

# About Life Echo



## Life Echo Health Challenges Addressed

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Life Echo is designed to provide individuals with a playable audio file of sound triggers for their memories and experiences that can be used for a variety of health benefits. By involving each individual in its creation, the 'Life Echo' is a personal journey that engages cognitive activity, stimulating those participating by getting them to discuss their experiences and generate sound-bites that visibly improve well-being, and promotes improved health, opportunities and behaviour. The system has proven to benefit patients, carers and families to manage anxiety, memory and care, resulting in improved outcomes for the cared for, as well as carers.

## Life Echo Health Business Objectives Addressed

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Our system is a lifestyle intervention product and helps individuals manage their memories, creatively engaging a process, resulting in being rewarded with a tangible product that supports health improvements. Life Echo addresses some of the problems surrounding disengagement, anxiety, non-social activity and well-being, by creating a physical tool that provides stimulation and interaction for individuals, some of whom may be experiencing life limiting illness, age-related loss of functionality. Life Echo also supports families, carers, with the loss of the cared for, by providing a permanent reflection of that individual through sound and emotion.

## Needs and Opportunities

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Many individuals do not leave a legacy behind them. Others can no longer, without help, locate positive times in their lives, when feelings, actions, etc. led to improved health and wellbeing. Moreover, many individuals do not associate good life experiences with memories, as they cannot associate them to the event due to missing triggers. These problems can lead to anxiety, reduced emotional and mental wellbeing, and in individuals who have life limiting illness, the inability to leave something behind for their families, friends, etc. Issues that affect daily living can distort positive memories being formed, and this in turn can have a detrimental effect on health and interaction. Life Echo changes this, by taking sounds from positive experiences in the past and using them to have a direct impact on the present. In the hands of a renowned Sound Artist and in the setting of clinical palliative care, Life-Echo, uniquely, has arrived at its near-commercial position as a consequence of a series of wide ranging experiences with sound technology, sound sculpture, moving personal soundscapes, individual sound enjoyment and motivator of memories and above all creative imagination.

## Life Echo Approach

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The solution to the problem is to make Life Echo accessible to all. Rather than restricting it to its current format – paper based – the funding sought would be utilised to create a readily commercial 'App' that would allow individuals and groups, the young and old, healthy and ill to create meaningful life echoes for themselves, utilising the latest technology with a dedicated team behind the scenes, providing support and innovative ways of getting the best out of Life Echo. As Life Echo is like no other service currently available, it can be marketed to a new audience daily, supplied to different organisations, and modifiable to suit each customers' need. The business model consists of rolling out the app to current 'pilot stage' members, such as John Taylor Hospice, Cotteridge School and West Midlands Fire Service, and getting their feedback on its development. Once completed, the app will be marketed to larger more influential partners, including the Prison Service, Police, universities, colleges and NHS organisations. The app will be designed on an 'in-app fee' basis, so that individuals can have as little or as much content as they need to create their own unique soundscape that reflects them.

## Life Echo Health Classification

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Life Echo will be used as a part of an innovative approach to improving wellbeing and positivity for patients, individuals, carers, etc. The premise will be that the sound file will become an intrinsic piece of support for each user. An example of this would be where an older adult with dementia has a Life Echo created to improve cognitive wellbeing. This will be utilised as part of their care programme, either at key points during the day (dressing, eating, etc.) or as an audible tool to aid relaxation.

The work being undertaken with West Midlands Fire Service has highlighted that Life Echo can be applied to reducing levels of stress within the workplace, and as a result, reduce absences due to sickness, etc. It is anticipated that Life Echo can be applied to more of the uniformed services to act as a conduit to relieve stress, invoke positive mental wellbeing, and as the app will make the adaptable, provide an ever changing source of support for individuals.

Life Echo can also be linked into other health classifications, including DigiHealth Technology and being part of a Service / Care Model.

## Life Echo Benefits

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The benefits of Life Echo are significant, and will differ for everyone that uses it. The 'Life Echo' is a personal sound map created from memories and nostalgic recall that improves mental well-being. It stimulates the patient into strengthening their cognition of past events, whilst encouraging them to actively engage in art and audio to produce a set of sounds and images that remind them of their entire journey. Art and sound therapy has long been established as benefitting mental well-being, as it supports individuals to express their emotions and engage with others. Life Echo will capture this by developing unique sets of sounds for patients, working with them to ensure that it reflects their memories. The three stage process, initial interview and memory collection, memory conversion into sound, and creation of life echo with patient, is adaptable to suit the needs of the individual, both in terms of ability and level of intervention, with the main outcomes being direct improvement of mental well-being and in turn an overall improvement in cognitive engagement with family, friends and staff, reducing feelings of isolation, potential anxiety and loss.

## Life Echo Competition

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Life Echo is unique in what it is and what it achieves. It is at the forefront of digital technology, combining sound therapy with an interactive and intelligent app that adapts to the needs of its user. There are currently no personalised alternatives to Life Echo – providing a soundscape of an individual's life, reflecting moods, emotions, specific events, etc. The innovation of the initial idea for Life Echo has expanded to include more and more instantiations [or embodiments] that can be suited to whichever audience wishes to participate. Individuals could well now use Life Echo instead of looking at other forms of sound therapy, as it is the first of its kind: new and totally specific for individual use. It is constantly evolving based on the needs of its audience and will provide the outcomes a patient, carer, businessman, etc. want, as they themselves have control over how the app provides them with their bespoke sound files and life echoes.

## **Life Echo Current Development Stage**

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The Life Echo project is at stage 4 to 5, based on the European Union TRL scale. The project is currently paper based in its functionality, and works very well with all of its audiences. The initial screenshots and developmental framework for the app have been completed, with data mapping and configuration taking place at present. The next stages, should we be successful in this application, will be to design the complete framework and structures for the app, and bring together the content – both in terms of visuals, text and sounds for the life echoes to be created.

At this current time, there is a great deal of demand for Life Echo. Current interested parties include John Taylor Hospice West Midlands Fire Service, West Midlands Police, the Prison and Probation Services, the University of Birmingham, Birmingham City University, Schools and Colleges across Birmingham and international science partners. Once the app is developed, a cohort of individuals will be sought from several of these organisations to participate in an evaluation pilot, to test its rigidity and suitability. This will then go into the ongoing development plan for the app.

## **Life Echo Ownership and IP**

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Justin Wiggan is the sole proprietor of Glass Twin – the company that will manage the project development, budgeting and evaluation. The company is limited by shares, and is registered at Companies House with number 10291010.

All intellectual property is owned solely by Glass Twin and Justin Wiggan. This includes all written materials, text, logos and digital developments.