

**Autonomy through Confidence:**

**Non-invasive and automated means to support carers and people with dementia in reducing stress and maintaining independence.**

Speaker: Daniel Brown, CEO SIMON



**SIMON**

**People with dementia are people first**

**People like you and me**

While dementia can be **life-changing** for both individuals and their caregivers

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A dementia diagnosis should not deny individuals the **independence, control, and dignity** that they deserve to live with every day.



Caregivers want to be **informed, confident, and prepared** for the changing needs of those for whom they care.

# We built SIMON guided by one simple question

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What is the most simple way to solve the biggest problems for the most people?

Simplicity + scale + impact  
*(simple tech) + (widely available) + (autonomy) - (stress)*

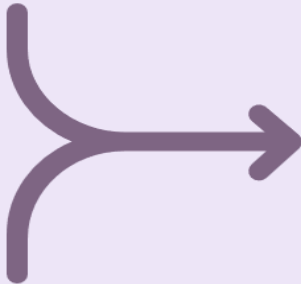
# We rely on nudge technology to automate simple prompts



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As memory declines, demands increase on friends, family, and individuals living with dementia



People forget to take their medications, get lost, or completely lose track of the date, time, and even their appetite



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Combining a calendar, task list, location services, secure nudge technology,\* emergency notification system, and Machine Learning

App functionality offers support to manage needs and alert users (and their caretakers) to abnormalities in behavior

\*Secure nudge technology = the geo-specific prompts and push notifications necessary to extend independence i.e., securely prompting a door code as you arrive at home, a grocery list at the market, your ID information at hospital

**Our goal is to promote autonomy**

**Emphasizing out-of-home navigation and  
socialization**



**The smartphone is a great form factor**

**(The Intuition Study is proving that)**



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# Features can support both person living with dementia and care partners

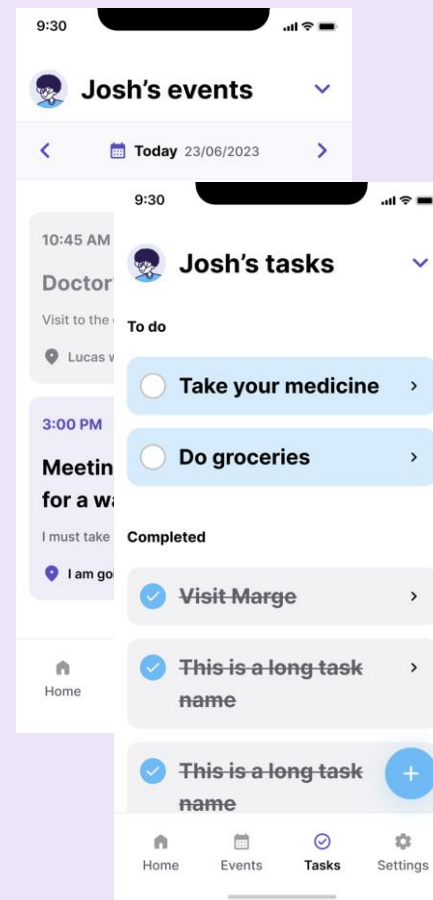
## Emergency ID

- Provides real-time notification to care partners if PLWD arrives at an ER
- Pushes visible notification (without the need to unlock the phone) to PLWD's phone, providing name, emergency contact, date of birth, and eventually medical basics (allergies, history, etc.)



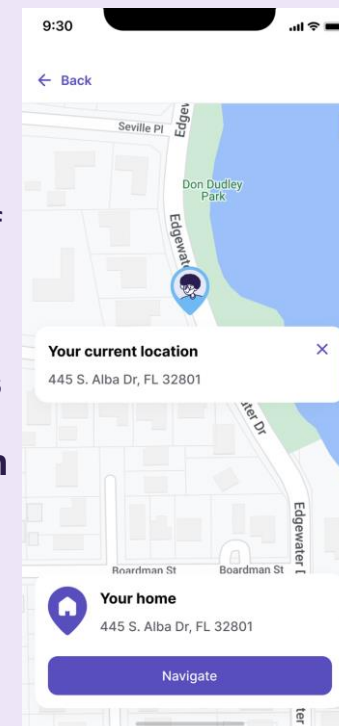
## Calendar & Task List

- Shared calendars allow care pods to share responsibilities through assigning other people to events enabling better care for loved ones
- Shared task list provides autonomy in daily routines, with a trusted digital tool for checking off the task list
- Calendar and task list have been extensively tested, and built to capture the most necessary functions of the day



## Location Services

- Knowing that someone is safe and where they need to be is a primary concern of individuals caring for PLWD
- Location services provides notifications upon arrival at new events, and will enable our proprietary ML model to predict wandering in PLWD who appear lost



