



Bide®

To reduce the emotional,
physical and financial toll of
preventable nighttime falls on
families and care providers
globally

Dr Tom Adler

Problem

Ageing Society

Currently >500k
aged >75 in
Denmark

1 in 4 will be >65
by 2050

Falls Common

1 in 2 >80s falls
every year

Emergency Room
50000 visits / year

Falls Expensive

Total estimated
annual cost of falls in
Denmark
€1.45 billion / year

NICE Guideline NG 249

Falls: assessment
and prevention in
older people and
in people 50 and
over at higher risk

World guidelines
for falls prevention
and management
for older adults:
a global initiative

Danish Health Authority

Health promotion
Information dissemination
Prevention strategies:
Home safety
Health management
Assistive devices

Aarhus – per CORDIS

“A Caring Municipality”

Investing time and
care into
empowering its senior
citizens

Innovative
Technological
Solutions

Quality caring
services and
welfare options

Influx of start-ups

ICT solutions for
healthier longer and
happier lives

Falls

“The unusually high rate of accidents among old people should be a main concern”

Ilse Adler
European Working
Group for Senior Self-
Help 1961

Nighttime falls

Multifactorial

Detection

Vs

Prevention

Solution Bide®

bide™

Bedside device preventing falls by monitoring and responding to user activity

Light and motion sensors detect that user is awake

Bide then lights up and plays reassuring voice messages from loved ones

User moves off more safely and with more confidence thereby reducing risk of falling



Bide® – Prevention rather than Detection

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Falls Detection

Fixed sensors / wearables

Connectivity required

B2B market

Expensive

Subscription-based

Automated voice

Whereas

Falls Prevention

Bide®

Bedside device

Connectivity not required

Market agnostic

Affordable

No subscription

Personalised Voice

Inclusive

Bide® Traction

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“Bide – simple
tech that could
save the NHS
millions”

Rory Cellan-Jones

“Bide is
awesome.”

Keren Etkin



Award-winning

Medilink Midlands
Innovation Builder
supported
company

NIHR
HealthTech
Research Centre

Bide® Traction

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Research paper
University of
Nottingham

OT study
Sheffield Hallam

PPIE

Care home pilots

>1 million hours
of Bide use by
the bedside

B2B Sales:

Hospitals
Care sector
County Councils
Domiciliary Care

B2C Sales:

Family carers
and end-users

B2B2C Sales:

UK distributors
EU distributors
Other global
interest including
US and NZ

Bide® Traction Denmark



[Bite – Fall prevention device](#)



[Bite Fall protection at the bed with light and voice message](#)



[Bite Fall Protection at the Bed with Light and Voice Message from Gloria Mundi Care ApS - AssistData](#)

Bide® Testimonials

bide™

“I know that it works
because I don’t
have any falls”

Karen K.

“Very very clever”

Michelle, care
home manager

“I like Bide. I take
note of the
messages and it
has reduced my
fear of falling”

Brian D.

“The Bide device is
a lifesaver. Thank
you Dr Adler!”

Debbie E.

Bide® Opportunity

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Home hazard assessment
and modification

Patients admitted to
hospital with a fall-related
injury estimated ROI to
health and care system
£3.33 / £1 invested

Reducing hospital
demand freeing up
capacity

Rehabilitation wards
New hospitals
Emergency Room
Early discharge

Reducing Community
and Social Care demand
allowing resource
reallocation and creating
capacity

Care homes
Physio/OT/Falls teams
Ambulance
Admission avoidance
Single purchases

Bide® Other Applications

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Special Needs
promoting
independence and
quality of life:
ADHD
Learning Disability
Physical Disability

Disease Management:
Parkinson's Disease
Cancer/Terminal care
Epilepsy
Chronic Diseases

Wellbeing:
Sleep difficulties
Sleepwalking
Travel/Holidays

Mental Health:
Anxiety
Depression

Pilots

Sales

Partnerships

Peak Medtek Ltd

Real World Solutions for Real World Healthcare Challenges

bide™



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www.getbide.com