

## Netherland's LifeSense partners Singapore's National University Hospital and introduces innovative wearable technologies for study of app-based programme

### PRESS RELEASE

For immediate use

### MEDIA CONTACT

For more information on EU Business Avenues in South East Asia programme:

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**Singapore, 24 August 2018** - LifeSense Group B.V. from the Netherlands will be signing a contract with Singapore's National University Hospital (NUH) to introduce their award winning wearable products for a study to assess the efficacy of an app-based programme for patients with mild to moderate stress incontinence. The signing of contract will take place on 29 August 2018.

Approved by the Health Science Authority of Singapore, "Carin" designed for women and "Wil" for men are the only non-invasive pelvic floor trainers that empowers the users to regain control of their bodies while improving their pelvic health in the privacy of their homes.

The three-part combination of smart textiles, bluetooth sensor and a tailored exercise program provides users with the tools they need to strengthen their pelvic floor and regain bladder control. Carin's and Wil's smart underwear absorbs as much as standard disposables without the bulk, mess or waste. It allows patients to pursue and track their progress while remaining comfortable, dry, and active.

Carin's and Wil's small sensor fits discreetly inside the comfortable and stylish underwear. The sensor detects and records leaks in real time. The accompanying app allows patients to view and share their data with their health provider, track their progress, and follow simple steps to improve bladder control. By following Carin's and Wil's exercise programme for at least 10 minutes per day, users will see improvements in 5 to 8 weeks. Patients who are interested in the study can contact NUH Urology Centre at [urology\\_centre@nuhs.edu.sg](mailto:urology_centre@nuhs.edu.sg) or (65) 6772 5087.

Mr Valer Pop, CEO of LifeSense Group said, "We are glad to be in partnership with NUH to introduce our products to its patients here in Singapore. We have received several awards such as the Best Wearable Healthcare in the World (Munich Germany), the Global Champion of Get in the Ring (Singapore) and Best 8 IoT Technologies. We are confident that patients in Singapore will benefit from the use of our products."

LifeSense was introduced to NUH a year ago through the EU Business Avenues in South East Asia programme, when LifeSense participated in a business mission to Singapore and Thailand.

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The EU Business Avenues in South East Asia programme is a five-year EU-funded initiative to help European companies establish a foothold in this region, through a comprehensive suite of dedicated services covering business, cultural and legal needs - Market Studies, Business Culture Awareness Training and Business Meetings.

The upcoming Healthcare and Medical Technologies mission to Singapore and Philippines is the tenth mission under this programme. 50 European companies will participate in Medical Fair Asia from 29 to 31 August 2018 before traveling to Manila, Philippines for 3 days of site visit, market briefing and pre-scheduled business meetings.

#### **About EU Business Avenues in South East Asia**

The EU Business Avenues in South East Asia programme provides a comprehensive suite of dedicated services covering business, cultural and legal needs - Market Studies, Business Culture Awareness Training and Business Meetings. All of these are expected to facilitate collaboration with local players, in the form of joint ventures, distributorships or licensing agreements, and to smoothen and speed up the process of entry into local markets.

This EU-funded initiative was launched in June 2016 and aims to bring up to 1,000 European SMEs on targeted business missions to South East Asia over the next five years to help them to develop their businesses outside of Europe. Built upon a concept of matchmaking and business support services, the Business Avenues programme helps European companies to forge long-lasting business collaborations in several markets, including Singapore, Malaysia, Vietnam, Indonesia, Philippines and Thailand.

From 2016-2020, the business missions under this programme will cover the following sectors: Contemporary European Design, Environment & Water Technologies, Organic Food & Beverage, Green Energy Technologies, Healthcare & Medical Technologies, and Information & Communication Technologies. For more information, visit [www.eubusinessavenues.com](http://www.eubusinessavenues.com).

The full list of companies participating in the Healthcare and Medical Technologies business mission and a short description of their companies/products can be found in Annex A.