke.
 - * Family history of cardiovascular disease.
 - * Current symptoms (headaches, dizziness) necessitating cerebrovascular assessment.

Regenerate

The Solution

9. Real-Time Research Integration & AI Insights

- Problem solved: Research is reactive; unusual patterns and new side effects may go unnoticed due to workload.
- Feature: AI identifies unusual patterns across multiple patients and sends anonymised data to research databases.
- Benefit: Generates live, actionable research opportunities, accelerates evidence-based innovation, and improves the future of healthcare.
- (GOV.UK, 2025)

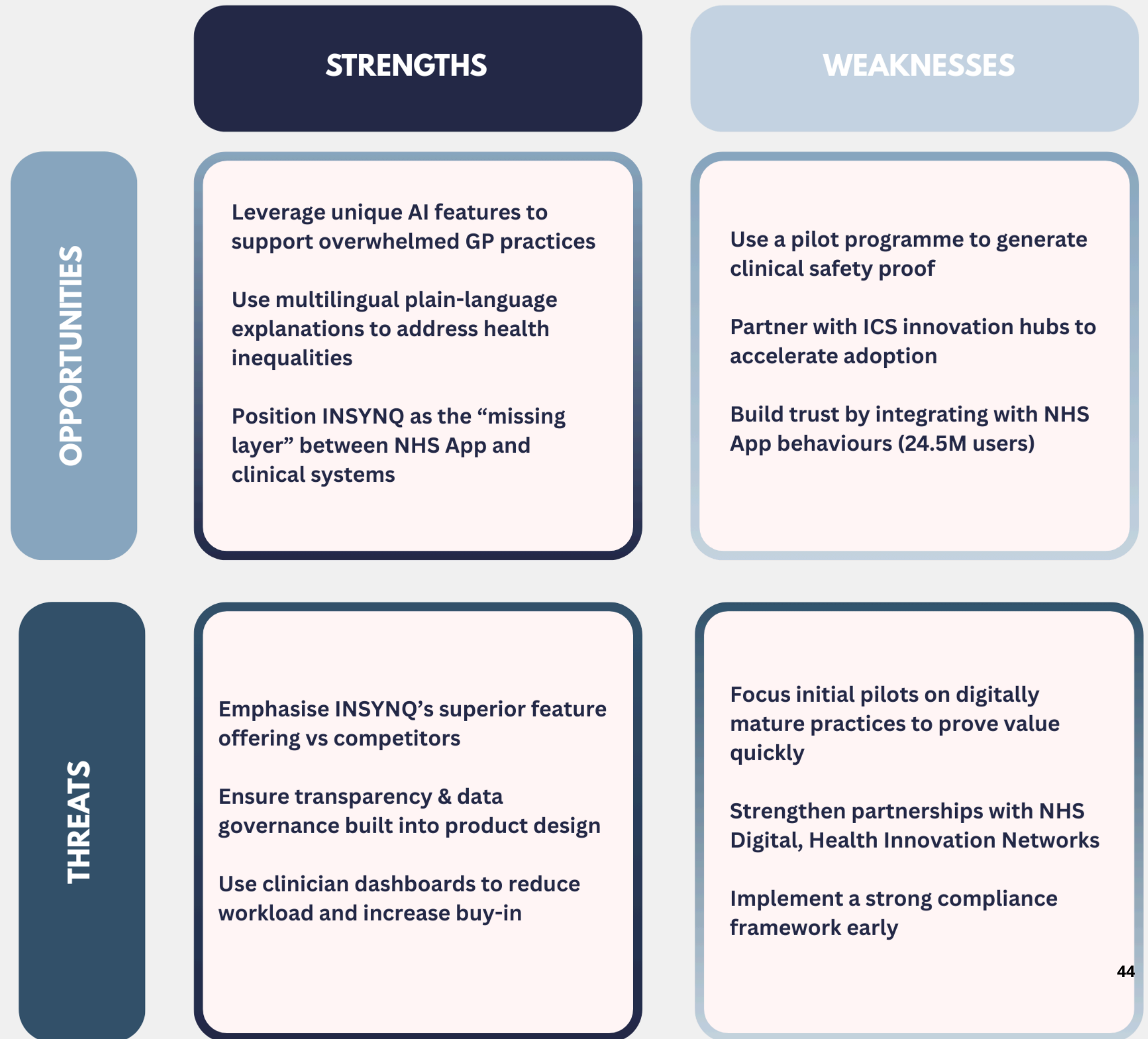
The screenshot displays the 'Research Insights' dashboard. At the top, there are four summary cards: 13 Undocumented Patterns, 2 Critical Priority, 195 Patients Analyzed, and 5 Treatment Clusters. Below this is a section for 'AI-Powered Pattern Detection' with a brief explanation. The main area features five condition-specific cards, each with a severity level (CRITICAL, HIGH, or LOW), a medication name, patient cluster size, and number of undocumented patterns. Each card includes expandable sections for 'Undocumented Symptom Patterns' and 'Known/Documented Symptoms', along with 'Export Report' and 'Flag for Study' buttons.

