

digitalhealth

REWIRED
BIRMINGHAM 12-13 MARCH 2024

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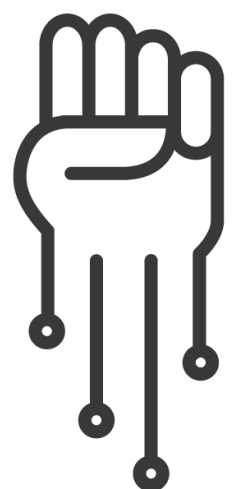
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Transforming Care

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tpp

Rachel Francine

CEO, Musical Health Technologies



**PATIENT
ENGAGEMENT
STAGE**

PATIENT ENGAGEMENT, THE SINGFIT WAY

RACHEL FRANCINE
CEO OF MUSICAL HEALTH TECHNOLOGIES



SingFit Patient Engagement Outcomes

Reports from Therapists, Finding It Difficult to Engage Clients with Dementia in Therapy



Average # of Sessions in Year Before Pilot	Average # of Sessions During Pilot
8.5	16.4
Average Session Length	Average % of Time Using SingFit
40.6 Minutes	43%



How Do We Get These Outcomes

SingFit's Multi Pronged Approach

Cheat (In a Nice Way)	Tailor
Test	Try



HOW WE CHEAT
IN A REALLY, REALLY SUPER NICE WAY

SingFit's 4 Cheat Codes for Maximizing Engagement

1. We Have Music on Our Side

Hours spent listening to music on the rise globally

Updated / Thursday, 21 Oct 2021 06:41

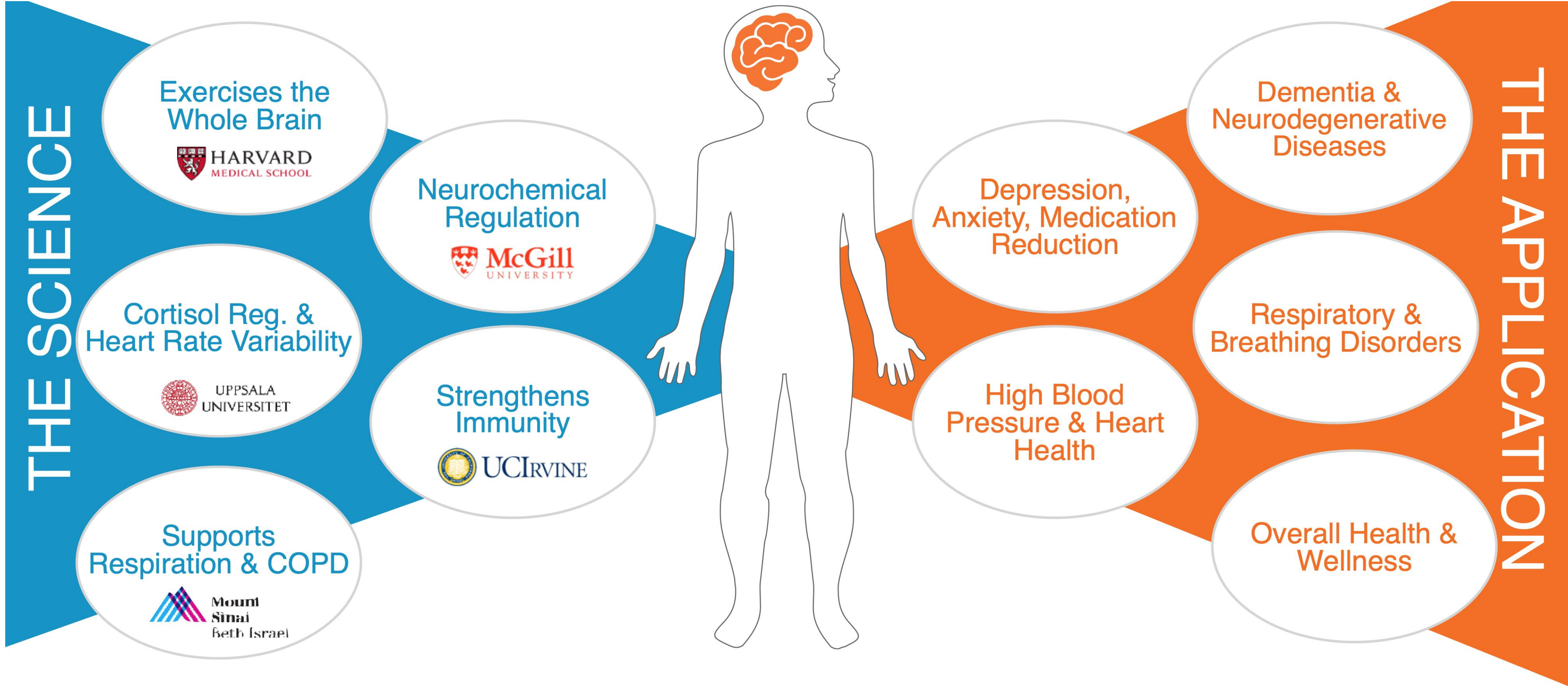


Listeners are spending 18.4 hours a week, the equivalent of 368 three-minute tracks, playing their favourite music, the International Federation of the Phonographic Industry (IFPI) said.



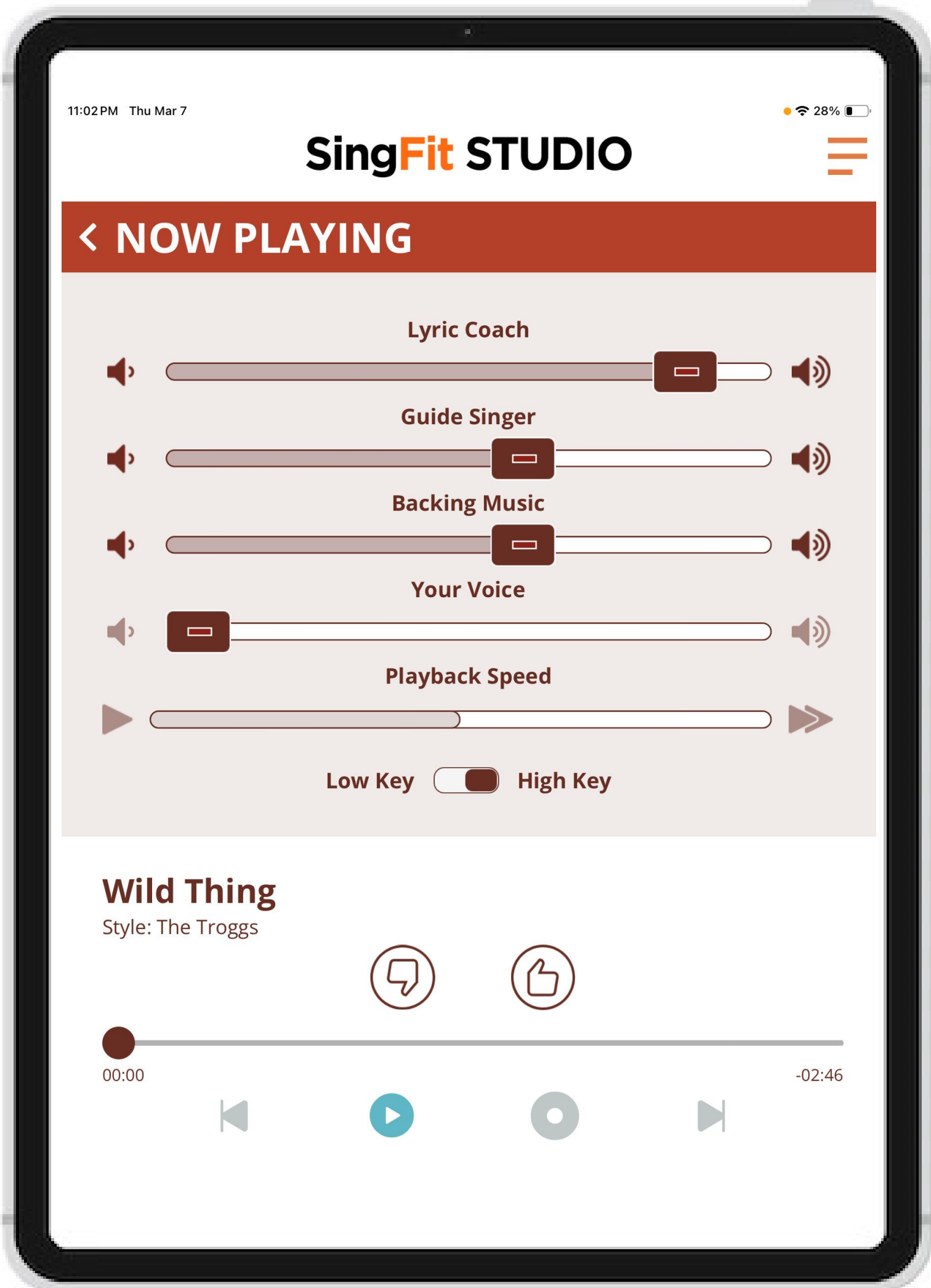
SingFit's 4 Cheat Codes for Maximizing Engagement

