

Klarity

Risk Prediction | Health Screening | Recommendations

Why Cancer Screening?

and why now.

90%+ Survival Rates

Based on Cancer Research UK stats, 6 out of 10 Cancers Klarity screen for have a **90%+ survival rate** when diagnosed at stage 1.

Mental Health

Anxiety and worry about Cancer can put people off speaking to a GP. This impacts people's daily lives, their work and business.

Premature Deaths

1 in 4 premature deaths in the UK between now and 2050 will be due to cancer. OECD warned the cost of cancer on the economy is unsustainable.*

NHS Waiting Times

Fast access to diagnosis can be tricky with the state of the NHS, including GP, diagnostics and consultations.

Signs and Symptoms

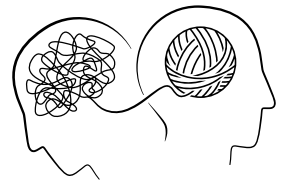
Some signs and symptoms of Cancer may not be obvious - detecting Cancer early through **regular screening is important.**

Employee Benefits

33% of employees believe that access to **cancer screenings or other preventive healthcare is among the most valuable benefits.****

Cancer has a huge effect on us all

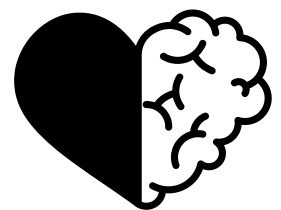
Individual Impacts



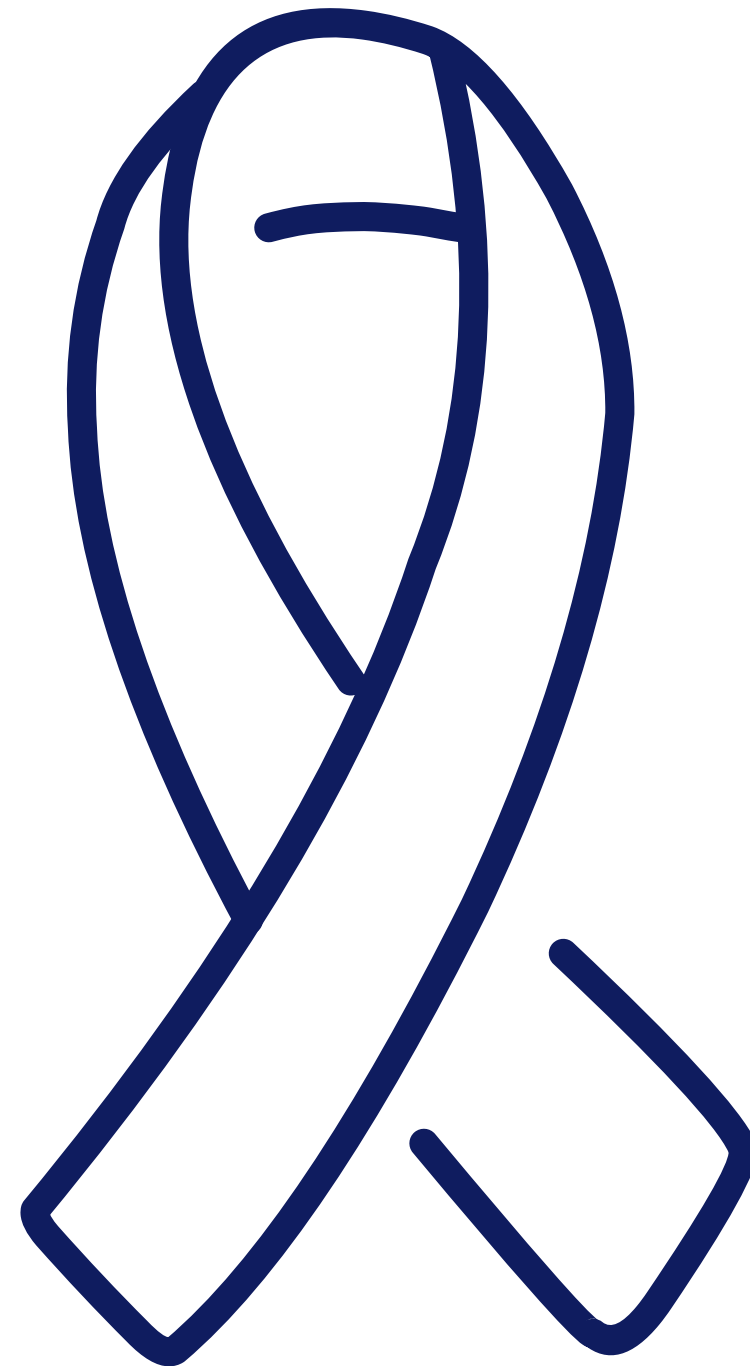
- Mental wellbeing
- Physical health



- Financial wellbeing
- Career / Professional

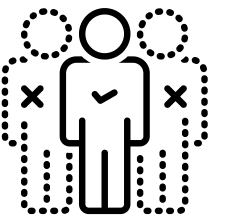


- Social wellbeing
- Family, friends, colleagues



Business Impacts

- Absenteeism
- Presenteeism
- Increased business expenses
- Healthcare costs
- Team morale and engagement
- Increased Healthcare, Insurance costs



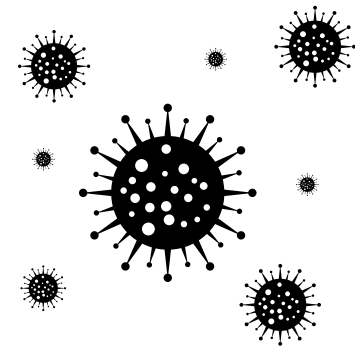
The Challenges
we face regarding cancer.

Five Key Challenges



Increasing Costs

Healthcare and Insurance costs are increasing year on year.
The average increase in UK Private Medical Insurance is 15% making it difficult for individuals / companies to access fast diagnosis and care. Rises for NHS & private are driven by increased costs for cancer care.



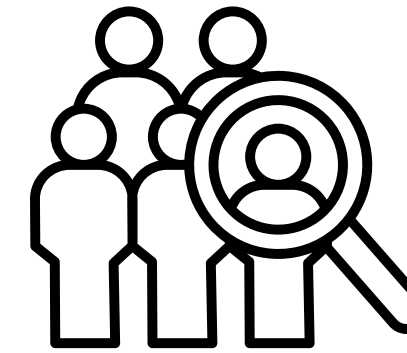
Advanced Disease

