

Smplicare

34% of the UK population over 65 is at risk of a fall this year.



Join us in Preventing Falls
smplicare.com/research



UK Research and Innovation



INDUSTRIAL STRATEGY

Why participate?



- Demonstrate a commitment to innovation and **leadership**
- Support the government's **Grand Strategy** of adding 5 years of healthy independent life by 2035
- We are open to collaboration around publication, promotions, and **industry recognition**

Who is Smplicare?

- Smplicare is a software startup based in Edinburgh building the data driven platform to **empower the future of independent ageing**
- We apply AI to everyday wearables and digital health devices to **predict the risk** of adverse health outcomes to help people live safe, healthy, happy lives where they want to be.



We're partnering with leading organisations like yours to recruit research participants for a large-scale study.



Smplicare is conducting **one of the largest studies ever** involving wearables and older people to develop AI that **predicts the risk of falls**.

Participant Criteria

- Over 55
- History of falls
- Uses Smartphone

Contact Info



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Company Number: **SC702825**