Digital health company Px receives significant investment

London, 1 July 2019, Px - the digital health company dedicated to improving cancer outcomes - has received a significant investment boost from one of Europe's most successful fintech entrepreneurs.

Its success in its first investment round, led by Adyen's Co-founder and CTO Arnout Schuijff, will allow the company to significantly extend its development of OWise, the mobile cancer patient support platform which improves people's experience of cancer treatment at the same time as gathering fully anonymised, patient reported data on the differing responses to medical treatments.

OWise - currently supporting thousands of breast cancer patients - will now be developed to cover all types of cancer, aiming to make this available to the many patients worldwide. Px will also deepen its research into using the real-world data supplied by patients to improve clinical outcomes.

Arnout Schuijff said:

"Px has demonstrated with the OWise app they can improve communication between patient and doctors and generate valuable research data without compromising privacy. They've made a conscious choice to build long term value rather than short term gains and still create a viable business with high ethical standards. I wanted to invest because this is a prime example of Technology for Good."

Anne Bruinvels, Px Founder and CEO said:

"We are thrilled that an entrepreneur of Arnout Schuijff's standing has thrown his weight behind Px. This significant investment will make a real difference in the pace at which we can work now to improve patients' experience of their cancer treatment and convert the data into high-value insights and evidence.

"We will now be expanding the team to make a step change in our development work."

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Notes to editors:

For more information please contact Dr. Anne Bruinvels, Founder and CEO at anneb@pxhealthcare.com or +44 7767 807 865 or visit www.pxhealthcare.com

About Px HealthCare:
Px was established by medical scientists in 2012. The OWise breast cancer app was launched in the UK in 2016 on the back of its ongoing success in the Netherlands.

OWise was initially developed by Px founder, Dr. Anne Bruinvels. While Executive Director at the European Personalised Medicine Association, Anne realised that cancer patients'

experience following diagnosis is poorer than it needs to be, and can be much improved when patients are correctly informed and supported during treatment and recovery.

Anne is a pharmacist by training and has a PhD in molecular neuroscience. She is joined in Px Healthcare by her brother Dr. David Bruinvels, a clinical occupational physician specialising in oncology.

About OWise:
OWise is a freely downloadable app, initially developed for breast cancer, which gives patients undergoing cancer treatment a range of personalised, self-management tools to help them improve their wellbeing.

It helps patients take more control and to track and review their side effects and toxicities – sharing them with clinicians if they choose so that they can work together to manage the effects of chemotherapy and immunotherapy to enable the best possible quality of life.

The triple aim is to deliver:
- Improved patient experience, with more control and increased compliance
- Improved hospital efficiency by reducing the number of avoidable admissions
- Improved oncology outcomes, in real time

OWise has been selected by the NHS Innovation Accelerator, listed in the NHS Apps Library, and used by NICE as a case study to assess evidence for medical apps. Px Healthcare, which developed OWise, is a winner of the Cancer Innovation Challenge.

Outcomes that patients themselves – rather than just clinicians – report are increasingly recognised as significant in data analysis. Importantly, Px has now also integrated the real-time Patient Reported Outcome data from patients into the Electronic Patient Record system.

This video shows an example how OWise is used within NHS Lothian.

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