Condition	Medication	Severity	Patients in Cluster	Undocumented Patterns
Hypertension	Lisinopril	CRITICAL	63	2
Chronic Migraine	Topiramate	CRITICAL	22	3
Type 2 Diabetes	Metformin	HIGH	47	3
Rheumatoid Arthritis	Methotrexate	HIGH	28	4
Asthma	Fluticasone/Salmeterol	LOW	35	1

The Solution

A shared, AI-driven health intelligence platform that sits between the patient and the healthcare system.

Figure 2: TOWS Analysis



Sarah

Age: 34

Location: South West England

Occupation: Project Manager (full-time)

Life Stage: Busy working mum of two

Digital Confidence: Moderate — uses apps daily but not “techy”

Psychographics

- Values clarity, fairness, and being well-informed
- Highly motivated to stay healthy to support her family
- Gets anxious when she doesn't understand medical language
- Dislikes feeling dismissed or rushed by clinicians
- Prefers to prepare in advance for appointments
- Wants to feel like an equal partner in her healthcare decisions

Health Behaviour & Pain Points

- Experiences ongoing, unexplained fatigue and hormonal symptoms
- Waits weeks for appointments
- Gets 6–10 minutes with her GP - never enough time to ask questions
- Struggles to interpret test results
- Ends up Googling for answers, which increases her anxiety
- Often forgets symptoms when she finally gets into an appointment
- Feels like she's “managing blind”





1. Clinical Safety

Risk: Misinterpretation of information or over-reliance on AI.

- Clinicians remain the decision-makers (human-in-the-loop).
- Plain-language explanations link directly to NHS-approved sources, preventing misinformation.
- Clinical Safety Evaluation included in pilot, aligned with NHS DCB0129/0160 standards. (NHS England, 2023a)

2. Data Privacy & Security

Risk: Patient concern over how their data is used or shared.

- Fully compliant with GDPR and NHS data governance standards. (NHS England, 2023b)
- Research features are optional and anonymised at source.
- “Patient-controlled data” model aligned with NHS 10-Year Plan principles of transparency and trust. (GOV.UK, 2025)

3. Adoption & Workflow

Risk: Clinician resistance due to workload pressures or digital fatigue.

- INSYNQ reduces admin through pre-appointment summaries and simplified documentation.
- Integrates into existing NHS digital pathways to avoid workflow disruption. (GOV.UK, 2025)
- Ethical implementation through training, support, and co-design with clinicians. (Oliver, 2025)

4. Digital Inequalities

Risk: Some users may face barriers due to literacy, accessibility, or language differences.

