

Feedback PLC

21:02 08 Aug 2020

Feedback gets national coverage to sell Bleepa across NHS Trusts

We believe that Bleepa will accelerate the process of requesting a specialist opinion from colleagues, ultimately resulting in better care for patients, faster

Tom Oakley, chief executive

What Feedback does

Feedback PLC (LON:FDBK), through its trading subsidiary Feedback Medical Limited, is a company specialising in medical imaging technology, such as magnetic resonance imaging (MRI) scans and X-Rays.

The company's products, TexRAD and CADRAN help radiologists, clinicians, and medical researchers improve their workflows as well as providing insights into diseases such as cancer.

The group has also launched a new clinical messaging app called Bleepa.

Feedback's products

CADRAN

CADRAN is a system that helps users store, manage, and view medical images. It helps doctors access images for diagnosis, treatment planning, and response measurement as well as facilitating knowledge sharing between multi-disciplinary teams.

The CADRAN range consists of four products;

- CADRAN PACS - The Picture Archiving and Communication System (PACS) provides mid-scale departments with a network server, image viewer, and web interface to access images
- Mini PACS - A small-scale system for image storage and management using dedicated servers and workstations. Designed for smaller imaging clinics and remote workers
- Viewer+ - Displays medical images from imaging equipment using a standard desktop PC or laptop with measurement and analysis tools. Designed for convenience use and individuals
- CADRAN Web - allows remote access to images through a web-accessible image library. Can be viewed on desktop PC or laptop

TexRAD

TexRAD is a patented software tool that helps identify biomarkers (naturally occurring characteristics in diseases or other biological manifestations) in medical images that are often invisible to the naked eye.

Price: 1.05

Market Cap: £11.2 m

1 Year Share Price Graph



October 2019 April 2020 October 2020

Share Information

Code: FDBK

Listing: LSE

52 week **High** **Low**
 2.4195 0.307438

Sector: **Hardware & electrical equipment**

Website: **www.fbk.com**

Company Synopsis:

Feedback plc (AIM:FDBK) is a specialist medical imaging technology company providing innovative software and systems, through its trading subsidiary, Feedback Medical Limited. Feedback products advance the work of radiologists, clinicians and medical researchers by improving workflows and giving unique insights into diseases, such as cancer.

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The technology has a particular significance in oncology, the medical field concerned with the treatment of cancer.

The technology's first clinical application is TexRAD Lung, which can help reveal information on lung tumours, whereas the other application, TexRAD Research, is used to complement existing infrastructure to help analyse medical image scans.

Bleepa

Bleepa is an encrypted medical messaging app that can be used on smartphones, tablets and desktops, allowing clinicians to communicate with other team members securely.

The app enables faster clinical decision making between team members, which will improve patient care.

How it is doing

In August, Bleepa was awarded a place on the NHSx National Clinical Communication Tool (NCCT) framework, meaning NHS Trusts can buy it by drawing down from a £3mIn centralised fund over two years, giving Bleepa national coverage and providing independent validation of the quality and suitability of the platform for frontline delivery.

Feedback said this stamp of approval will allow it to drive sales in other markets.

What the boss says: Tom Oakley, chief executive

"Bleepa has set a new standard for medical communication tools. I am delighted Bleepa has been awarded a place on the NHSx Clinical Communication Tool framework which positions Bleepa in the vanguard of medical imaging communications and provides a vehicle for potential reimbursement whilst simultaneously making Bleepa available to the whole of the NHS."

Video

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