42% of cancers diagnosed late in the NHS during 2022-2023.
38% of cancers are diagnosed in emergency situations leading to poor survival rates and limited treatment options.



Stigma

Cancer stigma leads to **isolation, discrimination, and reduced quality of life for patients and survivors.** This can result in delayed diagnoses, reduced treatment adherence, and poorer health outcomes. Employees may hesitate to seek early detection or treatment due to fear of discrimination.



Limited Screening

NHS cancer screening programmes in England are age-based, which can potentially lead to missed diagnoses. While these programmes aim to detect cancer early in high-risk age groups, there are limitations to this approach - younger, older age groups and interval cancers.



Lengthy NHS Waits

NHS cancer waiting times in England have been a significant concern, with **many targets being missed and patients experiencing lengthy waits** for primary care appointments, diagnostic tests, and treatments. Businesses are struggling with employee absence and presenteeism.

Why Klarity?

Early Detection through Pre-Screening

- AI-driven risk assessment accurately stratifying risk
- 10 Cancer types included
- Detect cases outside traditional age limited testing
- Digital-first approach to drive higher engagement
- Targeted screening on high-risk individuals
- Reduce unnecessary testing

Motivating Lifestyle Change: API, Web or Native

- Personalised Health Plan and recommendations
- AI Health Coach
- Goal Setting
- Cancer Education Hub

Benefits

- Improve survival rates and treatment outcomes
- Lower screening and insurance costs
- Whole of workforce solution
- Address key health risks that impact overall wellbeing



The Klarity Difference

Early detection through pre-screening and targeted testing with a focus on lifestyle change.

Evidence-Based Predictive Modelling

- **634 Million Data Points**

Comprehensive insights from a diverse range of health and clinical datasets.

