

TruSelv: The Person Beyond the Diagnosis

Our Purpose

Healthcare today faces a paradox: **systems** are more advanced than ever, yet patients and caregivers often feel more disconnected than before.

TruSelv exists to close that gap.

We believe that true innovation doesn't just digitise care — it **humanises it**.

Our mission is to design intelligent, connected solutions that **see the person beyond the diagnosis**, restoring empathy, dignity, and connection across hospitals, care homes, and wellness facilities worldwide.

Whether in an NHS ward, a private rehabilitation centre, or a long-term residential home, TruSelv technology transforms the care environment into one that is **smarter, kinder, and more personal**.

The Challenge We're Solving

Across global health and social care systems, common challenges persist:

- **Patients feel unseen or isolated**, particularly during long stays.
- **Staff are overwhelmed** by administrative tasks that reduce face-to-face time.
- **Families struggle to stay connected** with loved ones.
- **Facilities face pressure** to modernise sustainably while maintaining compassion.
- **Technology often lacks humanity** — built for efficiency, not empathy.

TruSelv's ecosystem bridges these gaps by creating **digitally intelligent, emotionally aware environments** that promote wellbeing, communication, and trust.

Our Vision

TruSelv envisions a world where **technology becomes a companion to care**, not a barrier. Our products empower healthcare providers to deliver **personalised, engaging, and sustainable care experiences** that honour every individual's identity, values, and story.

We see every patient as more than a record — **as a person with memories, relationships, and aspirations**.

The TruSelv Ecosystem

TruSelv's platform combines smart technology, behavioural science, and human-centred design to enhance the care experience from every angle.

BEDBORD — Connected Compassion

A smart bedside display that replaces outdated whiteboards, providing:

- Real-time patient updates and care information.
- “What Matters to You” stories and personal profiles.
- Mobility and recovery tracking for motivation and safety.
- Sustainable design that eliminates marker and paper waste.

TEEVY — Connection and Comfort

An Android-powered entertainment and wellbeing platform featuring:

- TV, radio, games, and cognitive activities.
- Direct family video calling for emotional support.
- Dementia-friendly experiences and intuitive design.
- Continuous updates with new apps for engagement and stimulation.
- Ai Integration

Future Platforms

TruSelv is developing interoperable modules to connect families, staff, and residents across care settings - from hospitals to home-care - ensuring **continuity of care that feels personal, not procedural.**

Alignment with Health and Care Priorities

TruSelv's approach aligns with the core principles shaping modern health systems globally - whether in public or private care.

Digital Transformation with a Human Core

We complement electronic health records and smart infrastructure by focusing on *what happens at the point of experience*— the patient’s environment.

TruSelv provides the “human layer” in digital care, ensuring that connectivity translates to compassion.

Sustainability and Net Zero Commitments

TruSelv products are designed for longevity, modular upgrades, and minimal waste. They replace disposable communication materials and contribute directly to sustainability targets — vital for both **NHS Green Plans** and **corporate ESG goals** in private healthcare.

Personalised and Inclusive Care

Our interfaces adapt to each user — multi-language, accessible, dementia-friendly, and intuitive.

By showing “the person beyond the diagnosis,” TruSelv enhances equality, inclusion, and respect across diverse care environments.

Empowered Workforce

By reducing repetitive manual updates and simplifying communication, TruSelv helps staff spend less time maintaining systems and more time delivering care.

Global Health Alignment

TruSelv’s design philosophy mirrors international standards and initiatives:

- **WHO Global Strategy on Digital Health (2020–2025)** – promoting patient-centred digital transformation.
- **OECD Person-Centred Health Systems Framework (2021)** – prioritising engagement and transparency.
- **World Health Organization Rehabilitation 2030** – supporting mobility, independence, and holistic recovery.
- **Institute for Healthcare Improvement “What Matters to You” Movement** – embedding empathy into care delivery.

Why TruSelv Is Relevant Across All Care Settings

Setting	How TruSelv Adds Value
Hospitals	Improves communication, safety, and engagement at the bedside; enhances patient satisfaction and visibility for care teams.
Private Clinics	Differentiates the patient experience through comfort, connection, and personalised digital amenities.
Care Homes	Reduces loneliness and cognitive decline through stimulation and direct family communication.
Rehabilitation & Mental Health Facilities	Supports motivation, recovery tracking, and emotional wellbeing through personalised interfaces.

Community & Home Care

Provides a bridge between families, carers, and remote teams through connected displays and communication tools.

TruSelv's solutions adapt to the environment — **enhancing every level of care delivery** while maintaining a consistent, person-centred ethos.

Strategic Fit with Industry Visions

Public Sector Alignment

- Supports **NHS “Fit for the Future”** and **CQC** mandates for digital, compassionate, sustainable care.
- Demonstrates compliance with patient safety, inclusion, and data governance standards.

Private and Independent Healthcare Alignment

- Aligns with growing **patient experience differentiation strategies** — where comfort, connection, and emotional wellbeing drive competitive value.
- Helps providers meet **ESG and sustainability goals** while enhancing brand trust and reputation.

International Health Alignment

- Contributes to global goals of **person-centred, data-driven, equitable healthcare**, endorsed by the WHO and OECD.
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Market Opportunity

The global healthcare sector is entering a phase where **experience is as valuable as treatment**.

Key indicators show clear momentum:

- The **digital health market** is projected to exceed **£500 billion globally by 2030**, with patient experience technologies among the fastest-growing segments.
- The **eldercare and residential care technology market** is growing at **>12% CAGR**, driven by ageing populations and staff shortages.
- Providers are shifting budgets toward **engagement, comfort, and sustainability** — areas where TruSelv already leads.

TruSelv's modular platform model allows for:

- **Scalable deployment** across public and private sectors.
- **Subscription-based models** for continuous content and feature updates.

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- **Hardware-as-a-service models** that minimise upfront cost for providers while generating long-term recurring revenue.

References:

- Deloitte. *Digital Health: Shaping the Future of Care Delivery*. (2022).
 - MarketsandMarkets. *Patient Engagement Solutions Market Forecast*. (2023).
 - Global Market Insights. *Elderly Care Technology Market Report*. (2024).
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The TruSelv Difference

TruSelv stands apart because it combines:

1. **Human-centred design** — built around empathy, identity, and connection.
2. **Clinical and operational intelligence** — reducing workload and communication errors.
3. **Sustainability and scalability** — aligned with environmental and business performance goals.
4. **Cross-sector versatility** — equally powerful in public hospitals, private clinics, and long-term care facilities.
5. **Emotional return on investment** — measurable impact on satisfaction, wellbeing, and trust.

TruSelv doesn't just digitise the patient journey — it **dignifies it**.

Investor Proposition

TruSelv is positioned at the convergence of three high-growth markets:

- **Digital health transformation**
- **Sustainable technology innovation**
- **Human experience design**

We offer investors:

- **A proven, scalable product ecosystem** already addressing universal pain points in care communication and engagement.
- **A strong policy alignment** with NHS, CQC, ESG, and international digital health agendas.
- **A unique emotional and ethical brand position** — blending profitability with purpose.

TruSelv is building the next generation of healthcare technology — one that values **humanity as highly as innovation**.



Our Promise

TruSelv — The Person Beyond the Diagnosis.

Every design decision we make is guided by empathy.

Every product we build is designed to restore connection.

Every partnership we form moves healthcare closer to a world where patients, staff, and families all feel **seen, supported, and valued**.

TruSelv is more than a company.

It's a commitment to creating healthcare experiences that are **as kind as they are clever**.