

Pressrelease

Zenicor redefines patient pathways in the UK

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Daiichi-Sankyo UK Ltd and Zenicor Medical Systems AB has entered an agreement where Daiichi-Sankyo part-funds a pilot project in which we introduce a new care pathway for patients suffering from arrhythmias in the UK. The aim of the project is to acquire proof of concept as whether the care pathway is feasible in NHS primary care. The project is a replication of the successful partner cooperation to implement the patient centred arrhythmia care in the Nordics.

The project aims to launch a more patient centred care pathway for patients suffering palpitations or other symptoms indicating heart problems to NHS England. The design of the care pathway enables earlier diagnosis, assessment at the patients' first point of care and reduces queues related to lengthy referral processes and recurring visits from undiagnosed patients. The initiative aligns with the NHS overall aim to create a more efficient and patient centred care without putting unnecessary strain on the primary care practices.

"We are delighted to lead this initiative where we initiate roll-out of the improved arrhythmia care pathway in the UK. The agreement with Daiichi-Sankyo UK Ltd enables us to scale up the scope of the project and elevate the activities to disseminate the concept and project results to key opinion leaders in the NHS." says Caroline Mellstig Theimer, Business Development Manager, Zenicor Medical Systems AB

At a first stage, the new care pathway will be implemented at about ten general practices in the London area.

Zenicor Medical Systems

Zenicor Medical Systems is a Swedish medical technology company developing solutions for early arrhythmias detection and stroke prevention with over 15 years' experience. The Zenicor solution consists of a handheld, lead I ECG device and a web-based system for analysing and processing the ECG data. The solution is currently in use in over 400 clinics and 10 countries in Europe. Zenicor has always worked in close cooperation with the healthcare, which has enabled an integrated specialist and primary care solution with a clear patient focus resulting in the improved arrhythmia care pathway where the healthcare resources can be used more efficiently.

Daiichi-Sankyo UK Ltd

Daiichi Sankyo Group is dedicated to the creation and supply of innovative pharmaceutical products to address diversified, unmet medical needs of patients in both mature and emerging markets. With over 100 years of scientific expertise and a presence in more than 20 countries, Daiichi Sankyo and its 15,000 employees around the world draw upon a rich legacy of innovation and a robust pipeline of promising new medicines to help people.

For more information, please visit: www.daiichisankyo.com

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High resolution images of Zenicor-ECG is available for download: <https://zenicor.com/press-material/>

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