- **9+ Million Years of Patient Data**

Historical depth to identify trends and predict outcomes with unparalleled accuracy.

- **Research-Grade Wearable Data for 100,000+ Individuals**

Real-time health metrics for actionable prevention and management.

- **Mortality Data**

Insights to refine risk models and focus on impactful interventions.

- **Blood Biomarkers & Physical Exams**

Tangible health indicators combined for deeper analysis.

- **ICD-10 Codes – Clinician-Confirmed Data**

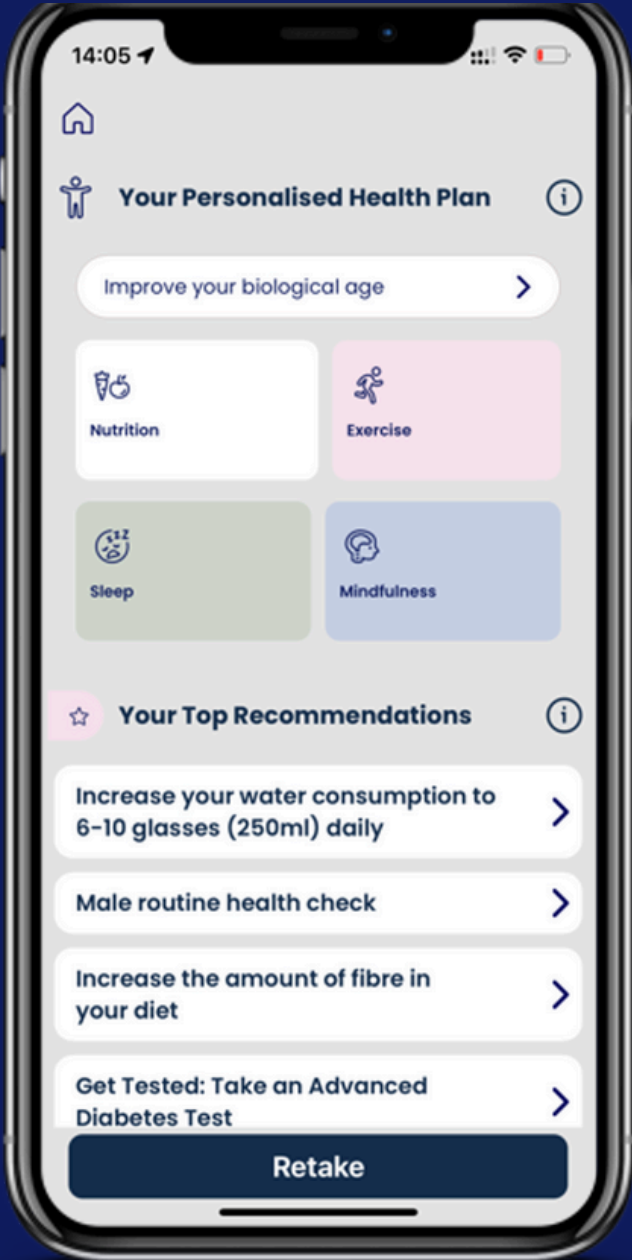
Validated medical diagnoses ensure data integrity and precision.



Personalised Results Focussed on Prevention

AI powered recommendations and support, utilising technology to save lives.

