



# Asa∞

Powered by SPRYT

**Adaptive scheduling agent.**



**The current healthcare access model is rigid and unresponsive, forcing patients to adapt to an inflexible system.**

**In the US alone, \$1 trillion\* is spent annually on inefficient scheduling and billing, perpetuating a system that fails patients and payers/providers.**

\*McKinsey, Oct 2022. \$4.5 trillion spent annually on healthcare in the US, growing at ~4%/year, almost 20% of GDP (CMS.gov).

# Our view

## What if healthcare access adapted to patients, not the other way around?

Imagine AI that proactively manages appointments, anticipating a working mother's scheduling conflict and proactively offering a more convenient alternative via her preferred communication channel\*, in her preferred language and style, while seamlessly filling the original slot with a high-risk patient.

## Our mission

To pioneer and dominate the **Adaptive Scheduling Agent (ASA) category**, with Asa autonomously managing 1 billion patient-care interactions annually across 50 countries by 2035 - transforming healthcare access from a barrier to a catalyst for improved global health outcomes.

# We increase appointment attendance through our AI medical receptionist - Pillar 1.



[Click here](#) to view demo

## **Intuitive, Easy, Conversational.**

1. Patients can book, change and pay for their appointment via instant message 24/7
2. Patients can interact with Asa as they would with a human receptionist, in their preferred language
3. Asa assists patients plan their journey to the clinic with route maps, transportation links
4. Patients can book an Uber via API for seamless travel
5. Asa reassures patients and answers non-diagnostic questions, and ensures patients follow the correct pre/post appointment instructions
- 6. No website to visit or app to download**

# We increase appointment attendance through our AI medical receptionist - Pillar 2.



[Click here](#) to view demo

## **No-Show Prediction + Smart waitlist**

1. Asa alerts the medical admin to patients likely to miss appointment
2. Enables staff to prioritise vulnerable or under served patients
3. Asa optimizes appointment scheduling with intelligent, dynamic waitlists to maximize attendance and reduce gaps
4. Asa can also send voice notes as an appointment invitation in the patient's recorded-language, particularly benefiting those with poor-sight/literacy