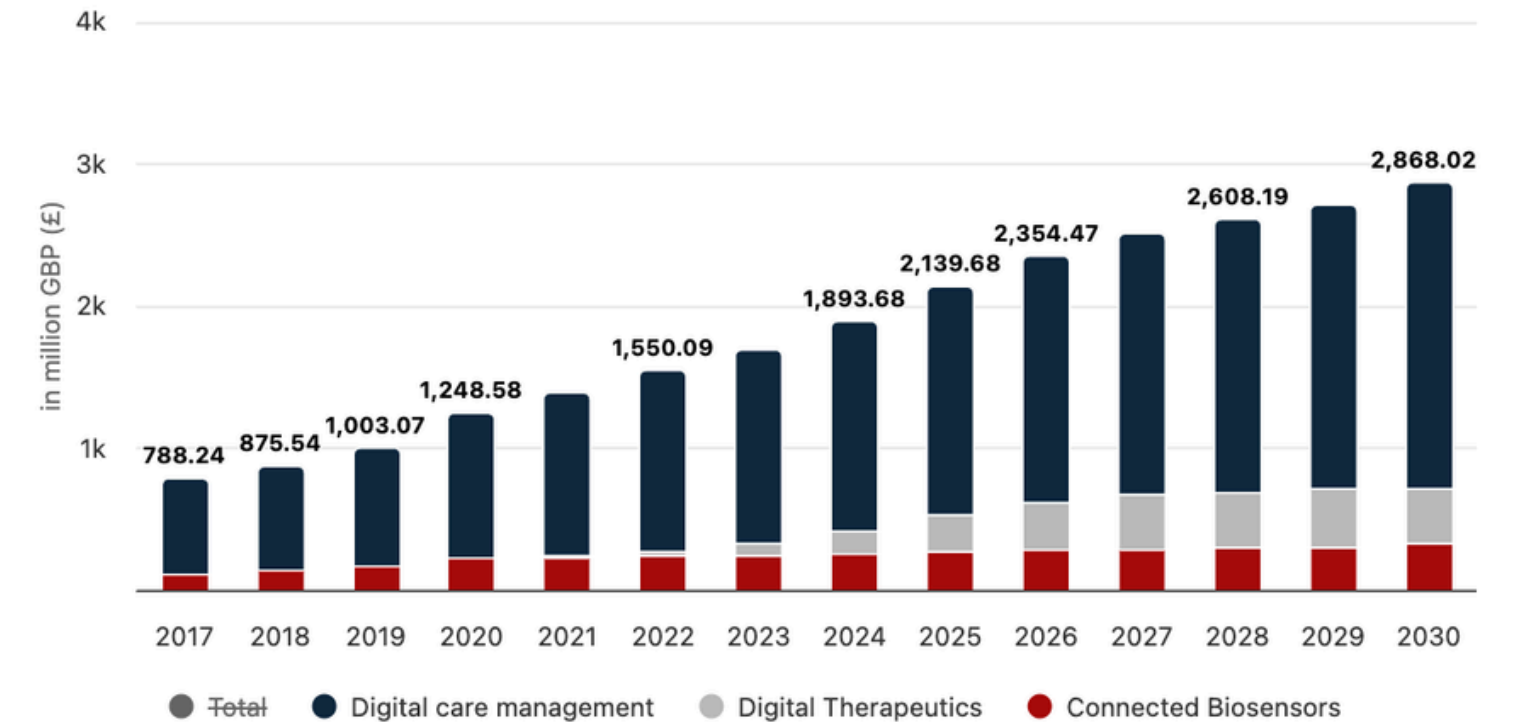
- INSYNQ offers multilingual translation, accessibility-first design, and plain-language output.
- Actively supports NHS commitments to reduce digital health inequalities. (GOV.UK, 2025)
- Ensures inclusivity so no patient is disadvantaged by digital adoption. (GOV.UK, 2025)

Market Opportunity

- Revenue in the Digital Treatment & Care market is projected to reach £2.14bn in 2025.
- Revenue is expected to show an annual growth rate (CAGR 2025-2030) of 7.84%, resulting in a projected market volume of £2.87bn by 2030.
- User penetration will be 24.11% in 2025 and is expected to hit 31.46% by 2030.
- The average revenue per user (ARPU) is expected to amount to £130.18.