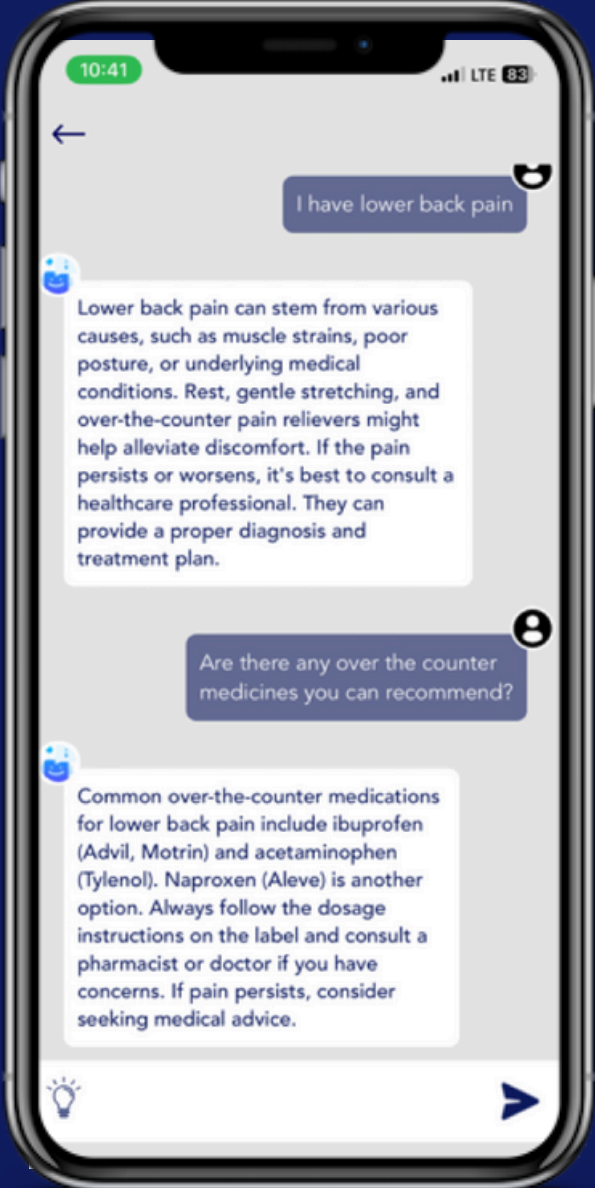
Recommendations



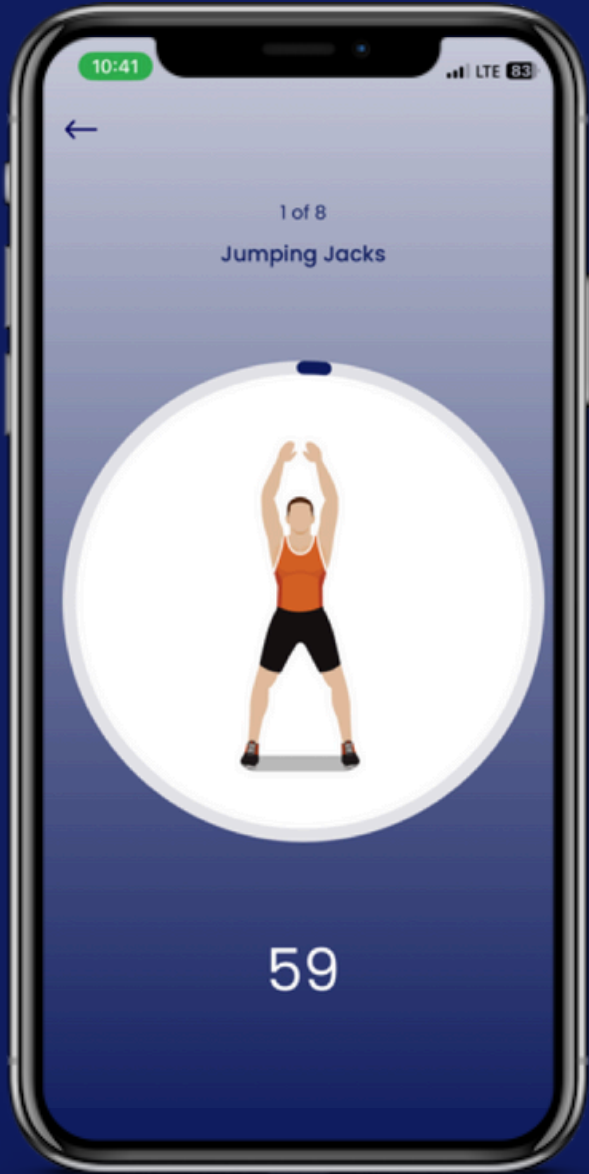
Personalised Health Plan



AI Health Coach



Interactive App



Trusted Experts and Advisers



OLIVER GALE-GRANT, MD
Senior Scientific Adviser



Oliver is an expert in data science and machine learning with a background as a MD at South London and Maudsley NHS Foundation Trust for over eleven years.



