



MSE GROUP

Medical UK Ltd

The Future of Elderly Care

Redefined heartbeat by heartbeat.

Autonomous monitoring of vital parameters — a new vision of elderly care through smart wearable technology and AI-powered health analysis.



The Tension Between Home and Health

The Desire



Home Care Drives Better Outcomes.

Studies consistently show that elderly individuals living at home—in familiar surroundings, away from institutional facilities—benefit from better medical outcomes and a significantly higher quality of life.

The Challenge



The Vulnerability Gap.

Today, it is incredibly difficult to continuously monitor the vital signs of elderly individuals living independently. Without constant human supervision, critical changes in health often go unnoticed until an emergency occurs.

The Paradigm Shift in Care Monitoring

	Traditional Care	G-CARE
	Proxima Nova	Proxima Nova
Frequency	Sporadic, manual check-ins.	Continuous, 24/7 background monitoring.
Dependency	Requires a second person present.	100% Autonomous.
Intervention	Reactive to emergencies.	Proactive, early-warning AI detection.

G-CARE combines modern technology with decades of professional care experience to bridge the gap between independent living and institutional oversight.

The Unbroken Chain of Care



Layer 1: The Wrist

Autonomous data collection via the G-CARE armband.



Layer 2: The Network

Secure, global data transmission.



Layer 3: The Intelligence

Real-time vital sign processing and risk triage.



Layer 4: Human Intervention

24/7 expert verification and emergency response.

Layer 1: The Autonomous Interface

The Seamless Pulse

Designed to read vital signs continuously and autonomously in the background. Zero user intervention required.

Key Differentiator:

No Smartphone Required.
The device operates entirely independently, removing the technological friction often associated with elderly care solutions.



Comprehensive Vital Diagnostics



Continuous Heart Rate

Uninterrupted cardiac monitoring



Body Temperature

Core temperature tracking



Fall Detection

Immediate sensor-driven alerts for sudden impacts



Battery Alert

alert sent when battery is low



One-Touch SOS

Instantly informs family and emergency services with live GPS



Removal Alert

Immediate notification if the device is taken off.



Proactive Power

Low battery warnings sent before the device dies.

Layer 2: Seamless Global Connectivity

A multi-layered wireless architecture ensures the device is always online, indoors or outdoors, worldwide.



Cellular (3G/4G/5G)

Embedded SIM provides standalone global connectivity without a paired phone. Real-time GPS tracking for indoor and outdoor safety.



Wi-Fi Integration

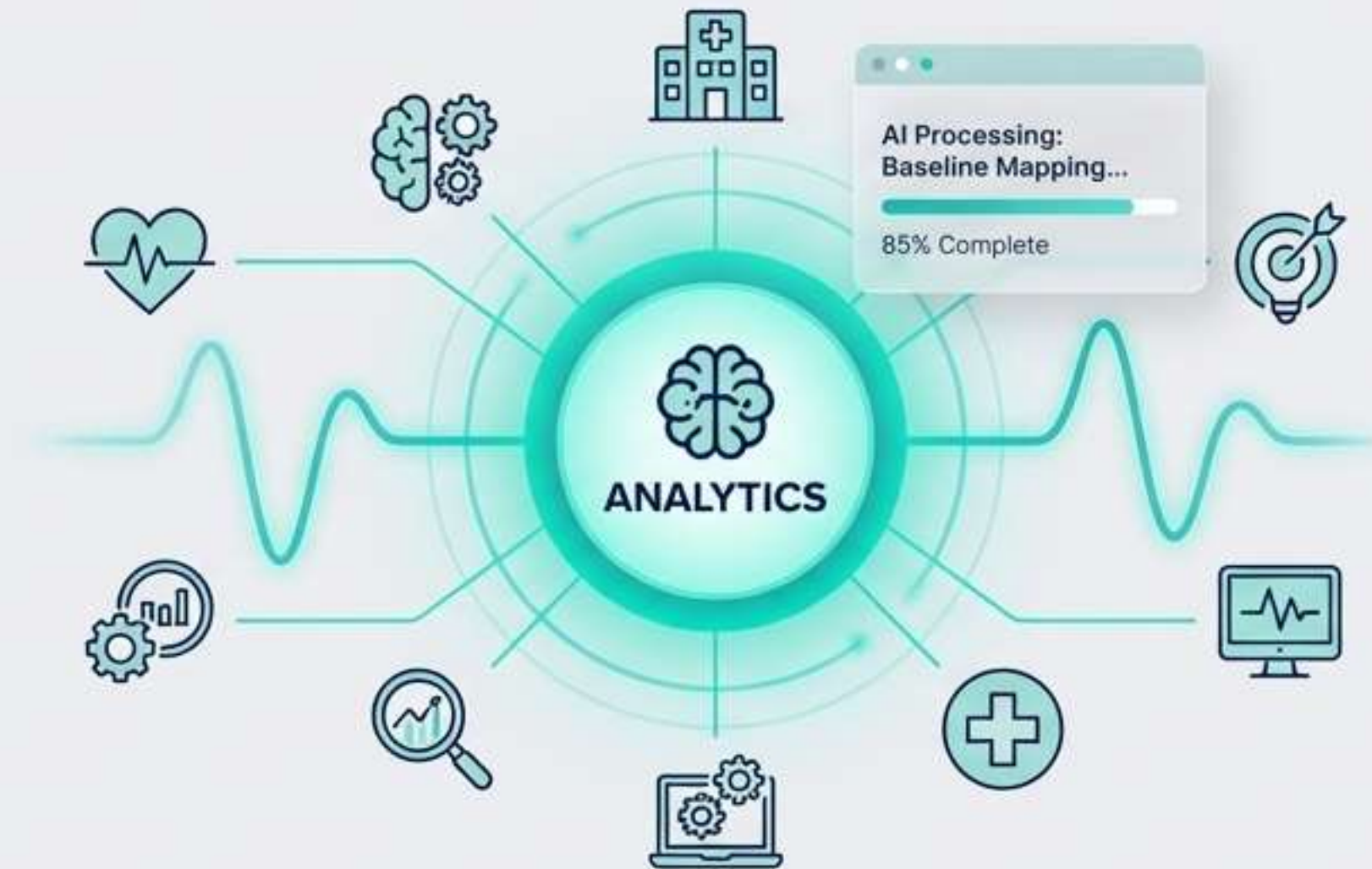
Enables precise indoor location tracking and complex building mapping (crucial for assisted living facilities).



