

Category

Best Startup

Product/Solution Name

Parky

Date of Approval

2022-11-17

Indications

The Parky App is intended to quantify kinematics of movement disorder symptoms including tremor and dyskinesia, in adults (45 years of age or older) with mild to moderate Parkinson's disease.

Therapeutic Categories

Neurodegenerative: Parkinson's Disease,

Attached Files:

- Parky Intro Deck.pdf

Background information and need for solution/product

Parky provides a solution for individuals living with Parkinson's disease by addressing specific needs and challenges they face. It offers features like symptom tracking, medication reminders, and physical activity monitoring, which are crucial for effective symptom management and overall well-being. Additionally, Parky facilitates communication and data sharing between patients and healthcare professionals, enabling personalized care and informed decision-making. By addressing these needs, Parky empowers individuals with Parkinson's to actively participate in their treatment and improve their quality of life.

The symptoms Parky track, tremor and dyskinesia are very similar to each other yet very distinctive. The presence of tremors and dyskinesia episodes fundamentally changes the optimum medication schedule. Classifying those symptoms in an objective and passive way helps HCPs and patients stop trial and errors.

History of the development of the solution/product

The development of Parky has an interesting history. It all began when I, as a solo female entrepreneur, founded the company h2o in Turkey. Recognizing the need for a solution to help individuals with Parkinson's disease, I embarked on my own clinical research using a prototype device to classify symptoms such as tremors and dyskinesias. The study initially enrolled 12 patients.

However, during the course of our research, I discovered that Apple was also planning to conduct a clinical trial with a much larger participant pool of around 600 people. Understanding the value of having extensive data for the development of our solution, I saw the opportunity to combine our vision with the expertise of Apple, a renowned company known for designing exceptional user experiences.

Motivated by the potential synergy, I reached out to Apple and began collaborating with them to build our vision of Parky on top of Apple technologies. This partnership allowed us to leverage the advanced capabilities of Apple devices and create a comprehensive solution that would have a significant impact on the lives of individuals with Parkinson's disease.

Through this journey, we have worked diligently to refine and enhance Parky, integrating innovative features and leveraging the power of wearable technology to provide a user-friendly and effective tool for symptom monitoring, medication adherence, and overall well-being. Our goal has always been to empower individuals with Parkinson's disease and improve their quality of life through cutting-edge technology and a patient-centric approach.

Why this solution/product is innovative, the broad implications for future research, and/or how it will improve the human condition

First and foremost, Parky is a direct-to-patient tool that aims to empower individuals living with Parkinson's disease to take control of their condition. With the complexity of managing their symptoms and adhering to a rigorous medication schedule, Parky provides a user-friendly platform for self-monitoring, understanding disease progression, and actively participating in their own care. Gone are the days of relying solely on pen and paper diaries; Parky offers a comprehensive solution for tracking and managing this fluctuating condition.

Secondly, Parky offers a truly passive experience for patients. Once enrolled, all they need to do is wear their Apple Watch. Parky seamlessly and continuously monitors their symptoms 24/7, generating reports in the cloud and providing real-time data for both patients and healthcare professionals. This effortless and non-intrusive approach allows individuals to focus on their daily lives while still obtaining valuable insights into their Parkinson's symptoms.

Lastly, Parky has the potential to significantly enhance the evidence base in Parkinson's-related research. By providing precise and detailed information on the effects of specific treatments, remote monitoring devices like Parky can have a profound impact on the development of next-generation Parkinson's treatments. The wealth of real-time data collected through Parky can fuel scientific advancements, inform treatment strategies, and ultimately improve the lives of individuals living with Parkinson's disease.

In summary, Parky's direct-to-patient approach, passive monitoring capabilities, and potential for research advancement make it an innovative tool with broad implications. It empowers patients, enhances their understanding and management of the disease, and has the potential to drive future breakthroughs in Parkinson's treatment and care.

Please provide appropriate references (ie Pubmed links)

<https://www.science.org/doi/10.1126/scitranslmed.abd7865>

www.parkynow.com

www.parkynow.com/4parkinsons

