

Canadian Digital Health Company Hits the World Stage: Teleroo™ To Present Revolutionary Technology at Special Olympics World Games in Abu Dhabi

BY [TELEROO](#) | MAR 11, 2019 | [GENERAL](#), [PRESS](#)



CANADIAN DIGITAL HEALTH
COMPANY HITS THE WORLD
STAGE: TELEROO™ TO
PRESENT REVOLUTIONARY
TECHNOLOGY AT SPECIAL
OLYMPICS WORLD GAMES IN
ABU DHABI

FOR IMMEDIATE
RELEASE _____

MAR 12

19

For immediate release:

March 12, 2019

Calgary, Alberta – Canada’s leading digital health and innovation company, The Uncomplicated Family Inc. (TUF), is on the world stage this week at the first Special Olympics Innovation Challenge in Abu Dhabi, United Arab Emirates (UAE). As one of 12 world-class technology providers invited by the Special Olympics Games Committee, TUF will showcase its revolutionary, low-cost suite of technology called Teleroo™ to more than 500,000 participants during the Special Olympics World Games from March 14 – 21. The successful presenter will win \$30,000 and be considered for partnerships with sponsors, such as SoftBank, Mubadala Ventures and the Government of Abu Dhabi.

“It doesn’t get much bigger than this,” says TUF Founder and CEO, Robyn Woods (Henderson), who is leading her team’s presentation to 192 nations across the world. “The UAE is in the midst of its ‘People of Determination’ initiative, which is having an enormous impact on those with disabilities. I am inspired just being here – it’s an incredible honour.”

The term was launched in April 2017 by HH Sheikh Mohammed bin Rashid Al Maktoum, vice president of the UAE and ruler of Dubai, as part of his national strategy for empowering people with disabilities.

TUFs life-changing technology is easy to use and is built to improve circles of care for children with disabilities, particularly for diverse, hard-to-reach, and, sometimes, disenfranchised populations. Teleroo™ is at work in hospitals, clinics, schools, remote and Indigenous communities, and with governments nationally and globally.

The company is entering a period of high possibility and rapid growth to pursue its vision of accessible, affordable, personalized care for the one billion people affected by disabilities around the world. Woods (Henderson) and her team are working to further commercialize the technology and collaborate with strategic industry, research, international trade, and marketing partners to advance its global market penetration.

The invitation to present this **revolutionary technology** to the world couldn’t have come at a better time, an opportunity Woods (Henderson) says is life-changing.

“I am a competitor with a goal of improving the quality of life for the one billion people affected by disabilities worldwide,” she explains. “We are bringing focus to high-tech solutions being designed in Canada, and we are changing the face of disability with the

help of international partners, such as **Thirteenth Floor** (South Korea) and the Panacea Gaming Platform (PGP)."

Woods (Henderson) also acknowledges plans to further align with partners closer to home such as Ernst & Young, one of the official suppliers of the 2019 Special Olympic Games. TUF is supported by the National Research Council of Canada – Industrial Research Assistance Program (IRAP) and Global Affairs Canada.

-30-

Teleroo™ is an award-winning, patented collaboration software that connects care teams, families, and their communities through engagement, and leads to an increase in continuity of care and behavioural health, along with desired fiscal outcomes for hospitals and governments. The Teleroo™ Gateway represents the future of patient-centred care in action and founded on the service delivery model of evidence-informed practice, including video modelling and deep coaching.

Teleroo™ technologies currently has a presence in Canada, the United States, the European Union, South Korea and China. It's further aligning efforts and initiatives with the Government of Canada's mandate of broadening and expanding access to digital health services to meet the needs of children, families, and clinical communities around the globe.

Woods (Henderson) is available for media interviews via telephone and video conferencing prior to and after the Innovation Challenge presentation. Please arrange with Media Advisor, Michael Kydd, at mike@visualstory.ca or 1+ 902 880 6121.

About Teleroo™

The Uncomplicated Family Corporate Group works at the intersection of clinical expertise, client services, and technology to deliver integrated disability services. Teleroo™ is the collective name for its exclusive suite of proprietary, patent-pending technology and therapy tools. Teleroo™ is the result of more than 10 years of research and development, and the collective expertise and **experience of its team** of therapists, parents, practitioners, researchers, and software developers.

[mc4wp_form id="498"]

RECENT POSTS

The Uncomplicated Family Group™ Names Rudi van den Broek as Chief Operating Officer

Kids Uncomplicated Takes Sensitive Santa National: Global News National

Woods Honoured as one of 10 Female Digital Health Visionaries in Canada

We are in the November issue of Community Now Magazine!

The Uncomplicated Family Completes International ITEA3 EUREKA Cluster Project

CATEGORIES

[General](#)

[Press](#)

[Stories](#)

[Thought Leadership](#)

[Uncategorized](#)

ARCHIVES

[January 2020](#)

[December 2019](#)

[November 2019](#)

[May 2019](#)

[April 2019](#)

[March 2019](#)

[February 2019](#)

[January 2019](#)

[August 2017](#)

[September 2016](#)

[August 2016](#)

[April 2016](#)

[December 2015](#)

