



ISRAEL EXPORT INSTITUTE



Ministry of Economy and Industry
Foreign Trade Administration



Israel Digital Health Technology

Roadshow to the USA | September 11th – 15th, 2017

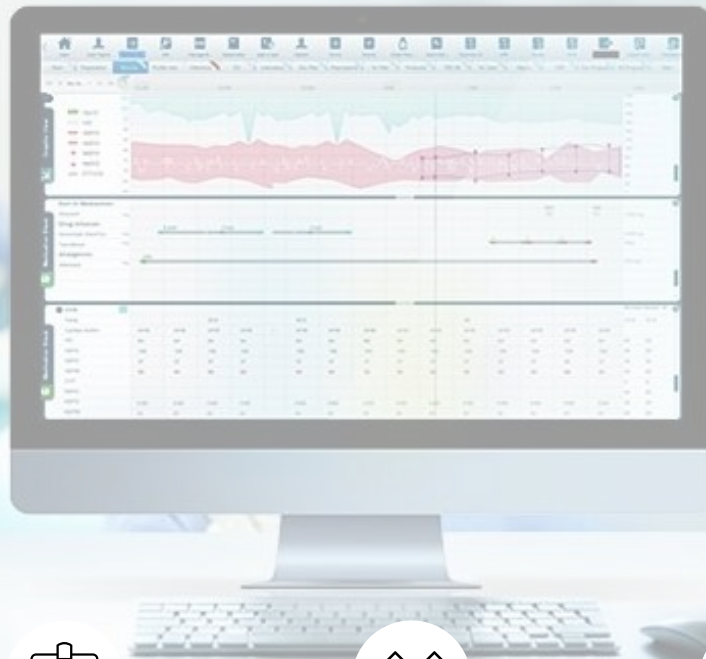
Israel Digital HealthCare industry has its roots in a long history of using innovative communication technologies to improve healthcare delivery putting Israeli technologies and expertise in international demand...



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BOSTON
September 11th



New York
September 12th



CHICAGO
September 13th



SAN FRANCISCO
September 14th



SAN FRANCISCO
September 15th

Israel Digital Health Technology

Index

Company	Category / Sub Category	Therapeutic area
1. Audyx	Medical Device Diagnostics & Monitoring, Telemedicine	ENT - Ear, Nose and Throat, General Health, Pediatrics, Neurology
2. GlucoMe	Medical Device, Healthcare IT Diagnostics & Monitoring, Telemedicine, SW and HW, Decision Support System	Diabetes
3. Irody	HealthCare IT Medication Management, Telemedicine	Medication Management, All therapeutic areas
4. KolGene	HealthCare IT Services	Genetic Disorders
5. MEDecide	HealthCare IT Decision Support System	Cardiovascular, ENT - Ear, Nose and Throat, Gastrointestinal, General Surgery, Obstetrics, Orthopedics
6. NiNiSpeech	HealthCare IT Telemedicine	Rehabilitation, Speech Therapy
7. My HomeDoc	Medical Device, Healthcare IT Diagnostic & Monitoring, Telemedicine	ENT - Ear, Nose and Throat; Respiratory, Cardiovascular General Health, Primary Care, Pediatrics

Israel Digital Health Technology

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Company	Category / Sub Category	Therapeutic area
8. Orpheus Medical	Medical Device Imaging	General Surgery
9. Oxitone Medical	Medical Device Diagnostic & Monitoring	Cardiovascular, Pulmonary, Respiratory
10. ReAbility Online	Medical Device Tele Rehabilitation, Remote Monitoring	Rehabilitation; Brain Injuries
11. Somatix	HealthCare IT Decision Support System	General Health, Primary Care, Rehabilitation
12. TailorMed	HealthCare IT Services, Decision Support System, Medical Insurance	General Health, Oncology
13. VideoTherapy	Medical Device, HealthCare IT Diagnostic & Monitoring, Telemedicine, Training, Decision Support System, Hospital Units/Clinics, Internet-based health info	Rehabilitation; Cardiovascular, Orthopedic
14. VRHealth	Medical Device Telemedicine, Training	Rehabilitation; Neck & Cervical-spine

