



Following a fresh rebrand, Opyl Limited sets out to use AI to transform Australian healthcare

- *Opyl Limited launches as the newest player in global digital health & AI sector*
- *Opyl Limited is using AI to better understand the patient experience*
- *Combining new technologies and healthcare expertise, Opyl Limited's key offerings include optimising clinical study design and recruitment strategies*

Melbourne, Australia, embargoed 9 December 2019, 10:00am: Opyl Limited (ASX:OPL), today announced it has launched its new company name and brand, heralding its entry into the rapidly expanding global digital health and artificial intelligence (AI) market.

Following a strong shareholder vote at the company's AGM, Opyl Limited was approved, retiring ShareRoot Limited (ASX:SRO) - the name and brand the company was established with in the US in 2013. The Social Science brand within the ShareRoot group of companies will also be retired.

Opyl uses AI-assisted technologies to provide biopharma and health organisations an opportunity to collect and analyse the significant volume of clinical health data and real world data, in particular data that patients are creating on wearables, apps and social media, to better understand and improve healthcare design, development and delivery.

The continuous flow of health data created in clinical settings and by patients in the natural course of each day is exceptionally large with the vast proportion of it underutilised by medical researchers and developers. Accessing public and consented de-identified health and wellness data created by patients willingly shared to social media and analysing it using AI is Opyl's point of difference.

Michelle Gallaher, CEO of Opyl Limited, said: "At last, via social media and patient generated data, we can put the final piece of the puzzle into place and genuinely understand the real lived experience of people managing illness, injury and disorders. Hearing millions of patients' and carers' voices for the first time-in their own words shared to social media platforms is an extraordinary insight that few in the health sector have been able to access until now".

"Patient stories and information shared to social networks gives us an ability to understand what their needs are and how they are not being met, identifying gaps where new technologies can be developed, predict the spread of infectious diseases, identify shortcomings in health and wellness education, improve compliance, identify new clinical intervention opportunities and opening up a novel way for patients to participate in medical research as partners. Our vision is to give patients control and agency over all their health data, not just electronic health records".

“Opyl recognises the value of using data to personalise and improve the health and wellness of everybody, but our ability to do so will always rest on a patient’s willingness to participate. Privacy by design and consent will govern everything we do as a company. We will only access publicly available information shared or consented directly by the patient or carer,” continued Ms Gallaher.

Ms Gallaher added: “A clearly articulated, and purpose-aligned brand and value proposition is a very significant asset, particularly for a start-up or company pivoting into a new market. As we have moved focus over the past six months from martech into data analytics and digital activation in healthcare, our company brand was misaligned with our purpose and our offering to the health market. It was like wearing clothes that didn’t fit, giving the wrong impression of who we are”.

“Digital and data technologies will play an increasingly disruptive role in transforming health, clinical research and activating patients to be partners in their health care. I’m very excited to explore and bring into practice evolving digital tools that can personalise the health and wellness experience within a considered and ethical framework, where patients are recognised as partners and are empowered and incentivised to manage their data directly,” Ms Gallaher said. “We are very excited at the addition of AI-powered technologies to the STEMM-specialist social media content creation and management services we currently offer.”

Melbourne design studio, Malt Creative, worked with Opyl’s internal design team to develop the company’s new brand identity.

Aaron Meredith, Co-founder and Digital Director of Malt Creative, said: “Malt Creative is thrilled to be a part of the creative process in assisting Opyl in an exciting new direction moving forward. It was important that we captured within the brand’s personality the vision of data engagement with a personal approach to information suppliers and positive patient outcomes. Data and health brands historically take a very linear and one dimensional approach, however the new Opyl brand captures an organic presence and gives life to static information. Though digitally and data focused, its warm tones and movement, represents transparency, trust and personalisation.”

-ENDS-

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