**Deontics to promote evidence-based care at UK eHealth Week 2015**

A university and national cancer charity spinout that provides clinically-led artificial intelligence is to showcase its state-of-the-art technology at HC2015, part of the UK eHealth Week 2015. Deontics technology delivers innovative decision-support and executable pathway solutions to improve healthcare outcomes and patient safety.

Deontics was formed to promote and help deliver evidence-based and personalised medicine as a spinout of the University of Oxford, University College London and Cancer Research UK. The firm has already built new pathways for a large US hospital group, a national US clinical guideline organisation, NHS trusts and built a lung cancer system for a top 10 US pharmaceutical company.

The Deontics’ team will be on stand 74, Olympia National Hall, London on 3rd and 4th March, where it will show how non-technical users can work with the company’s technology to design new and improved pathways that bring personalised clinical guidelines and best practice directly into clinical workflow.

Dr Guy Wood-Gush, CEO of Deontics, said: “Technology will play an increasingly vital role in patient safety, as we have seen described in the ambitions of the National Information Board to avoid “unacceptable variations” in treatments and outcomes. This ambition is achievable now – the technology is currently available to make actionable intelligence accessible at the point of care delivery”.

“We invite delegates and fellow exhibitors of UK eHealth Week to see how our clinical decision support platform can help drive out unwarranted variability in clinical practice across the globe.”

Deontics’ technology uses the PROforma computer language to encode clinical and other guidelines into computer readable format. This platform enables a range of applications, such as individualised treatment recommendations, quality alerts, clinical trial eligibility, audit, and care pathway management and clinical workflow.

Its clinical application integrates local, national and international best practice and guidelines with patient-level data, and then presents outputs such as treatment recommendations to clinicians through a web-based user interface.

Deontics provides clinically-led artificial intelligence technology that can support future models of care with the ability to help clinicians and others design, implement and monitor new and existing care pathways without the need to know computer code.

**About UK eHealth Week**

UK eHealth Week, which is one of the biggest eHealth events in the UK and free for NHS staff to attend, is hosted by two large organisations for eHealth: BCS and HIMSS. The week-long event includes the HC2015 conference which takes place in Olympia’s National Hall in London on the 3rd and 4th March 2015.

The event will bring together many important figures from the healthcare industry, providing a forum for networking and discussions around all aspects of eHealth. It features speakers such as Jeremy Hunt, the Secretary of State for Health; Tim Kelsey national director for patients and information; Beverly Bryant, director of strategic systems & technology; Professor Sir Bruce Keoghnational medical director; and Simon Stevens, chief executive of NHS England.

To arrange a demonstration of the solution at the event email Dr Guy Wood-Gush at [guy.wood-gush@deontics.com](mailto:guy.wood-gush@deontics.com) or visit stand 74 on 3rd or 4th March.