

ISRAEL
DIGITAL HEALTHCARE
DELEGATION



May 18 - May 22, 2015

Welcome!

The global healthcare ecosystem is being redefined through technology with the goal of finding ways to increase access, improve quality and decrease cost. Technologies being developed to address these objectives include innovations in areas such as wearables, predictive analytics, telemedicine and EMR conversion.

The digital healthcare market is expected to reach \$233.3 billion U.S. dollars by 2020. Everyone from investors, healthcare providers, insurers, corporations and government officials is trying to tap into the huge potential of digital health along with the promise of what can be learned from the enormous amounts of data being collected and generated.

Once again, the U.S. and Israel have the opportunity to combine great talent and entrepreneurship with knowledge, experience and an expanding market. According to the Israel Innovation Institute, Israel offers a unique value proposition because of its combination of an advanced high tech sector, rich human capital, strong entrepreneurial spirit, relatively small and centralized healthcare system and willingness to test new ideas.

It is in this context that we introduce this year's delegation of leading Israeli digital health companies. We believe that this group represents some of the best technology coming out of Israel today. Many of these companies already have ongoing pilots both in Israel and in the U.S. and are ready to enter the market with innovative and tested solutions.

We are certain that joint development, business partnerships and investment opportunities will result from this week's activities.

> The Government of Israel Economic Mission to North America

> The Israel-U.S. Binational Industrial Research and Development Foundation (BIRD)

> The New England Israel Business Council

AGENDA

New York May 18, 2015

May 18, 2015

8:00am - 11:30am

Investor Breakfast @ Skadden, 4 Times Square, New York

08:00-08:20: Breakfast & registration

08:20-08:30: Opening remarks: Skadden, Israel Economic Mission and BIRD Foundation

08:30-10:00: Companies' presentation (5 minute presentation per company and 3 minutes Q&A)

10:00-11:30: One on one meetings with investors and strategic partners (15 minutes per meeting)

12:00pm - 3:30pm

CIOs Roundtable @ Goodwin Procter, 620 Eighth Avenue, New York

12:00-12:15: Registration

12:15-1:30: Roundtable discussion moderated by Dr. Paul Ehrlich, Venture Advisor at Gotham Ventures

Speakers:

- Dr. Michael Oppenheim, MD, VP and CMIO, North Shore-LIJ Health System
- Dr. Luis Taveras, Senior VP and CIO, Barnabas Health
- Ms. Jane Tsui-Wu, VP and CIO, Information Technology; Mr. Howard Tepper, VP; St. Joseph's Healthcare System
- Mr. Gerard Nussbaum, Director of Technology Services, Kurt Salmon Associates, Inc.
- Mr. Sudipto Srivastava, Senior Director- eHealth, Mount Sinai Health System

1:30-3:30: Scheduled meetings for companies and CIOs (lunch will be served)

8:40pm

Flight to Boston

AGENDA

Boston
May 19, 2015

May 19, 2015

7:45am - 8:30am

Introduction to the Center for Patient Safety Research and Practice and the Unit for Innovative Healthcare Practice & Technology by Ronen Rozenblum, Ph.D., MPH; Co-Founding Director of the Unit for Innovative Healthcare Practice & Technology and Director of BD of the Center for Patient Safety Research and Practice at Brigham and Women's Hospital in Boston

8:30am - 11:00am

Brigham and Women's Hospital & Harvard Medical School Event @ The Ingram Library; Brigham and Women's Hospital, Room CA - 329

Welcoming remarks & introductions
Introduction to Brigham and Women's Hospital Innovation Hub (iHub):
Ms. Lesley Solomon, Executive Director, Brigham Innovation iHub.
Presentations (each company 5 min presentation + 2 min Q&A)
Discussion & Networking

11:30pm - 2:30pm

Lunch, panel discussion and one on one meetings

Moderator: Mr. Bill Schnoor, Partner at Goodwin Procter LLP.
Panelists:

- Mr. Joe Kvedar, Vice President, Connected Health at Partners HealthCare
- Mr. Robert Greenglass, Founder of Waterline Ventures
- Dr. Yechiel Engelhard, CEO and Founder of Gecko Health Innovations
- Mr. Steve Agular, Managing Director, Zaffre Investments