Audyx



Bernard Lasry, CEO



Diagnostics & Monitoring

Speech Audiometry



Initial Revenues



Hospitals & Clinicians

Disabilities, Elderly Care, Prof. Trauma



Online Platform for Audiology Diagnosis

Audyx offers software for audiology professionals to help them diagnose and offer effective solutions for hearing impairment. Taking advantage of developments in web and cloud technologies, Audyx's technology enables the online creation of sounds compliant with international audiology standards. With Audyx, audiology professionals can easily perform advanced hearing tests online and provide their patients with accurately adjusted hearing aids and personalized care.



GlucoMe



John Erickson
EVP, GM North America



Initial Revenues



Monitoring



Home Care

Diabetes

Decision Support System



Comprehensive Digital Solution for Diabetes Care

GlucoMe is a comprehensive digital diabetes care platform that consists of a Smart Glucose Monitor, Insulin Pen Monitor, Mobile App and cloud-based Digital Diabetes Clinic. Glucose measurements and insulin intake are automatically recorded by patient's smartphone and analyzed in the cloud, providing treatment recommendations for each patient and enabling digital or face-to-face intervention for the right patients at the right time.





Dr. Eyal Bartfeld
President & CEO



Initial Revenues



Medication Management



Home Care

All therapeutic areas

Decision Support System



Digital Medication Identification

Irody has developed ActivPrescription™ - an Artificial Intelligence (AI) telemedicine technology for medication management, comprised of cloud and smart-phone apps. The heart of ActivPrescription is patented proprietary computer vision Pill Recognition technology available on smart phones. Irody has a track record in mobile health solutions. Irody's management has medical, technology and business background.



KolGene



Dan Faszczuk, CEO



HIT Services

Genetic Disorders



Initial Revenues



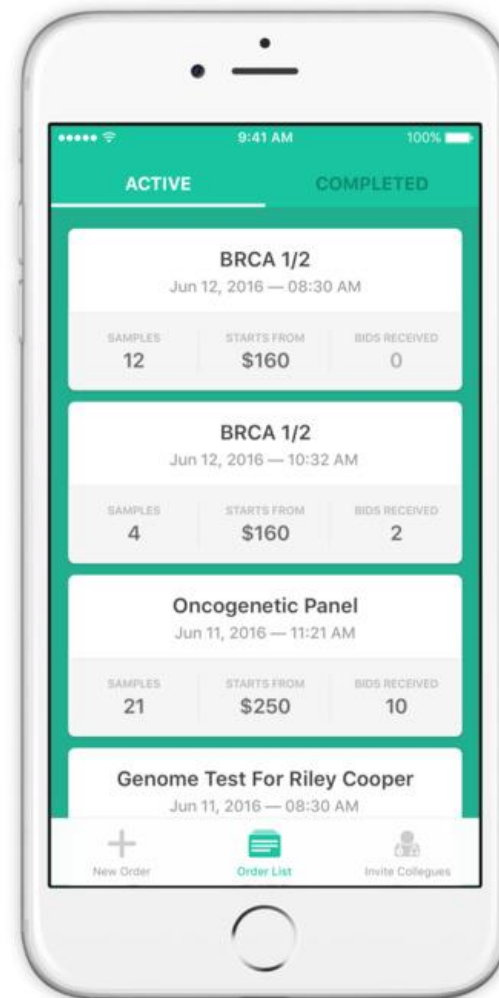
Laboratories & Clinicians

Genetic Testing



Genetic Testing

KolGene provides clinicians with access to the global supply of genetic tests worldwide in a way that is fast, simple and effective while improves labs exposure to the global demand of genetic tests reducing their sample acquisition costs. KolGene is a digital genetic tests ordering platform facilitating the logistics, payments and supporting the clinical process.