# We increase appointment attendance through our AI medical receptionist - Pillar 3.

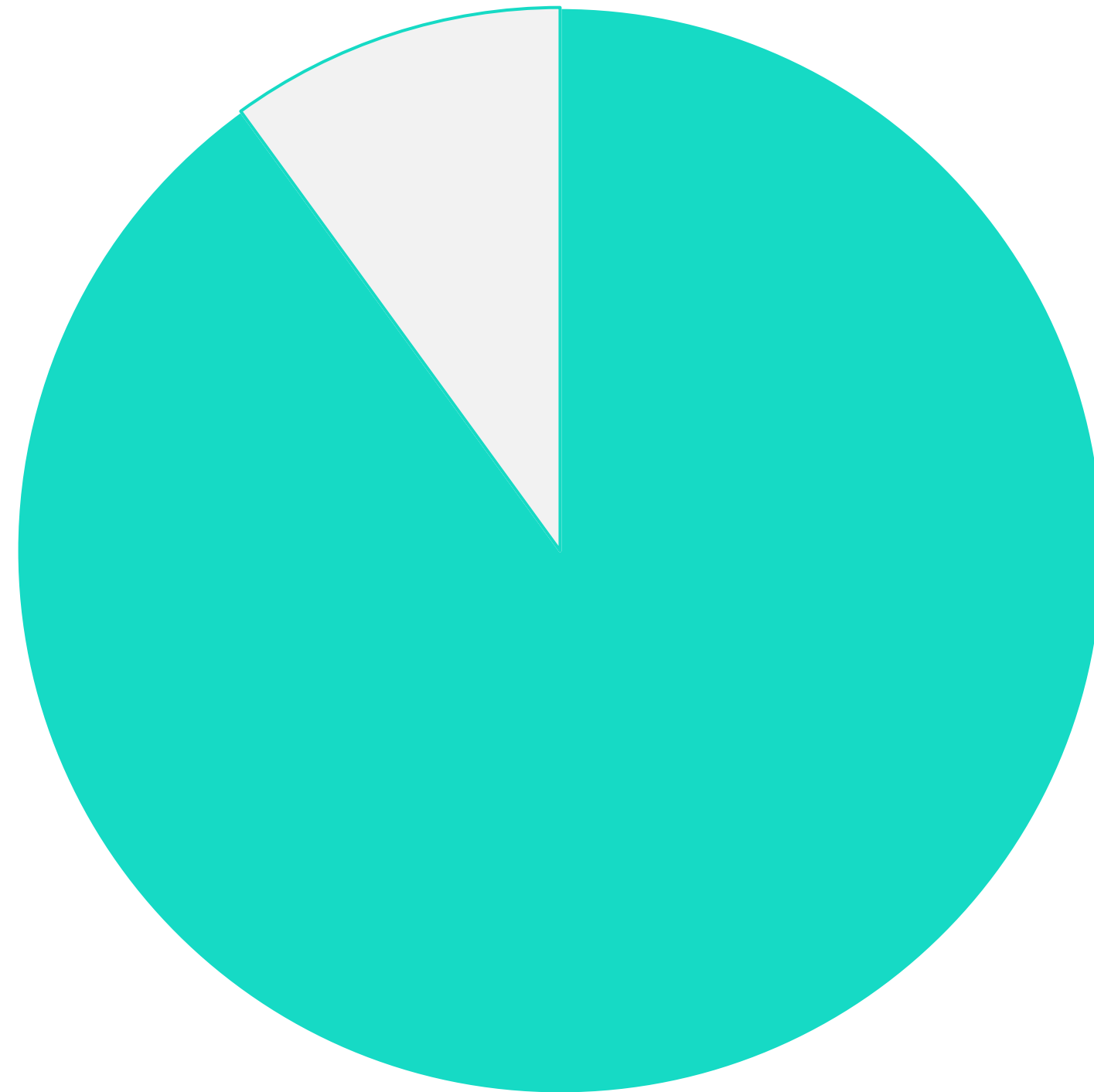


[Click here to view demo](#)

## **Behavioural insights + Generative AI**

1. Asa tailors language and messaging to different patient groups
2. Asa applies behavioural insights and motivates each patient to attend their appointment
3. Group appointment functionality enables parents/carers to have visibility and control over a dependent's appointments

**80-90% of the admin burden is removed.**



**What this means...**



**Asa will shift the view of medical administrators from gatekeepers to facilitators of care.**

# The cost of non-attendance to global healthcare systems, 2 examples:

UK

**10%** **£1.6B**

Response to cervical cancer screening invitations in parts of London\*

Every missed appt costs the NHS £160, £1.2B per year\*\*

USA

**24%** **\$150B**

For patients that book an MRI appointment, no-shows are as high as 23.5% in USA\*\*\*

Cost of no-shows to the US healthcare system every year\*\*\*\*

# Impact evaluation of our NHS cervical cancer screening project.\*



↑160%

increase in booking conversion rate

↓30%

reduction in communication cost vs SMS

↓22%

> 8hrs/week admin time saved per GP practice by reducing inbound/outbound calls for 1 service area

15%

of patient queries occurred outside regular hours highlighting patients' desire for greater control over their health at their **convenience**

\*This project was a finalist at the HSJ Awards, "Driving efficiency through technology" category

# SPRYT is the only AI scheduling software covering all the features below.











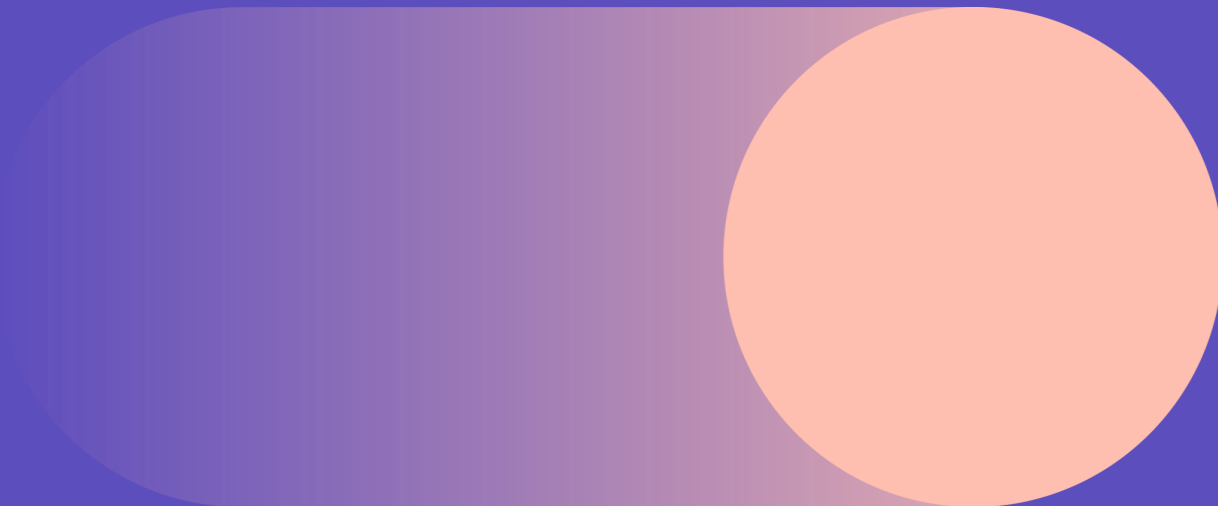
	accurx	patches	DrDoctor	notable	hyro	artera	luma	dm deepmedical	SPRYT
Appointment booking	●	●	●	●	●	●	●	●	●
No-show prediction			●					●	●
Conversational AI				●	●	●			●
Instant message/No app to download						●			●
Secure in-message payments									●
Behavioural Science				●				●	●
Smart waitlist							●		●
Group chat for family/carer's									●
Location	UK	UK	UK	US	US /Israel	US	US	UK	IRL/UK
Latest funding raised	Series B £27.5M		Series B £10M	Series B \$100M	Series B \$20M	Series C \$45M	Series C \$130M	Pre-seed	



## Enhancing NHS app and Epic MyChart app usage.

- Asa will assist patients manage their appointments as well as providing patients with immediate reassurance and answers to FAQs, while ensuring that more sensitive or diagnostic queries are directed to the NHS app or MyChart for comprehensive care.
- Asa will drive patient traffic to the NHS app and will help position the NHS app (and MyChart) as the go-to platform for all sensitive medical queries and health care record access.

