



Brace is a peer-based injury rehabilitation platform that leverages community motivation, collective insights, and gamification to support users in adhering to their recovery plans and improving their wellbeing. The company was founded in Dublin by Mr Conor Motyer following a traumatic knee dislocation while playing hockey.

Brace is committed to reshaping how people approach recovery and wellbeing through innovative technology and community-driven support. By transforming injury rehabilitation into a social and engaging experience, Brace empowers users to stay motivated and connected, enhancing both physical and mental recovery outcomes.



Conor Motyer
CEO and Co-Founder

About Health Innovation Hub Ireland

Health Innovation Hub Ireland (HIHI) was established by the Department of Business, Enterprise and Innovation and the Department of Health and is supported by Enterprise Ireland (EI) and the Health Service Executive (HSE) to drive collaboration between the health service and enterprise. We offer companies the opportunity for pilot and clinical evaluation studies and we provide the health service access to innovative products, services and devices that they may not otherwise be exposed to.

HIHI is built on the recognition that collaboration with enterprise can benefit patient care, patient pathways

and outcomes. We assess all concepts for healthcare innovation from those on the frontline – from clinician to porter. We encourage healthcare professionals to get in touch with HIHI if they have an idea or solution to how something in your job might work better.



The Healthcare Challenge

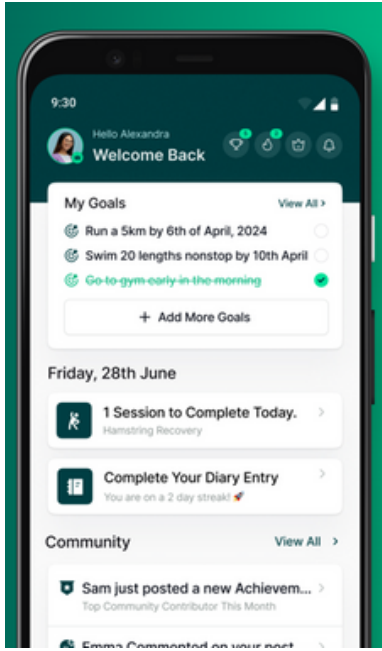
A fundamental challenge in rehabilitation is that the majority of the process is spent away from the practitioner, so there's a huge reliance on the buy-in, self-management and discipline of the individual towards their own health and recovery. However, research shows the overarching emotions felt by people during the rehabilitation process are isolation, anxiety, loss of identity and low motivation.

When you combine these challenges, it leads to average adherence rates to home-based recovery programmes below 30%. These low adherence rates result in poor clinical and mental health outcomes for the individual, a greater burden on the healthcare system, and treatment challenges for practitioners who are already stretched for client time. With data from the World Health Organisation showing

that 1 in 3 people would benefit from consistent rehabilitation, there's huge potential to support population health through a platform that has a focus on engagement and wellbeing at the core, while also improving the efficiency of practitioners.



The Healthcare Solution



Brace aims to improve rehabilitation engagement by empowering the end user through their community-based recovery app. Users can create their plan from Brace's exercise library or access the plan allocated by their physiotherapist, and set reminders, goals and programmes for completion. As they complete their rehabilitation programme, they can share and celebrate their progress within the Brace community, with educational content and gamification features designed to keep them engaged and motivated. Brace also supports the mental journey with wellbeing tracking and support features, to assist with user growth and resilience, and flag early warning of issues.

Brace has built and launched the public beta version of the Brace app on both the Apple iOS and Google Play Appstore, which has received extremely positive user feedback and testimonials showing how Brace is making a real difference to people's motivation and wellbeing during their rehabilitation journey.

Following the successful demonstration of the benefits of the Brace app, the company was successful in obtaining two pilot partnerships in late 2023, with the Irish Rugby Football Union (IRFU) and Smart D8, to demonstrate the value of Brace in both sport and health contexts. One can download and view the Brace app through the links on their website: <https://www.bracesocial.com/>

HIHI Role

HIHI evaluated the product need with key health opinion leaders in this clinical evaluation project. A clinical evaluation is a key stage that allows feedback from end-users that can inform product application, market approach and build a cohort of clinical champions and supports.

This clinical evaluation was delivered by Health Innovation Hub Ireland as a partner of the Smart D8 population health and well-being initiative. Smart D8 is led by The Digital Hub, St James's Hospital, Dublin City Council and Smart Dublin, in collaboration with a range of partners in health, research and enterprise development focused in Dublin 8.



Outcome Report

HIHI facilitated three separate feedback sessions with nine clinical experts in rehabilitation. The access and work HIHI delivered provided critical target demographic data through user engagement, and practitioners informed value data points. New distribution channels were identified through the roadmap of results. Brace received positive feedback from all clinicians interviewed.

Brace is a unique application that can address an unmet need for patients and there are no known competitors that are targeted towards providing community support to patients undergoing rehabilitation programmes. This application is likely to be used by patients who are already highly motivated and eager to engage in rehabilitation, such as athletes, which Brace is now focusing on for the next stage of their growth. However, the benefits of Brace could expand past physiotherapy and may be utilised by other healthcare professionals such as speech and language therapists. Ultimately, all of the expert evaluators expressed praise for Brace and noted that if it was widely available, they would use and recommend it to patients.

Testimonial

"HIHI were an invaluable support to Brace during our clinical validation study, both in terms of their guidance through the process and the access they enabled to top healthcare practitioners across Dublin. The insight we gained from this study provided a roadmap for both our initial target demographic and our go-to-market strategy. We are extremely grateful to HIHI for their collaborative support throughout the process and the great work they are doing to support startups like Brace and promote health innovation in Ireland."

Conor Motyer, Co-founder and CEO, Brace



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