MEDecide



Hillary Harel, CEO



Seed



HIT Services



HMOs, Hospitals, Payers

**Ear, Nose and Throat (ENT), Orthopedics,
Obstetrics, Gastrointestinal, General
Surgery, Cardiovascular**

Decision Support System



Comprehensive database of medical procedures management

MEDecide™ Ltd. is a leading innovator of advanced AI based decision support systems for the medical market. MEDecide's unique algorithms replicate the decision-making process of top physicians combining the knowledge of leading professionals as well as statistics, latest research and machine learning modules assisting health systems improving the process before medical procedures assigned while screening and illuminating unjustified medical procedures.



My HomeDoc



Gilat Schreiber, CEO



Initial Revenues



Point of Care Diagnostics



Home Care

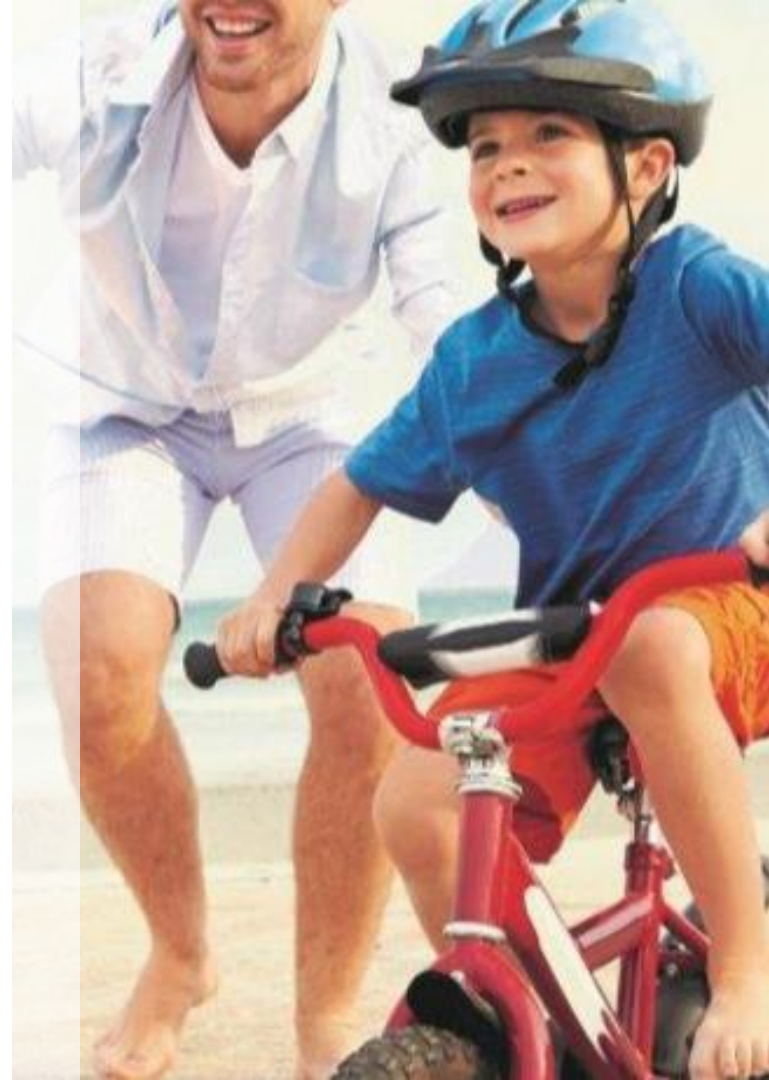
**Respiratory; Ear, Nose and Throat,
Pediatrics, Cardiovascular**

HealthCare IT SW and HW



Mobile Platform for Remote Medical Checkups

My HomeDoc is the developer of an affordable solution designed to enable remote medical checkups and diagnosis anywhere through the use of a smartphone. The company combines advanced audio-visual technology with commonly available mobile platforms to allow patients to be interviewed, examined, and diagnosed online by primary care or professional physicians, without ever having to leave home. The platform also allows full digital documentation and prescription delivery to the patient when required.