# How we generate revenue.



## Volume based model

Tiered model based on the volume of appointments per quarter



## Patient/Member based model

Once we expand across multiple service areas, we will use a Per Member/Registered Patient Per Year model



## Partner model

20-30% revenue share with EHR providers

# Projects & approvals.



Secured advanced procurement contract with the NHS (via SBRI) to scale Asa across London (Phase 1 £106k, Phase 2 £800k) (Jan 2025)



Secured EU grant funding as part of consortium led by the University of Ulster: €9.2M consortium, ~€500k to SPRYT. (Project starting June, 2025)



Accepted to the Google AI For Health 2025 growth academy (Started in May, 2025)



First company to be [officially approved](#) by the NHS to integrate a solution that uses WhatsApp and AI for scheduling into an NHS Electronic Health Record



## Asa Integration with Manna Drone Deliveries.

- We're integrating a logistics ordering system into the Asa dashboard, designed specifically for Manna's medical deliveries. This feature will allow healthcare providers to seamlessly request the transportation of medical samples (e.g., bloods) through a streamlined digital process.

### Why This Matters:

- **Efficiency & Compliance:** Automated tracking ensures a secure, auditable trail for sensitive medical logistics.
- **Seamless Integration:** By using Asa for deliveries, healthcare providers can also leverage the platform for appointment scheduling, creating an opportunity for deeper adoption.
- **Scalability:** This model can be expanded beyond Manna to other logistics providers, enabling Asa to become a central hub for medical workflow automation.

# Intellectual Property.

## Patent

- ✓ We have conducted a comprehensive global Freedom-To-Operate search with patent consultant 'Basck' who have confirmed white space for our novel solution.
- ✓ IP for both No-Show Prediction (NSP) and No-Show Reduction (NSR) models is being pursued.

## Trademark

- ✓ Asa and SPRYT have been successfully trademarked in the UK and Europe as well as filed in the US.

# Grants.

Grant funding received from InnovateUK, Leo/Enterprise Ireland, pharma company MSD and the NHS



# Awards.



Finalist - June 2025



Winner - May 2025



Finalist - Nov 2025



Winner - May 2025



Finalist - June 2025



Winner - June 2024



Finalist - Nov 2024



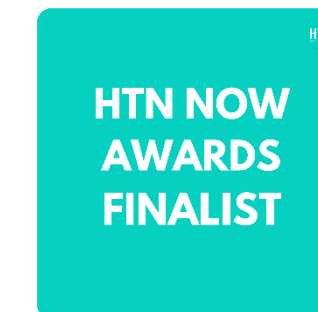
Winner - Nov 2024



Shortlist - Nov 2024



Shortlist - Nov 2024



Finalist - June 2025



Shortlist - June 2025

# We're passionate about getting healthcare right.



Daragh Donohoe, CFA – CEO  
Co-founder



Shaun Dodimead, CTO  
Co-founder



Neill Dunwoody, COO  
Co-founder



Nik Kairinos, CAIO  
Co-founder



Dr Barbara Clark,  
Head of UX



Paul Lyes, CFA, MBA – CFO  
Co-founder



Asad Saeed,  
Full Stack Developer



Lesleyann Smart,  
Clinical Champion



Denise Hampson, Head of  
Behavioural Science



Ren Reynolds FRSA, Product  
Strategy and AI Ethics



## Advisors



Rory Sutherland



John McDaid



Kerrie Holley



Fungai Ndemera



Dr Doris Dippold



Martin Carpenter



Rick Kelley



Randeep Sidhu



# Clinical excellence and human centred design.



Jean is a GMC Registered doctor with over 35-years' experience in the NHS, and internationally, in Primary Care, A&E and healthcare technology. She is the ex Chief Medical Officer of Capita Healthcare

Dr Jean Challiner  
Clinical Safety Officer



Barbara has a PhD in socio-linguistics and extensive experience incorporating user-centred design and customer discovery in startups and public sector organisations.

Dr Barbara Clark  
Head of UX



Lesleyann is the former Head of Partnerships and Clinical Strategy at GE HealthCare, with a proven track record in delivering expansive change and driving innovation in healthcare

Lesleyann Smart  
Clinical Champion



Denise has worked in human-centred design for over 25 years and is the best-selling author of "Desire-Code" and is a former team GB Olympian.

Denise Hampson  
Head of Behavioural Science

# Contact.



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