(Statista, 2025c)

Digital Treatment & Care - Revenue

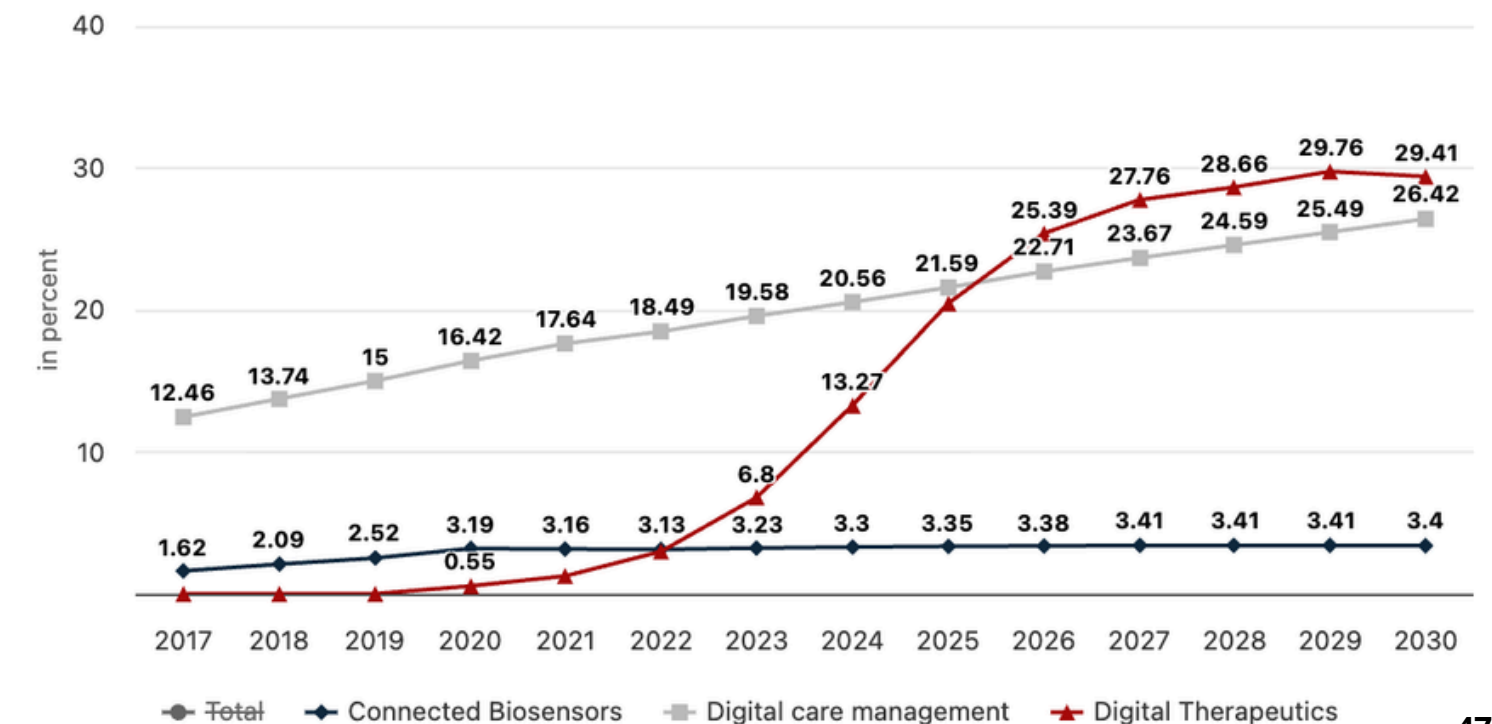


Source: Statista Market Insights



Figure 3: Digital Treatment & Care Revenue (Statista Market Insights, 2025b)