# SIMON currently focuses on 3 key use cases



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## 1. Supporting Loved Ones

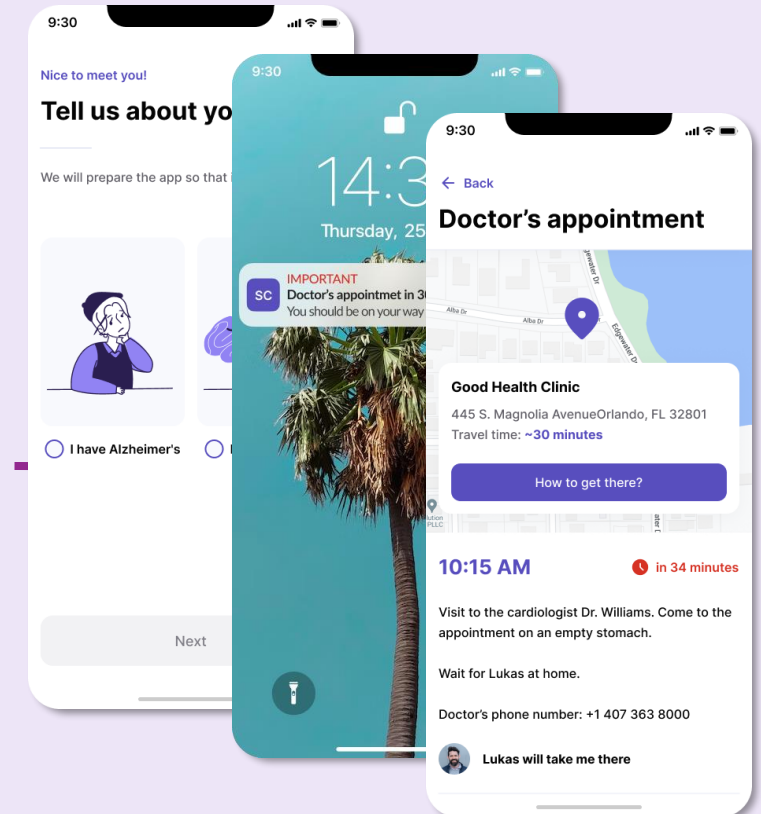
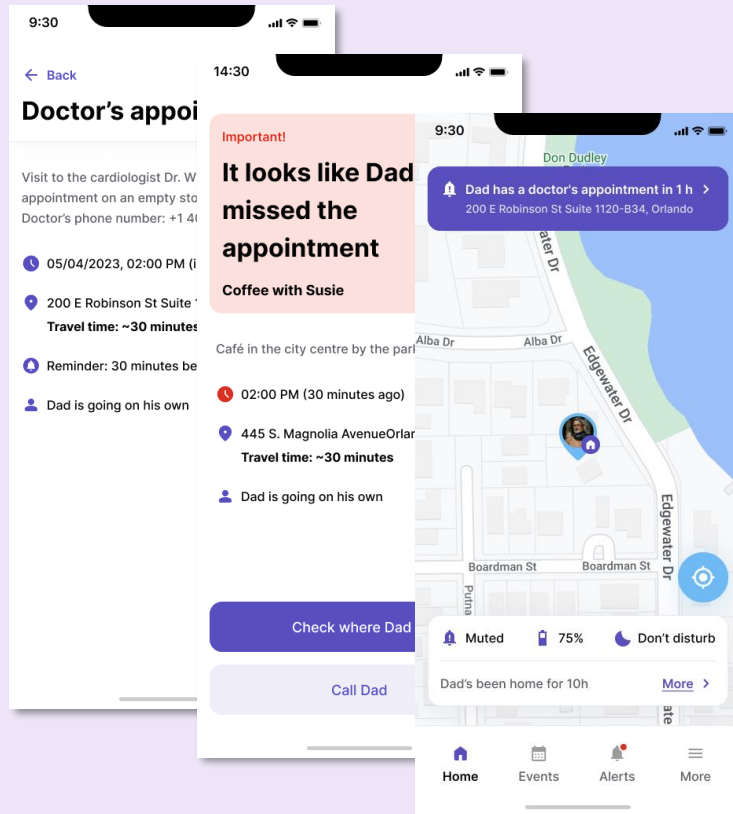
- Care management
- Coordination & delegation between caregivers
- Remote check-ins to retain independence

## 2. Data for Good

- Data for research
- Data for risk pooling
- Data for patients

## 3. Living with Dementia

- Health management
- Location support
- Socialization support



**Memory triggers, or nudges, are really a series of rules, responding to environmental stimuli**

# What they're saying



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“The thing about it is, it provided an extra layer of reminder. I went to Scotland for a long-weekend, and it helped me remember to take my meds. And in everyday life, in normal life, I was remembering to take my meds because I was looking at Simon to communicate with James.”

“My siblings and I were always panicking about who would go with mom to her appointment, and fighting about one of us not taking on enough responsibility. Simon alleviated a lot of that negotiation, a lot of that resentment.”

“It gave me the confidence to travel, to be away from my husband”



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# Final thoughts

Always include people with dementia in testing and trialling.  
There are plenty of groups to support this (we work with Innovations in Dementia, great group)

Try to stay simple in your toolbox

Reach out, the care community is a real community

**Thank you!**



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# Questions comments?