NiNiSpeech



Dr. Yair Shapira, CEO



Initial revenues



Telemedicine



Home Care

**Rehabilitation, Neurology,
Speech Therapy**

**Treatment Enhancement System for
Patients, Clinicians, HealthCare Providers**



Platform for Modern Speech Therapy

NiNiSpeech is an innovative platform for delivering modern speech therapy. It aims to improve clinical outcomes and maximize accessibility at a lower cost. NiNiSpeech provides tele-speech-therapy services by connecting patients, professionals, and payers over an award-winning platform to deliver high-quality, streamlined, scalable care.



Orpheus Medical



Gaddi Menachem, CEO



Initial Revenues



Imaging



Hospitals

Genetic Surgery

Hospital Infrastructure



Record, Broadcast, and Archive Medical VOD

Orpheus Medical's suite of clinical video documentation solutions helps medical teams improve patient care. The ability to capture and share clinical video and imaging from any source, anywhere and anytime, streamlines workflow and increases coordination. The interoperable and vendor agnostic solutions raise the level of utilization of existing infrastructure of the enterprise imaging platform.



Oxitone



Leon Eisen
Founder & CEO



Initial Revenues



Monitoring

Chronic Diseases



Home Care

Elderly Care



Pulse Oximetry Monitoring Platform

The first to market FDA approved an elegant bracelet that enables pulse oximetry monitoring without a bulky fingertip probe. Our patents enable pulse oximetry monitoring that includes SpO2 and pulse rate taken from the wrist anytime, anywhere. Comfortable to wear, spot-check operational mode, color OLED display, long-life rechargeable battery, medical grade accuracy.