Bluetooth (BLE4)

Seamlessly connects to external medical peripherals (Blood Pressure Monitors, ECGs, Blood Glucose Meters) to expand diagnostic capabilities.

Layer 3: AI-Powered Health Intelligence



Concept: Data Without Noise

The central acquisition system continuously collects health data and maps it against the user's personal baseline.

Action

It filters out normal daily fluctuations and only triggers alerts when vitals cross established safety thresholds, notifying family, medical teams, or home care services instantly.

The Automated Risk Triage Matrix



The Digital Command Centre

The G-CARE App is the central management platform for the entire ecosystem.

Real-Time Oversight

Live device status, SOS alerts with precise GPS routing, and historical health trending (Heart Rate, SpO₂, Temperature).

Fleet Management

Tools for facility managers including group tracking, activity monitoring (pedometers), and remote firmware updates.

Universal Access

Cross-platform (iOS & Android) and fully multi-lingual (English, German, Russian, Hebrew, Lithuanian).



Layer 4: The Ultimate Safety Net

Technology is only as good as the response it generates.

The Control Room

At the heart of the G-CARE infrastructure is our 24/7 expert-operated control room. Staffed by trained professionals, this team monitors all connected systems around the clock.

The Guarantee

This serves as the final fail-safe in the ecosystem, ensuring no alert goes unanswered and no data gap goes unnoticed.

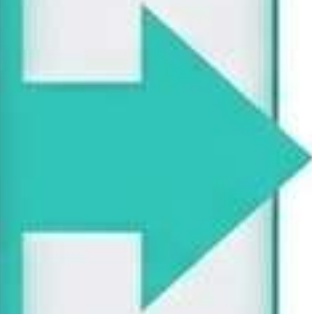


Human-in-the-Loop Emergency Response



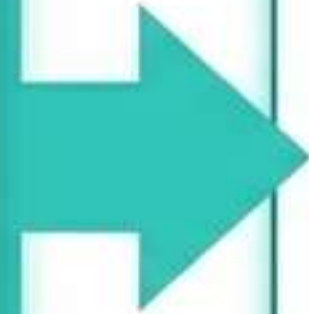
Step 1: AI Escalation

The system detects a Red Zone event (e.g., fall detected, abnormal cardiac rhythm).



Step 2: Expert Verification

A trained control room operator manually reviews the AI alert and live data to eliminate false positives.



Step 3: Coordinated Dispatch

The operator instantly coordinates a rapid response, dispatching emergency services, notifying family members, and briefing on-site caregivers.



Empowering Every Level of Care



Home Healthcare Users

For individuals living independently who require continuous monitoring without losing their autonomy or privacy.



Assisted Living Facilities

For facility managers needing a “complete overview” dashboard to monitor dozens of residents simultaneously and optimise staff deployment.



Remote Patient Monitoring

For clinical teams requiring early detection of health degradation in outpatients to prevent hospital readmissions.

Clinical-Grade Trust & Compliance

Engineered to the highest international medical standards.



CE Certification: Our devices and platforms undergo rigorous testing to comply with healthcare regulations, ensuring user safety and data integrity at every level.



ISO 13485:2016: Certified Quality Management System for the production, marketing, and service of monitoring medical devices.



Independence for Them. Peace of Mind for You.



Autonomous, friction-free
wearable hardware.



Proactive, AI-driven
health risk triage.



24/7 expert human
verification and response.

***G-CARE redefines the future of elderly
care—delivering the medical oversight
of an institution with the dignity and
comfort of home.***



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NotebookLM