

## Press Release

FOR IMMEDIATE RELEASE

### Sense Medical launches therapeutic robotic Paro seal

*Certified medical device to improve quality of life for patients with dementia, Alzheimer's and complex cognitive disorders now available in the UK and Ireland*

*Bagshot, UK – 23<sup>rd</sup> July 2018 – [Sense Medical](#) has today announced the official launch of [Paro](#), an interactive, therapeutic robotic baby harp seal, across the UK and Ireland. The certified medical device is proven to enhance the wellbeing of patients with dementia, Alzheimer's and other complex cognitive disorders, in settings such as hospitals and care homes where live animals would present treatment or logistical difficulties.*

Paro is a certified medical device, clinically proven to reduce agitation, improve socialisation, and lift mood, and encourages interactions between patients and care-givers. The interactive, lifelike seal pup is designed to provide psychological enrichment as a complement to non-pharmacological approaches in dementia care, palliative care and for children and adolescents with developmental disorders, and can help combat cognitive decline and depression among those who are socially isolated.

Now in its eighth generation, Paro has been enhancing patient engagement in care facilities in Japan and throughout Europe since 2005, and was introduced to the US in 2009 where it gained certification as a medical device by the US Food & Drug Administration.

Today, hospitals and care homes in the UK and Republic of Ireland can bring the benefits of Paro's compassionate companionship to their own care setting, as the therapeutic seal is [available to buy online](#), only from Sense Medical.

In 2016, Sense Medical came highly recommended to Paro's manufacturer, Intelligent System (Japan), and was subsequently appointed as the exclusive distributor for the robotic seal in

the UK and ROI. As Sense Medical's Sales & Marketing Director, Abdul Jahangir, explains, "Before the soft launch of Paro earlier in 2018, we extensively evaluated its effectiveness in various care settings and carried out a detailed study of the potential market. By 2021, over a million people in the UK will be living with dementia, with no cure currently in sight. The use of Paro is already endorsed by numerous organisations including the Alzheimer's Society, the UK's leading dementia charity, to support the delivery of person-centred care. But Paro's therapeutic benefits can be applied to a broad spectrum of ages and conditions, including children and adolescents living with developmental disorders, mental health challenges or a terminal illness diagnosis. Paro's potential is only limited by our imagination."

Paro sits within Sense Medical's newly-created Mental Health & Social Care division. Describing to the go-to-market strategy, Jahangir says: "Our initial focus will be on addressing the needs of residential and nursing care homes and hospitals, where the cost of Paro can be reimbursed by the Government, but Paro is also available to carers looking after loved ones at home. We have just launched a dedicated website – [www.paroseal.co.uk](http://www.paroseal.co.uk) - which not only provides a focal point of information but also enables enquiries and orders for Paro to be placed online. We would encourage care-givers to try Paro in their own care setting, to see the benefits first-hand."

Paro is available in four colours – tan, grey, white and pink – and retails at £5,000 excluding VAT.



## **About Sense Medical**

Sense Medical is a leading supplier of ophthalmic diagnostic solutions, the exclusive UK and Ireland distributor of Kowa ophthalmic products, and an approved NHS Supply Chain Framework provider of ophthalmology equipment. Sense Medical is certified to ISO 13485 Medical Devices Quality Management Systems and WEEE Environmental Management Systems, promoting continuous improvement and providing traceability and customer assurance.

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