JAMES BAILEY, MD
Senior Clinical Adviser



James is a primary care doctor and a researcher at UCL. His research focuses on developing predictive models for suicide risk in primary care using both machine learning and traditional statistical methods.



FILIPPO MENOLASCINA, PHD
Senior Scientific Adviser



THE UNIVERSITY
of EDINBURGH

Filippo is a Professor of Engineering Biology at the University of Edinburgh. His academic contributions include roles as Director of Industry Engagement and UKRI Innovation Fellow, with a focus on integrating engineering biology with practical applications.



ANDREW WIBBERLEY
Senior Commercial Adviser Munich RE



At Munich Re, he gained valuable expertise across underwriting and actuarial work. At Swiss Re, he led UK and Ireland underwriting operations, contributing to major reinsurance projects and market growth.



CHRISTY LANE, PHD
Senior Scientific Adviser



Christy co-founded the Stanford Wearable Health Lab. As a Venture Partner at IA Capital, she invests in Insurtech and health. With expertise in wearables and data science, she advises businesses in digital health and insurance.



Max Bell, MD, PHD
Senior Clinical Adviser



Max Bell leads his own research group at Karolinska University Hospital. He works on several large epidemiological project using Big Data analysis. He is involved in both clinical and academic investigations, focusing on personalised medicine.

Our Certifications and Standards

ENSURING QUALITY, COMPLIANCE AND SECURITY



The **UKCA mark** signifies that our company's products comply with the regulatory requirements for the UK market, ensuring safety, health, and environmental protection.



The **CE mark** demonstrates that our company's products meet the essential health, safety, and environmental requirements set by the European Union, allowing us to market and distribute our products within the EU.



GDPR (General Data Protection Regulation) is a comprehensive data protection law in the European Union. Our company complies with GDPR regulations to ensure the privacy and security of personal data collected from our customers, employees, and stakeholders.



ISO 13485:2016 is an internationally recognized standard for the quality management system of medical devices. Our company adheres to this standard, ensuring that our products consistently meet regulatory requirements and deliver safe and effective results.



ISO 27001:2013 is the international standard for information security management systems. By conforming to this standard, our company demonstrates its commitment to safeguarding sensitive information, protecting customer data, and maintaining a robust security infrastructure.



Our company's products are classified as **Medical Device Class 1**, indicating that they are considered low-risk medical devices. These devices are designed to perform simple functions and pose minimal risk to patients and users.

Onboarding & Engagement

Helping you get the best value from your investment.

High engagement as a result of our onboarding and account management support

AWARENESS



- Webinars
- Email comms
- Videos
- Articles
- Thought Leadership

PRE-SCREENING



- Employees complete questionnaire
- Self-reported data
- AI-led Risk Prediction tool

SCREENING



- At home collection kits
- In-clinic consultation
- On-site consultation

RESULTS



- Email
- In-app
- Nurse phone call for 'abnormal' results
- In the moment support

DIAGNOSTICS



- Signposting to NHS pathways
- Signposting to Private pathways
- Utilising other benefits

Organisations we work with

Credible, ethical and professional

"I was tasked with sourcing a credible, ethical and professional testing provider to support our business needs. Klarity provided a global solution that was both innovative and market leading. Klarity's technology driven solution resulted in a fully accessible, safe and cost-effective solution. It was a privilege to work with the team at Klarity."

Head of Procurement, TUI Group

Holistic approach to screening

"We have always offered cancer screening across several areas. However working with Klarity was different, through their partnership approach we've been able to roll out a holistic approach to our screening programme ensuring support from start to finish and beyond without compromising on quality."

Wellbeing Manager, Europe, Lendlease

Privacy, confidentiality, easy access

"Partnering with Klarity to use their online screening tools has been a positive addition to our service offering as it allows us to scale our screening services in an easy, cost effective manner. It also allows the user privacy, confidentiality, easy access, and a push towards taking their health into their hands."

Health & Wellness Director, Medmark Insurance



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