



CARDMEDIC®
FLUENT IN HEALTHCARE

We are on a mission to
make communication
in healthcare more
accessible and become
a movement for change.

Our Story

Whilst stuck abroad on maternity leave during the pandemic Dr Rachael Grimaldi, NHS anaesthetist, was desperate to help.

Glued to the news she read an article that inspired her. A critically ill patient felt terrified when unable to understand staff in PPE. It emphasised the longstanding barriers to good communication in healthcare and the huge gaps in service provision. How could these be overcome? What if clinical conversations were on an app that staff could instantly flex to different languages, sign language videos, easy read, or read-aloud?



Dr Rachael Grimaldi

The Problem



Significant health inequities



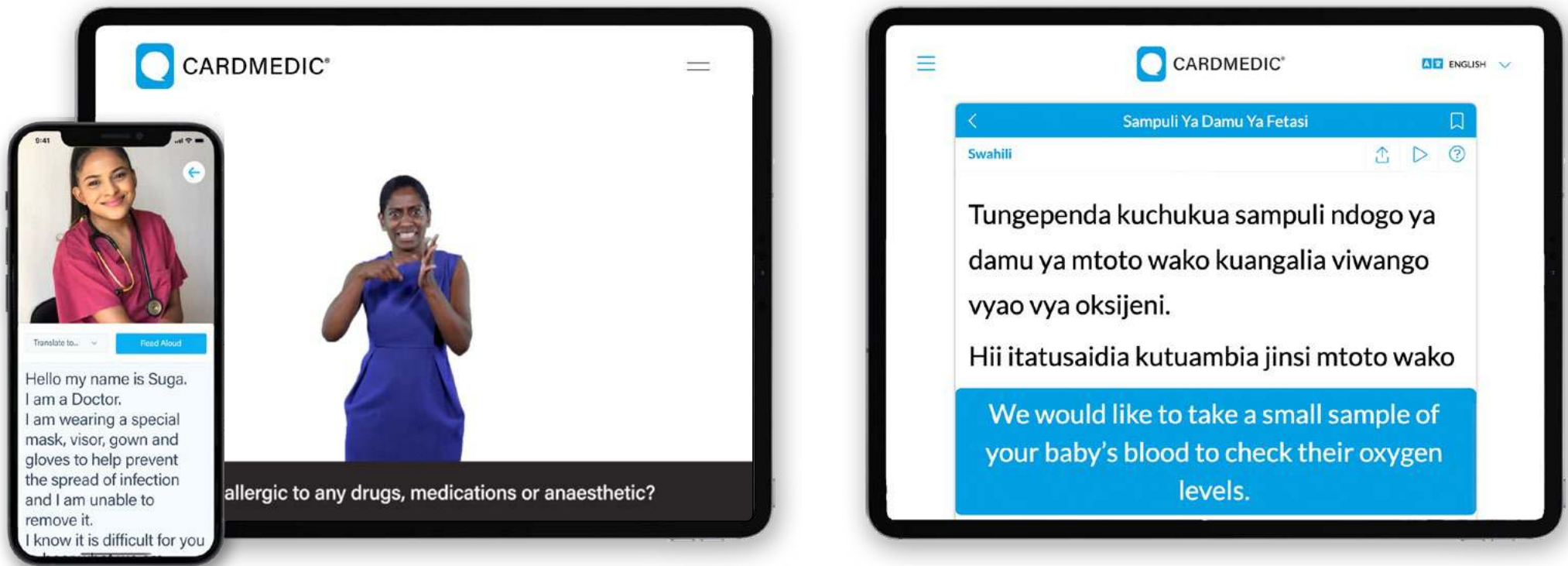
Higher risk of dying



No cost-effective solutions

The Solution

A unique multi-award-winning app to support healthcare staff and patients communicate across any barrier



Traction To Date

55,000 users

120 countries

22,000 app downloads

£450K Innovate UK & Angel Investor backed

Oxford University TheHill accelerator

NHS Clinical Entrepreneur Program accelerator

US MassChallenge 2021 £37K Platinum Winners

US MassChallenge 2022 HealthTech accelerator

Dept Intl Trade Digital Health Top 100 Playbook

Clinically endorsed by NICE

Patient safety certified

International press coverage

UK Prime Minister's Points of Light award

She Loves Tech global winner

UK Safe Anaesthesia Liaison Group award

UK COVID Awards silver & bronze winners

HSJ UK Partnerships Award finalist

Medilink UK Awards finalist

Digital Health Rewired Pitchfest 2022 winner





Service **Evaluation**

An **independent academic study** demonstrated a significantly **increased patient confidence from 67% to 95%**



University of Brighton



University Hospitals Sussex
NHS Foundation Trust

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CardMedic are committed to improving communication for those who are underserved, isolated and marginalised. I look forward to the work we are doing together to change care for such communities.