2. We Harness the Power of Active Music Making vs. Passive Music Listening



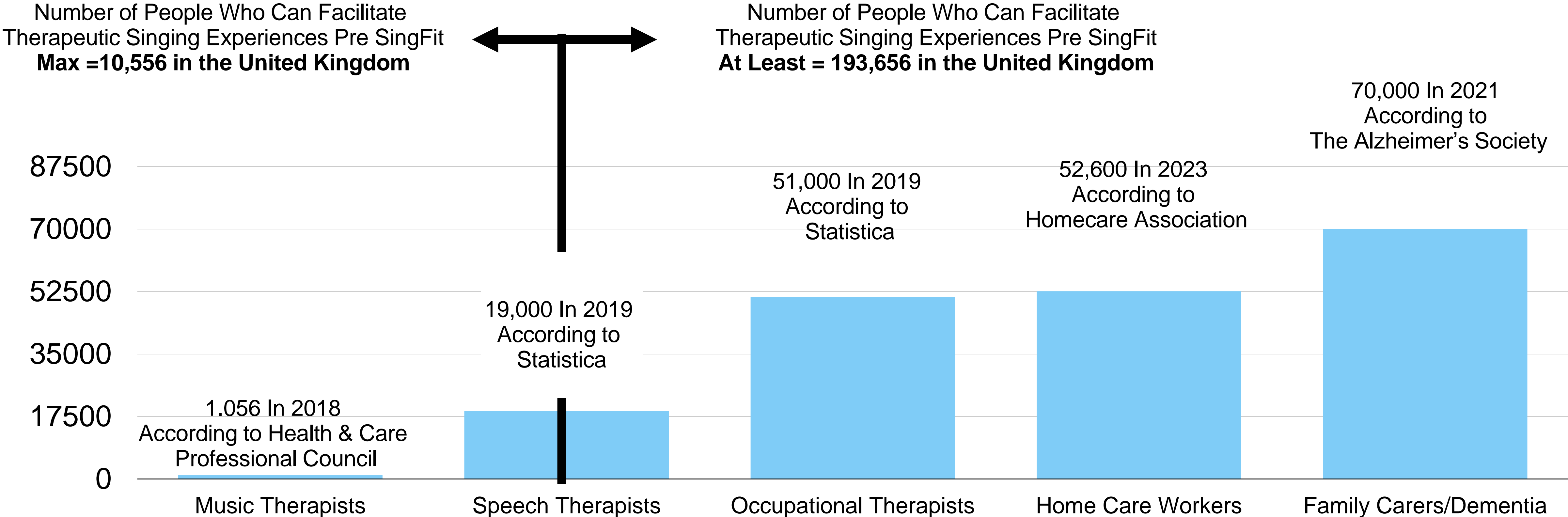
SingFit's 4 Cheat Codes for Maximizing Engagement