AGENDA

May 19, 2015

3:00pm - 4:00pm

**Meeting with Partners Connected Health @
25 New Chardon Street, 3rd floor, Boston, MA 02114.**

3:00-3:05: Brief introductions
3:05-3:30: 1 minute pitches from the startups
3:30-3:50: Partners Connected Health introduces their organization and ways to work with them
3:50-4:00: Troy walks Israel Digital Health Delegation to Massachusetts General Hospital TeleHealth

Partners Connected Health Team who will be at the meeting: Dr. Kamal Jethwani, Senior Director & Mr. Troy Keyser, Business Development Manager, Connected Health Innovation

4:00pm - 5:00pm

Visit at Massachusetts General Hospital TeleHealth Center

4:00-4:05: Introductions
4:05-4:20: TeleHealth Overview/Presentation
4:20-4:25: Q&A
4:25-4:50: 30 1 minute pitches of the Israeli companies
4:50-5:00: Wrap Up

MGH team who will be at the meeting

- Mr. Tony James, Senior Vice President of Network Development and Integration, Massachusetts General Hospital
- Ms. Lauren M. Lawrence, Project Manager, Massachusetts General Hospital
- Mr. Benji Meller, Program Manager, Systems and Implementation, Massachusetts General Hospital

6:00pm - 8:00pm

Cocktail Reception at the Residence of the Consul General of Israel to New England

AGENDA

San Francisco & Silicon Valley May 20-22, 2015

Arrival at San Francisco at noon

Wednesday, May 20, 2015

2:00pm - 4:30pm

Brokering event @ Bank Leumi
2000 University Circle, East Palo Alto

Companies confirmed: Eleven Two Capital, NVP, Amgen, Optum, Novartis Ventures, Comcast Ventures, Keiretsu Forum & Medtronic

5:00pm - 6:00pm

VC visit at Khosla Ventures (2128 Sand Hill Road)

Thursday, May 21, 2015 – Silicon Valley & San Francisco

8:30am - 10:30am

Hospital tour & meeting with Senior Manager of Innovation at Stanford Health Care (300 Pasteur Drive, Ste. H1111)

11:00am - 1:00pm

Visit & meetings at Samsung Strategy Innovation Center (2440 Sand Hill Road, Sequoia Room, Suite 302)

1:30pm - 2:15pm

VC visit at Google Ventures (1489 Charleston Road)

3:30pm - 5:30pm

UCSF Benioff Children's Hospital – Tour of hospital and meetings with UCSF Center for Digital Health Innovation (CDHI) team

Friday, May 22, 2015 – Silicon Valley

8:30am - 10:00am

Visit at Apple's Executive Briefing Center. Afshad Mistri, Apple Health Marketing, to speak about the Health Market, HealthKit, ResearchKit and Apple Watch

10:45am - 11:45am

Meetings with Sanofi & GE Ventures

12:00pm - 2:00pm

Visit and tour of McKesson, including meetings with the Innovation & Venture Fund

CONSUMER PHYSICS



Equip consumers & professionals with handy & affordable means to examine their environment, food & body

Company and Solution at a Glance

Consumer Physics strives to equip individuals and professionals with portable and affordable means to examine their physical environment, including food, medications, human body, pollution, plants materials.

Consumer Physics has developed unique technology for non-destructive and contactless analysis of various substances. This technology comprises of a low-power and low-cost miniature spectrometer, the size of a smart phone camera, and associated algorithms. The first implementation is SCiO (Latin “know” or “understand”), a lighter-size device operating in conjunction with a smart phone. SCiO is being equipped with applications in nutrition, agriculture, forensics and other areas.

Consumer Physics is creating an ecosystem of application developers, OEMs and others. Approximately one thousand developers have ordered developer kits and will be developing applications in their respective areas of interest.

The company has developed its solution entirely in-house and owns all intellectual property substantiating it. To accomplish this, the company maintains approximately twenty scientific and engineering disciplines in-house.

Customer Challenges

Consumers have greater accessibility to digital information than they do to physical information. Consumers with a need to examine or understand the composition of their surroundings, their food or their body will invariably need the guidance of an expert. In the digital domain, Google, Wikipedia and others have made digital information accessible to all.