Digital Treatment & Care - Penetration Rate



Source: Statista Market Insights



Figure 4: Digital Treatment & Care Penetration Rate (Statista Market Insights, 2025a)

Market Validation – NHS App as Proof of Digital Adoption

Roughly £25million was spent on the app in 2020/21, with an additional investment of £50 million to further development to bring the NHS into the digital age. (Sollof, 2025)

And yet, simply the possibility of using the app to book an appointment will save the NHS £200 million over 3 years. This is just one feature reducing costs. (Health, 2025)

NHS App Metrics (Facts & Figures)

Monthly logins (Sept 2025): 63M sessions

Distinct monthly users: 13.4M

Distinct users in 12 months: 24.5M

- **NHS App proves mass adoption is possible, with millions of active users.**
- **Our platform leverages this trust and infrastructure to deliver AI-driven insights, shared decision support, and research integration.**
- **Market growth projections highlight increasing opportunity and willingness to invest in digital health platforms, supporting both NHS adoption and SaaS potential.**

COMPETITORS



NHS App:

The NHS App provides patients in England with a range of digital healthcare services, including booking GP appointments, ordering repeat prescriptions, viewing health records, and managing hospital referrals and outpatient appointments. It also enables features like receiving messages from GP surgeries, accessing waiting time information, and managing health services for others, offering a comprehensive and convenient way to engage with NHS services. (NHS, 2025)



Doctolib:

Doctolib, founded in 2013 in Paris, France, is a digital healthcare platform that enhances access to care by enabling online appointment booking, teleconsultations, and health record management while providing healthcare providers with tools to streamline administrative tasks. Its digital strategy focuses on empowering professionals with innovations like an AI-based Consultation Assistant, improving accessibility for diverse users, and addressing digital literacy through collaborations like Emmaüs Connect. (Statista, 2025b; Doctolib Pro, n.d.)



Engage Health:

Engage Health Systems provides innovative digital solutions for healthcare, including tools like Engage Consult for online consultations and Engage Touch for patient check-ins. Their services aim to enhance patient engagement, streamline communication between patients and healthcare providers, and improve efficiency across primary, secondary, social, and community care settings. (Engage Health Systems, 2025)

Feature	INSYNQ	NHS App	Doctolib	Engagehealth
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Centralised Health Information		Partial		
Consultation Clarity		Partial		Partial
Symptom & Insight Tracking			Partial	
AI Powered Patient History Summaries				
Plain Language Explanations & Translator				
Choice Options & Flagging			Partial	
Alerts & Updates				
Real-time Research Integration & AI insights				
Appointment Booking & Management				
Integration with NHS Systems				

TEAM



David Challenor
Project Manager

Oversees pilot execution, coordinates practices, liaises with NHS stakeholders



Sasha Vincent
Clinical Lead

Ensures clinical validity, guides workflow integration, engages staff



Arjan Patel
Software Engineer

Develops AI, integrates with NHS App/EHR, ensures security & compliance, Ensures GDPR compliance, DTAC certification, anonymisation for research



Elizabeth Foweller
Implementation & Training Specialist

Onboards practices, trains clinicians and staff, creates patient materials, provides ongoing troubleshooting during pilot



Bex Sutton
Marketing Manager

Patient and clinician communication, feedback collection, materials creation, collects usage data, measures admin time saved, patient engagement, and research tagging outcomes

Purpose-Led Positioning

Plan:

Use purpose-led storytelling that highlights empowerment, clarity, and societal benefit rather than product features alone. Position INSYNQ as a public-good health innovation, not a tech utility.

UK audiences respond most to ads with social contribution, health-improving messages, and content that brings people together (Statista 2024).

These align directly with INSYNQ's mission to improve understanding, reduce inequalities, and strengthen patient-clinician communication.

Messaging Strategy

Plan: Develop a messaging framework rooted in compassion and empowerment, using plain language examples that demonstrate INSYNQ simplifying complex health information for all users.