3. We Leverage an Evidence Based Music and Speech Therapy Practice



SingFit's 3 Cheat Codes for Maximizing Engagement

4. We Use Technology to Enable Scaling of Music as Medicine for the First Time in History

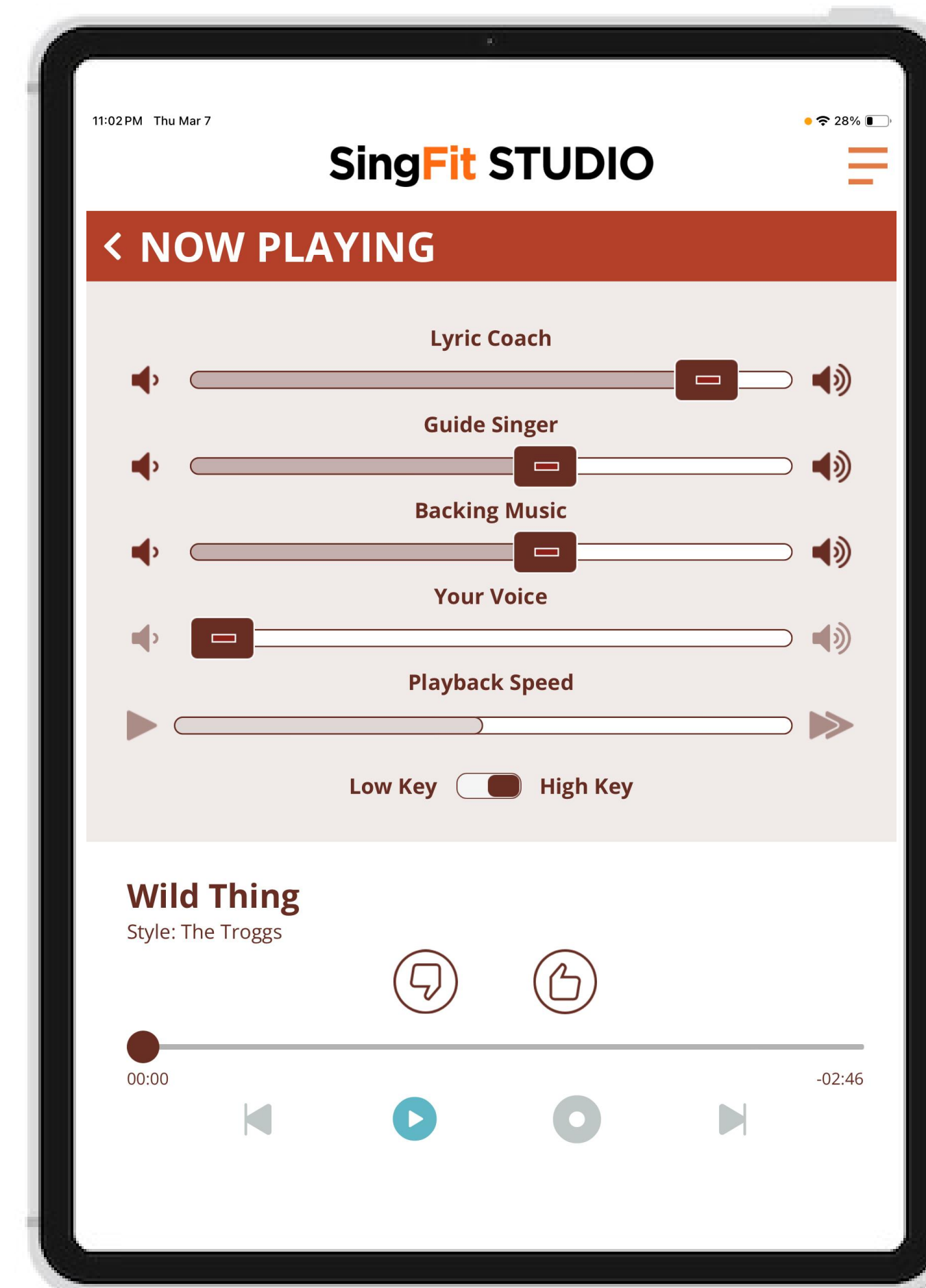


HOW WE TAILOR

Tailoring the Experience with MT Intelligence & 35 Points of Data

Meeting the Patient Where They Are in Their Emotional State, Condition & Functionality

- Example of Data Points:
 - Number of Syllables
 - Amount of Breath Control
 - Musical Preferences



What Tailoring Looks Like in the Real World

Our End Users Are Our Best Spokespeople



HOW & WHO WE TEST

Ensure All Users Have a Stellar Experience

Organizations, Faciliators & End Users



WHY WE “TRY”

Welcome to Our Wednesday Call

Where Every Member of the Team Experiences Music as Medicine for Themselves



THANK YOU, BIRMINGHAM

TWITTER: WEARESINGFIT
INSTA: WEARESINGFIT
FACEBOOK: WEARESINGFIT
WEB: SINGFIT.COM

RACHEL@SINGFIT.COM
ANDY@SINGFIT.COM