ReAbility Online



Yoram Feldman, CEO



Initial Revenues



Telemedicine



Home Care

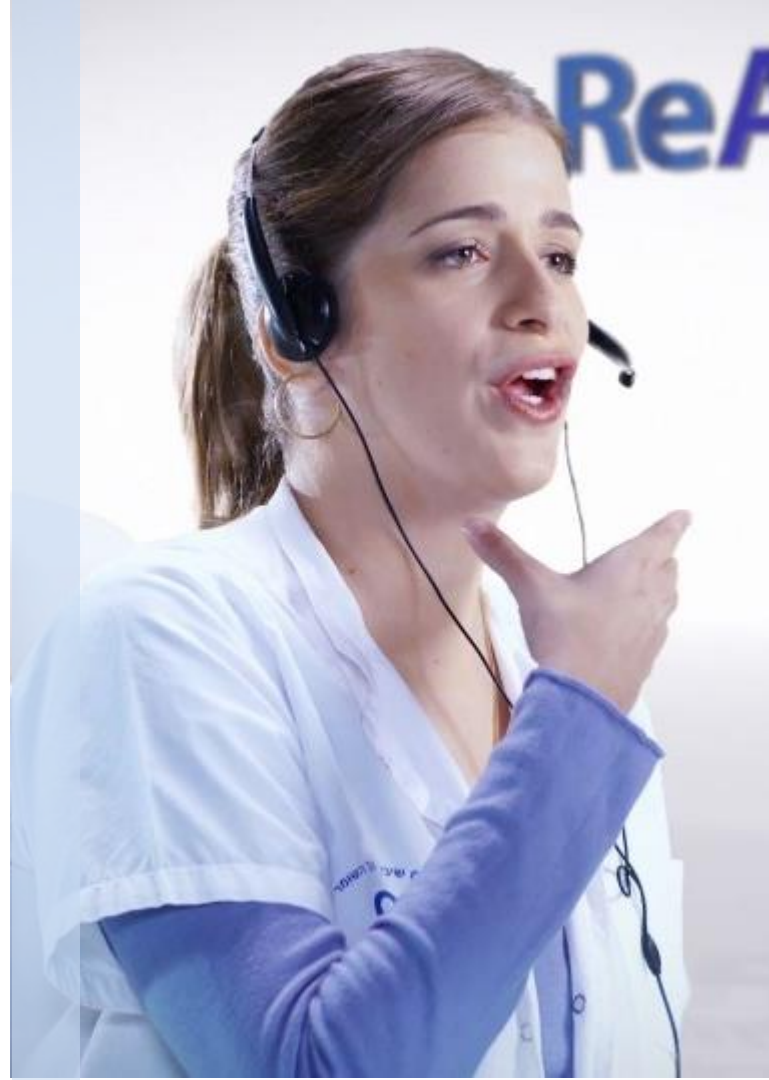
Rehabilitation, Brain Injuries

Elderly Care



Online System for Language and Movement Rehabilitation

ReAbility Online is an initiative of the Gertner Institute, a large Israeli research institute at Sheba Medical Center, the largest medical center in Israel. The systems have gone through extensive research and have been already used Sheba to provide more than 60,000 online sessions. Our patients key indications are stroke, traumatic brain injury, multiple sclerosis, Parkinson's disease, cerebral palsy and other neurological disorders. The systems won the 2014 TedMed award for innovation in health technologies.



Somatix



Hanan Cohen
VP Operations & Delivery



Clinical Trials



HealthCare IT



Elderly Care

**Rehabilitative HealthCare ,
General Health, Primary Care**

Decision Support System
Treatment Enhancement System for
Patients, Clinicians, HealthCare Providers



Behavioral Analytics Platform

Somatix develops data-integrated behavioral health therapies. The company's technology utilizes sensors in smartwatches and wristbands to enable real-time measurement of smoking, drinking, eating, and other hand-to-mouth gestures. The data can then be mined for interpretations and applications for both individual and healthcare enterprise clients.



TailorMed



Srulik Dvorsky, CEO



Initial Revenues



HIT Services



HMOs, Hospitals, Payers

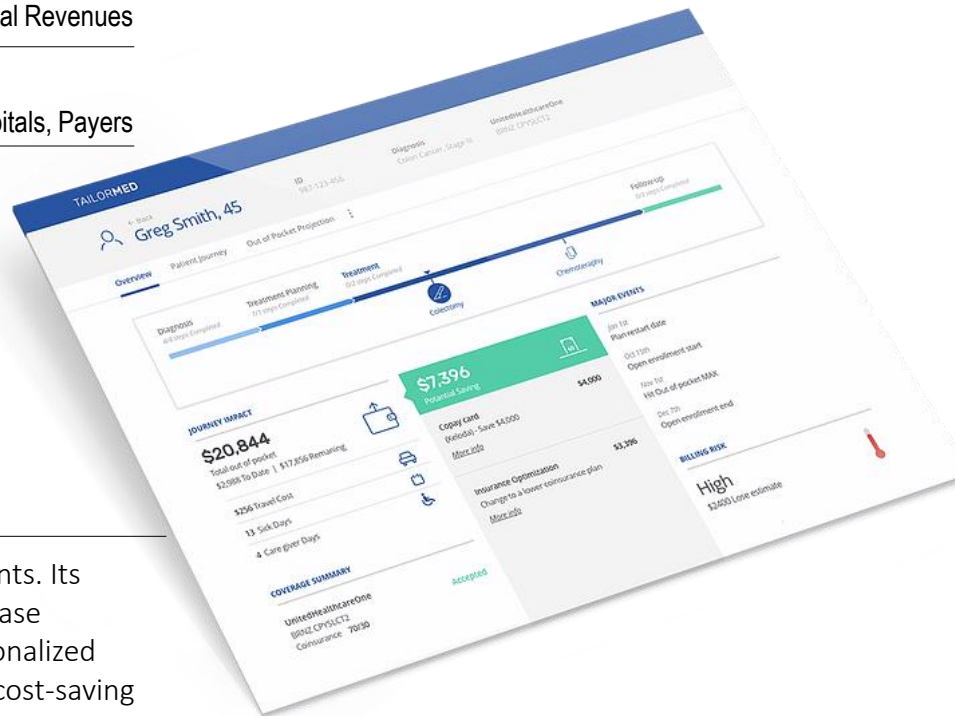
Oncology, General Health

Decision Support System



Financial Management for Cancer Patients

TailorMed is a financial management platform for chronically ill patients. Its mission is to help patients reduce their out-of-pocket costs and increase healthcare providers' revenue collections. TailorMed provides a personalized projection of a patient's out-of-pocket costs and automatically finds cost-saving opportunities based on insurance optimization and financial assistance programs.



