



Etrack Medical was founded by Dr. Nick Flynn in Cork in 2022 to provide clinical oversight and specialised support services to community allied healthcare professionals.

Etrack Medical aims to support community allied healthcare professionals to practice to their full potential through bespoke software solutions that streamline service requests and provide visibility into their status. Its clinically governed medical services, including prescriptions aligned with scope of practice and clinical assessment, aim to minimise delays and improve efficiency for healthcare professionals and their patients.

With a focus on innovation and collaboration, they are committed to improving healthcare processes and standards, and importantly, enhancing the patient experience throughout their healthcare journey.



Dr. Nick Flynn, Founder and Medical Director

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

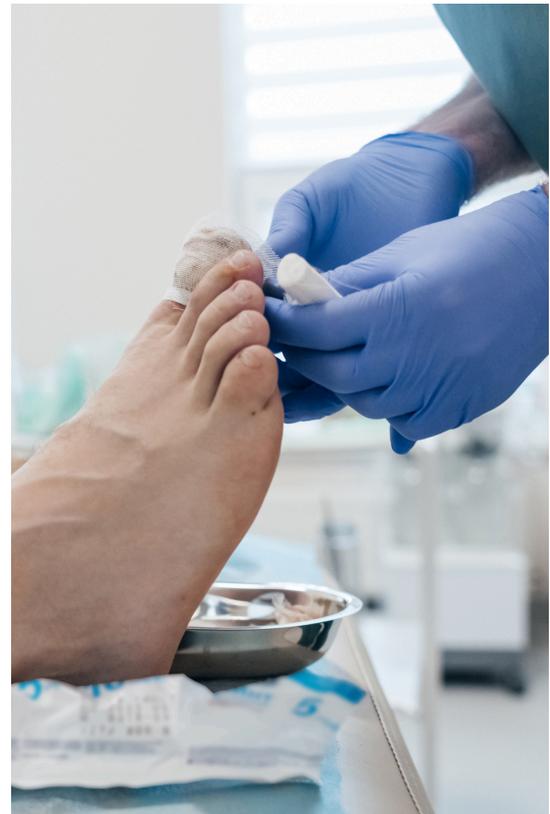
and outcomes. We assess all concepts for healthcare innovation from those on the frontline – from clinician to porter. We encourage healthcare professionals to get in touch with HIHI if they have an idea or solution to how something in your job might work better.



The Healthcare Challenge

Community allied healthcare professionals, such as podiatrists and physiotherapists generally work independently by managing their own caseloads, diagnosing and developing treatment plans within their scope of practice. However they are often restricted from independently prescribing medications for their patients or referring them to diagnostic imaging services. These restrictions are primarily due to legislation governing medical exposures, clinical governance, and concerns regarding legal responsibility.

In these cases, patients often need to visit their GP to request a prescription or be referred to an imaging service. This can result in delays in patients receiving necessary treatment, additional cost for patients, and reduced efficiency within community allied healthcare services.



The Healthcare Solution



Etrack Medical provides clinical oversight and specialised support services to community allied healthcare professionals. The service supports clinicians by

- streamlining referral and prescribing pathways by enabling therapists to submit patient information securely to a medical director for review, allowing for same-day or next-day prescriptions and referral letters where clinically appropriate.
- reducing delays associated with patients attending GP appointments solely to obtain prescriptions or diagnostic imaging referrals,
- supporting access to podiatry-specific prescriptions within clearly defined, clinically governed pathways and scope of practice
- supporting access to diagnostic imaging referrals with appropriate medical oversight and
- improving efficiency by providing a digital, user-friendly platform that increases administrative efficiency and improves the patient experience.

HIHI Role

HIHI designed the pilot of Etrack Medical services to assess its usability and its impact on podiatrists and their patients. HIHI coordinated the pilot, engaged with stakeholders, collected and analysed feedback from 16 podiatrists and usage data for the Etrack Medical platform. HIHI providing project management expertise during the project.



Outcome Report

The results of the pilot of Etrack Medical services with podiatrists in Ireland represent a considered opinion on the value of Etrack Medical and indicate that the service addresses a real need for practicing podiatrists. Participating podiatrists reported extensive use of the platform with **100% of podiatrists** using the **prescription services** and **75%** using the **diagnostic images referral** services.

Etrack Medical was reported to be easy to use and to integrate well into existing clinical workflows. Using Etrack Medical resulted in a range of reported benefits for podiatrists and their patients. At least 75% of podiatrists reported that using the service:

- **benefits patients** by improving patient care and patient outcomes, saving patients time and reducing the need for the patient to attend their GP their patients.
- **benefits podiatrists** by saving podiatrists time, increasing the efficiency and delivery of their service and providing faster access to prescriptions and diagnostic imaging referrals.

Podiatrists reported a **significant positive impact on their businesses** by helping them increase productivity, annual turnover and improving their communication with other healthcare professionals. Finally, 100% of podiatrists would recommend Etrack Medical to a colleague.

Testimonial

“Participation in this pilot project was highly valuable for Etrack Medical at our current stage of development. As a start-up in a regulated healthcare environment, collaboration with an independent, specialised organisation such as Health Innovation Hub Ireland brought rigour, credibility, and objectivity to the survey process. The findings provided important validation of our clinically governed care pathway and reflected the high level of professionalism and clinical engagement of the participating podiatrists, and will inform our ongoing development and engagement with other community-based healthcare professionals.”

Dr. Nick Flynn, Founder and Medical Director, Etrack Medical