



## CLINICAL EVALUATION STUDY



My Moves Matter was co-founded by Registered Dietitian Richelle Flanagan after she noticed something was wrong with her handwriting when trying to document a note in a patient's chart. She was diagnosed with Young Onset Parkinson's Disease (YOPD) shortly after the birth of her daughter.

My Moves Matters has developed an app to help women manage their PD symptoms in line with their menstrual cycles. The My Moves Matters app currently has over 1600 users from 47 countries and two pilot studies looking at the impact of hormones on symptom control in women with Parkinson's disease. My Moves Matter was one of the winners of HIHI Femtech competition in 2023



Richelle Flanagan  
Co-Founder and CEO

## About Femtech @ HIHI

FemTech focuses on women's health and includes conditions that affect **women only** such as fertility, menstruation, menopause, gynaecological health; conditions that affect **women disproportionately** to men (neurological, autoimmune conditions, osteoporosis etc) and conditions that affect **women differently** to men (heart disease, osteoporosis etc).

Health Innovation Hub Ireland's FemTech initiative stimulates and supports the development of high potential new products, services and start-ups. Impacting the health and wellbeing of 50% of the Irish population and is building an ecosystem of experts and entrepreneurs supporting, driving and innovating in women's health.

Femtech @HIHI provides access to key clinical experts through our partnership with Ireland South Women and Infants Directorate (CUMH) and supports development of new products at idea stage, prototype stage and delivers pilots of market ready products.



## The Healthcare Challenge

Parkinson's disease (PD) is a neurodegenerative disorder that primarily affects movement. The disease gradually progresses over time and is characterised by a variety of motor and non-motor symptoms, such as tremors, changes in walking patterns, stiffness, as well as difficulties with balance and speech. At present, there is no known cure for Parkinson's disease.

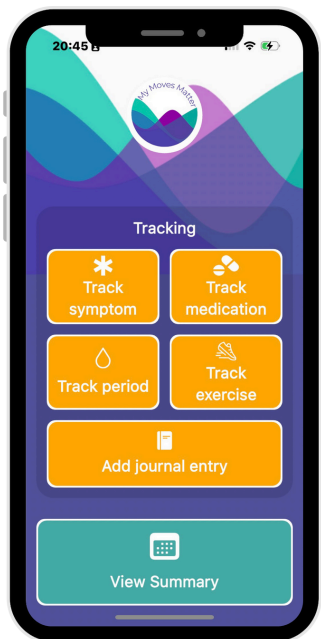
A medical paper entitled 'Unmet Needs of Women Living with Parkinson's Disease: Gaps and Controversies', co-authored by Richelle Flanagan, highlights the issues women with PD experience, especially from a psychosocial standpoint, which have been overlooked. There is a need for management of PD which considers the impact of the hormonal stages women experience, including menstrual cycles,

pregnancy, perimenopause, menopause and postmenopause.

Women with PD want to further educate themselves and feel empowered on how to communicate their symptoms and needs. There is a recognised lack of tools available to women with PD to help them track and convey their unique symptoms and needs to their healthcare provider.



# The Healthcare Solution



The 'My Moves Matter' app was born after Richelle was asked by the Women's Brain Project to take part as a patient champion for women with PD in a patient centered digital hackathon. She proposed the development of a digital health app to track the symptoms of women PD across the menstrual cycle and her idea won the hackathon.

Current clinical guidelines fail to address the nuanced impact of hormonal changes on PD symptoms adequately, resulting in fragmented care for women. The My Moves Matter app seeks to bridge this gap by enabling detailed patient-reported outcome tracking. This initiative not only aims to gather specific data to understand the

link between hormone fluctuations and PD but also to inform the development of personalised patient care programmes, including medical nutrition therapy tailored to individual needs.

The My Moves Matter app puts people with Parkinson's disease in control of understanding their own body and mind's reaction to PD. The app helps people to understand their individual symptoms, what triggers them and what works or does not work for their individual experience. This patient reported symptom tracker has several notable features: medication reminders tablets, patterns identification, hormonal impact tracking, gain knowledge, share decision making and help find answers.

## HIHI Role

Health Innovation Hub Ireland (HIHI) evaluates product need with key health opinion leaders or focus groups in HIHI clinical evaluations. A clinical evaluation is a key stage that allows feedback from end-users that can inform product application, market approach and offers the company to the opportunity to build a cohort of clinical champions and supports. HIHI adds value by connecting clients with key opinion leaders through a staged-gated framework. HIHI facilitated four separate evaluation sessions with four clinical experts in Parkinson's Disease.



## Outcome Report

All clinicians recognised the main benefits of the My Move Matter app

- ability to view detailed data between clinic visits
- ability to accurately track medication
- user-friendliness for patients and staff.

The ability for clinicians to track medication and view detailed data between visits was seen as extremely helpful in identifying patterns that contribute to PD symptoms, while the user-friendly design would help to engage patients and clinicians.

The following additional benefits were noted by the clinicians:

- Integrated educational content within the app could help patients understand their condition better.
- Tracking constipation and sleep patterns was emphasised as essential due to their significant impact on medication efficacy, symptoms and on/off states.
- The tracking of hormonal impact in women with PD is currently underserved and highlighted as an excellent feature of this app.
- Knowing detailed information such as medication timing, doses, mealtimes, sleep patterns and bowel movement patterns was considered critical for comprehensive patient management.

## Testimonials

*"We were delighted to win the HIHI FemTech opportunity to carry out a clinical evaluation of the utility of the My Moves Matter app with Parkinson's neurologists and PD specialist nurses. It provided us the opportunity to learn what they found useful in the current app and what would make life easier for them. We look forward to acting on their invaluable advice."*

Richelle Flanagan,  
CEO & Co-Founder

HIHI (UCC) - HQ  
Western Gateway Building  
University College Cork  
info@hih.ie  
+353 (0)21 420 5560

HIHI (MTU)  
CREATE Building  
Munster Technological  
University, Cork  
+353 (0)21 432 6758

HIHI (UoG)  
Lambe Institute  
University of Galway  
Galway  
+353 (0)91 492 072

HIHI (TCD)  
H&H Building  
St James's Hospital  
Dublin  
+353 (0)1 896 2573

HIHI (MMUH)  
The Pillar Centre  
Mater Misericordiae  
University Hospital, Dublin  
+353 (0)1 854 5181