Benash Nazmeen

Specialist Cultural Liaison Midwife, Director for Association of South Asian Midwives and Sheffield Maternity Cooperative, Bolton NHS Foundation Trust





Amazing innovation and a vital resource for our patients.

Dr Rob Galloway

Emergency Medicine Consultant,
University Hospitals Sussex, NHS Foundation Trust

This resource will make a real difference. All patients need to be able to communicate their healthcare needs. Great resource for healthcare workers.

Michelle Cimoli

Speech Pathologist

This is very useful. We have incorporated it into our local how to aid communication guidance document.

Dr Pauline Wilson

Consultant Physician, NHS Shetland

Goodness, this is awesome for those of us with patients/carers struggling to understand.

Dr Colin Wong, Consultant Paediatrician

Warrington and Halton Teaching Hospital

CardMedic is an inspired response to the patient communication challenges in healthcare. A vital resource that fills a huge gap in service provision and improves patient safety and quality of care.

Helen Hughes

CEO, Patient Safety Learning

Communication augmentation tools, like CardMedic, that allow accurate information-sharing in time-sensitive resource-limited situations, increase patient safety and efficacy of care.

Wing Commander Marcus Stow, OBE

Ministry of Defence

BBC NEWS

Stay connected with a free hotspot up to 5 Mbps.

Doctor's flashcards in use around the world

ROSELIN LIN

Support The Guardian

UK doctor invents digital flashcards to help Covid-19 patients understand staff

Cardmedic overcomes communication barrier caused by healthcare staff wearing PPE

See all our coronavirus coverage

Man charged over £10m of cocaine

Covid-19 diaries record lockdown by the year

Prime Minister's Office
10 Downing Street

WINNERS' STORIES

Cardmedic

1365. Rachael Grimaldi

Dr Rachael Grimaldi, from Eastbourne, is a doctor on maternity leave who created 'Cardmedic' - a series of digital flashcards to help NHS workers wearing PPE better communicate with their patients.

Rachael's flashcards, already available in 10 languages and 'read aloud' mode for blind patients, are now used in over 50 countries.

In a personal letter to Rachael, Prime Minister Boris Johnson said:

"On behalf of the whole country, I want to thank you for the wonderful



digitalhealth

news • networks • intelligence •

Sussex midwives pioneer app to overcome language barriers



Hello my name is
Rachael. I am a
Doctor.

Tweet

Department for International Trade @trade.gov.uk · Apr 26
Dr Rachael Grimaldi developed @cardmedic - a free digital tool to help medics and patients communicate during #coronavirus. With support from government, CARDMEDIC's tools have been downloaded in 38 countries since launching earlier this month.

Listen to Rachael's story below.



See replies

NICE National Institute for Health and Care Excellence

NICE Pathways NICE guidance Standards and Indicators Evidence search BNF BNF CDS Journals and d

Read about our approach to COVID-19

Home > NICE Guidance > Conditions and diseases > Infections > COVID-19

Endorsed resource - CardMedic Communication Flashcards

CardMedic Limited has produced communication flashcards that accurately reflect recommendations in NICE's COVID-19 rapid guidelines on critical care in adults, managing symptoms (including at the end of life) in the community, community-based care of patients with chronic obstructive pulmonary disease (COPD), acute myocardial infarction, antibiotics for pneumonia in adults in hospital and acute kidney injury in hospital.

Disclaimer

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This page was last updated: 15 July 2020

NICE

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BBH BUILDING BETTER HEALTHCARE

WARDRAY PREMISE

Home Finance Mental Health Social Care Events Directory
Design & Build Estates and Facilities Patient Experience Digital Infection Control

How can Integrated Care Systems improve digital inclusion?

20-Feb-2022



Sarah Boyd, head of digital experience and transformation at Norfolk & Waveney Health and Social Care Partnership, discusses how her Integrated Care System (ICS) is using digital solutions to help work on a pan public sector level to reduce health inequalities and improve access for patients

CardMedic Demo



Thank You

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@cardmedic