VideoTherapy



Shai David
COO & Co-Founder



Telemedicine Services

**Rehabilitation; Orthopedic;
Cardiovascular...**



Initial Revenues
Regulatory Approval



Home Care
Decision Support System for
Patients, Clinicians, HealthCare Providers



Remote Physical Therapy Platform

VideoTherapy is a health tech company that targets the rapidly growing physical therapy remote rehabilitation market. We developed a cloud platform that enables physical therapists to provide personalized step-by-step video treatments, and monitor their patients' rehabilitation progress by using advanced technology. We utilize intelligent and data-driven solution that optimizes physical outcomes, leading to more efficient patient management and clinically proven shorter recovery time.



VRHealth



Eran Or, Founder



Clinical Trials



Telemedicine Services



Home Care

Rehabilitation

Decision Support System for
Patients, Clinicians, HealthCare Providers



Virtual Reality Platform for Physical Therapy

VRHealth is the first company in the world to develop a medical rehabilitation platform in virtual reality. We are launching our first neck and upper body rehabilitation device June 1st in Boston. The platform transforms any off the shelf high end PC VR into a class II medical device which is billable under CPT codes.



The Foreign Trade Administration



The Foreign Trade Administration (FTA) at the Israeli Ministry of Economy and Industry manages and supports Israel's international trade and trade policy. Through our headquarters in Jerusalem together with over 40 economic and trade missions in key financial centers throughout the world, the FTA promotes Israel's economy worldwide.

Israel's economic and trade missions are at the forefront of the Israeli government's efforts to boost our industries in foreign markets. Our team of highly experienced economic representatives and business consultants provide a wide range of services to Israeli companies and to the international business community.

The FTA is divided into three main divisions, each promoting the Israeli economy in distinct and significant ways:

- The Trade Promotion Division - works to ensure the continued development of Israel's exports.
- The Trade Policy and International Agreements Division - responsible for Israel's free trade agreements, maintaining and developing inter-governmental relations and addressing regulatory barriers that affect Israeli industry.
- The International Projects and Financing Division - offers different programs that support Israeli companies in their business operations abroad.

At Digital Health Technologies Roadshow, our Economic and Trade Missions in US continue working on connecting the international business community with Israel's innovative Medical Devices Industry, as it has done in previous years with great success.

The Israel Export Institute



The Israel Export and International Cooperation Institute is your premier gateway for doing business with Israeli companies. Established and funded by the government and the private sector, IEICI's expertise in technology and product scouting, joint ventures and strategic alliances with Israeli companies spans more than half a century. Whatever your field is, IEICI offers access to relevant businesses and government resources. With expertise in Israel's leading industries, IEICI will provide the information you need to connect, negotiate and do business.

A Technology Industries Division and a Consumer Goods Division, segmented by industry-specific departments and special groups for emerging markets like China, for international tenders and similar broad initiatives, means that our professionals really know their business sectors, inside Israel and internationally.

Each year IEICI manages dozens of Israel's national pavilions at leading trade shows around the world, and organizes a like number of business delegations. IEICI also convenes international conferences and exhibitions in Israel for industries in which Israel has global leadership.

With direct ties to government, the diplomatic corps, commercial attachés and academia, IEICI paves your path to these bodies. We'll introduce you to the right R&D centers and academic institutions and guide you through government programs. Additionally, we provide expert advice about international trade agreements, customs tariffs and taxation.

We're here to make business happen!

Israel Digital Health Technology



INFORMATION



WORLDWIDE



TOMER EPSTEIN



Sub-SECTORS



DATA

Medical Device & HealthCare IT Sector Manager
IEI – Israel Export Institute

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