

It's Your Life with MyLiferaft

MyLiferaft is a digital platform that allows people to store their healthcare information in one place. It is designed to bring care to the individual, while simultaneously keeping parents, carers, healthcare professionals, GPs and many others informed about that person.

THE brainchild of MyLiferaft Founder and CEO, Nicola Murgatroyd came up with MyLiferaft out of the need to keep all her daughter's health information in one central place.

Earlier this year, MyLiferaft were awarded the Naidex Professional Award 2019 recognising the innovation that has

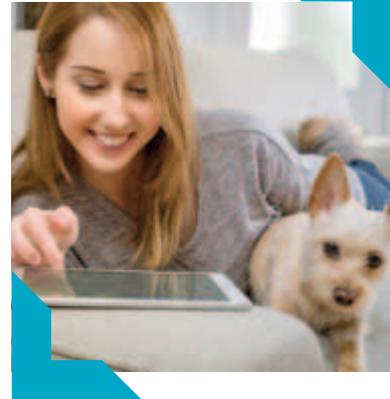
made an invaluable contribution towards the healthcare profession. Speaking at Naidex, Nicola said "MyLiferaft was a concept that came from my experiences as a parent-carer and the challenges of disparate information being held in different places. From our research, we discovered that people struggled with this problem - MyLiferaft was created."

A comprehensive and versatile tool, MyLiferaft incorporates different elements to help individuals, and their wider carer circle, manage their health. You can set reminders ('remember to lock the doors'); schedule doctor's appointments; create goals and record health data such as peak-flow.

MyLiferaft are bringing in voice technology, such as Amazon Alexa, so people will be able to enter as well as retrieve data by voice. It will also have the ability to capture data from other sources such as wearable devices, monitors and sensors.

Nicola concluded: "That's why we won the Professional Award, because

MyLiferaft supports professionals, health, education and care. Self-care has to be learnt; it's a shift that people have to do in stages. MyLiferaft is a great tool to help people get started on that journey. Historically people are used to everybody else being in charge. MyLiferaft is putting people back in touch with their own health. It's empowering them."



For more information about MyLiferaft, see www.MyLiferaft.com or email info@MyLiferaft.com



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