Consumers want messaging that is motivational, reassuring, thought-provoking, educational, and inclusive. (Statista 2024)

Market Strategy

Channel Strategy

The UK's top discovery channels are search (38.8%), TV ads (38.7%), word-of-mouth (38.3%), brand websites (26.7%), and social media ads (23.3%). (Statista 2024)

Plan:

Search: SEO for patient choice, holistic health.

TV/streaming: Short educational spots showcasing real patient scenarios to build national trust.

Word-of-mouth: Encourage GP champions and patient advocates during pilot rollouts.

Website: Build a trust-driven homepage with evidence, benefits, user stories, and NHS-aligned branding.

Strategic Outcome

A multi-channel, purpose-driven marketing ecosystem that aligns with consumer preferences, maximises trust, and positions INSYNQ as a socially beneficial, educational, and inclusive health-intelligence brand (Statista 2024).

Media Channels

High-reach UK channels: TV (85%), music/video streaming (66%), radio (54%), podcasts (43%). (Statista 2024)

Plan:

TV/OTT: Broad awareness campaigns centred on impact and clarity in healthcare.

Podcasts: Sponsor or appear on health and wellbeing podcasts to strengthen credibility.

Streaming audio/radio: Simple, reassuring taglines reinforcing INSYNQ's purpose

Market Strategy

Business Model

Pilot & SaaS Model

Option A — Funded Pilot (£200,000)

Ideal for: ICSs, NHS England innovation programmes, digital transformation funds

What it covers:

- Full development
- Integration
- Training and support
- Clinical safety evaluation
- Analytics and reporting

Why it works:

- Zero per-patient charge during pilot
- Demonstrates impact across 3–5 practices
- Comparable to existing NHS-funded digital pilots (e.g., HIN, Innovate UK)

Option B — SaaS Pilot (£1 PPPM)

Ideal for: Primary Care Networks, GP federations, individual GP practices

Structure:

- £1 per registered patient per month
- Minimum of 3 GP practices
- Predictable, affordable cost

Why it works:

- Uses existing practice budgets
- No large upfront investment
- Pilot revenue covers development and support
- Creates evidence for PCN/ICS-level scale

Scale Model (Year 2+)

- Standard pricing: £0.75 PPPM
- Designed for ICS or national rollouts
- Low marginal cost with high system benefit

Next Steps – INSYNQ Demo

We invite you to join our demo webinar to experience INSYNQ in action.

Live Demo Webinar

- 30–45 minute session showcasing the INSYNQ platform
- Walkthrough of patient interface, clinician dashboard, and workflow integration
- Opportunity to ask questions



Your Choices. Our Insight. Better Health.



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Thank You

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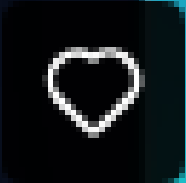
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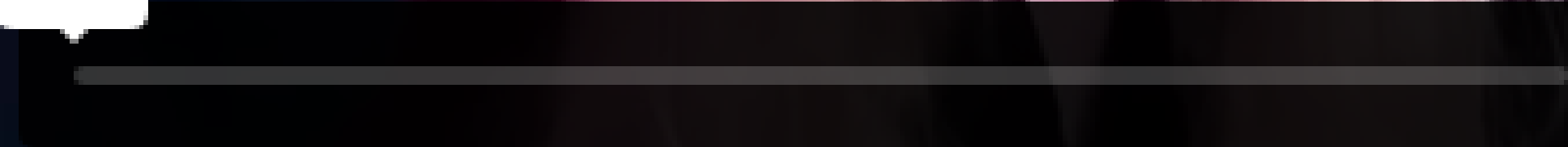
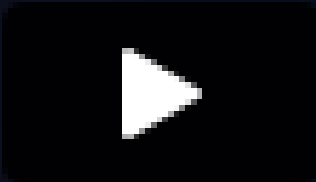


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