

The PRECURE Manifest

PURPOSE

The PRECURE story began in 2016 when the founding team decided to develop a solution to tackle work-related musculoskeletal disorders (MSD). Years of experience had made co-founder Søren Würtz frustrated over the lack of lasting effect that traditional work-environment efforts have. As a physiotherapist, he helped countless people with pain that prevented them from doing their jobs and enjoying their lives – but felt powerless when presented with the size of the problem. Work-related MSD is a major cause of pain, sick-leaves, and lowered quality of life. In Europe 60% of the working population suffer from one or more MSD, leading to significant direct and indirect costs. With an aging workforce the need for new ideas and preventative measures is bigger than ever.

The mission of PRECURE is to reduce work-related MSD and to increase well-being and quality of life.

Our vision is to help people and companies avoid the pain and consequences of MSD.

DATE

September 10th, 2022

SOLUTION

The solution consists of MLI® smart wearable devices, that assesses the users' movements and muscle strain, and a mobile app that helps the user learn and maintain healthy activity patterns while working. Empowering and guiding users towards healthy activity and positive behavioural change is accomplished by real-time feedback and nudging via the MLI® app. Strain levels of the employees are reflected in the workplace design, processes, tools, and techniques, which can be improved by interventions based on employee data. The employer receives the insights through analyzed data and recommendations via the MLI® Interface enabling data-based decision-making to address structural and organizational aspects.

PRECURE develops data-driven solutions to create valuable insights to the individual and the company.

Introducing big data and digitalization into the prevention of MSD is a new digital health approach within occupational health. In partnership with companies worldwide, we transform data into knowledge and turn knowledge into action. We set high standards, live by those, and strive to be a good example for others. We use data for the good of all and collaborate only with partners that share this ethic.

PRECURE uses data for good — to make a positive impact on an individual, corporate, and societal level.

SOCIAL RESPONSIBILITY AND POSITIVE IMPACT

Achieving great results and reaching new heights requires challenging the status quo. We believe that tackling work-related MSD requires a willingness to think outside the box. Only by acknowledging when something is not working, we can make a change towards the better. We constantly encourage and challenge ourselves and others to experiment, fail, and improve.

At PRECURE, the customer and user perspective are sacred. Our mission is to help.

We put health at the heart of everything we do. With health and wellbeing comes economic productivity and success. One cannot exist without the other.

PRECURE is a part of a positive change in the world, where the successes of individuals and companies have a positive impact on our societies.

THE PRECURE WAY

PRECURE is the pioneer in understanding the causes of work-related MSD and thus be able to prevent them. We work towards a solution portfolio that covers exposed part of the body, which allows us to help people, prevent illness, and be active also at an senior age and enjoy life to the fullest.

In PRECURE we are not intimidated by the size of the challenge, and the societal impact the problem carries, it is our biggest motivator to keep going.

PRECURE ApS

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VALUES

Our customers and users are always with us – in mind and action, during development of our products, and in the service we provide. We focus on creating true value to the customer and user – nothing less. We will earn their trust through our professionalism, openness, and honesty.

We will always be there for you

We are an engaged team. We are passionate about helping people and our vision. We have a clear spark in our eyes and a strong mind. We are curious, and believe quality comes from an open mind and creative discussions. We are truly a mixed bag of nuts – education, age, gender, nationality, ethnicity, experience, location, and more. And diversity is not for show, we live it!

Our diversity is paramount

We try small and learn fast. We know we stand on the shoulders of giants; thus, we are flexible and willing to take risks to reach for the stars. We exercise empowerment, takes initiative, and are less concerned about titles. We are involved in the decision making. We make change and want to make a difference.

We are agile in mind and act

We believe fun and excellence go together. We celebrate wins and give credit. We are willing to listen and trust each other. We help and want to learn from people and from doing. We are a community, reaching out, and participate. We are ourselves - also, when vulnerable and emotional. We always have each other's backs.

We are a family

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