Consumer Physics looks to accomplish the same in the physical domain. Consumers with no scientific background will have the ability to better understand and examine their physical environment.

Offering

Consumer Physics equips consumers with a pocket-size spectrometer, SCiO, and associated applications, enabling them to examine their physical environment instantaneously, anywhere and anytime. Results are displayed on their smart phones within five seconds of examination. Basic applications are available to users as part of a package, with SCiO purchase. Additional applications can be subscribed to and downloaded individually.

Unique Differentiators

The Consumer Physics sensor is a spectrometer. Spectroscopy is not new. It has been in use for the last several decades. Current devices are bulky and expensive, better suited for laboratory and production plant environments than for individual consumers. Consumer Physics has changed this by making the technology available and accessible to everyone.

The sensor alone cannot provide any useful information. Therefore, it is complemented by a set of algorithms, some known and others proprietary, and application-specific data bases. The sensor device, associated algorithms and applications have all been developed within Consumer Physics.

Consumer Physics is an operating company providing more than just a device. Consumer Physics maintains a cloud-based infrastructure hosting its own applications together with applications developed by other parties. This allows for continued enhancements and expansion of the applications.

Business Benefits for Clients

Healthcare providers improve their customers' health and reduce costs by responding quickly to evolving conditions and graceful education towards desirable practices. Examples:

- Allow diabetics to monitor their carbohydrate intake with every meal
- Allow patients with hypertension to monitor their sodium excretion on a daily basis
- Allow pregnant women and individuals with Anemia to monitor their hemoglobin
- Allow parents of newborns, particularly first-time parents, to monitor infant hydration and digestion

References, Strategic Partners, Current Presence outside Israel

History: Founded 2011, Series A funding Dec 2012, First prototype Oct 2013, Launch out-of-stealth April 2014, Serial production, March 2015

Investors: Khosla Ventures, OurCrowd, strategic partners, prominent angels

Clients: Preorders of over \$3M USD, second most successful kickstarter campaign in Europe and 18th worldwide

Customer Quotes / Success Stories: Last Gadget Standing award at CES 2015, Netexplo/Unesco Innovation Award 2015

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HEALARIUM



Enabling Patient-Focused Digital Care Plans

Company and Solution at a Glance

Healarium's proven platform is for innovative health provider organizations that are transitioning patient care workflows to succeed in value and outcome-based reimbursement models. With Healarium, physicians prescribe and manage evidence-based care plans, delivered as clinically-based regimens to enable patient adherence to medical recommendations. In addition, the platform is built to quickly transfer the latest scientific medical research best practices into medical grade interactive care plans for patients.

Customer Challenges

Provider organizations are transforming to deliver non-face-to-face chronic and post acute care. To drive practice revenue, patient adherence and quality outcomes, those organizations need the scalability to prescribe and manage electronic care plans for patient self-management.

Offering

With Healarium, health organizations create and manage their branded libraries of patient-focused protocols. The technology consists of three integrated layers: individual patient engagement and self-management; a care management dashboard and health behavioral analytics.

Unique Differentiators

With Healarium's platform, health organizations can create and manage their branded libraries of medical grade electronic care plans. The platform is in use at 180 clinics, by 314 clinicians.

Business Benefits for Clients

Health providers can jumpstart their transformation to new models of patient care. With one click, physicians prescribe interactive care plans, eliminating paperwork and reduce staff time.

References, Strategic Partners, Current Presence outside Israel

Regulatory: Healarium, Inc. is subject to all Federal regulations including HIPAA.

Investors: Founders, Angels, Currently raising \$3.5M

Partners: CHA www.capitolhealthdc.com; StartUp Health & GE Entrepreneurship Program

Flagship Client (2012): Care Here LLC, Nashville, TN

Grants/Studies: BIRD Foundation - Mayo Clinic with 2 successful published clinical studies:

- <http://www.medscape.com/viewarticle/824822>;
- [http://www.ahjonline.com/article/S0002-8703\(13\)00711-4/abstract](http://www.ahjonline.com/article/S0002-8703(13)00711-4/abstract)

Customer Endorsement: *"With Healarium's digital care plans, our care providers serve twice as many patients in the same amount of time."* Brendie Keane, VP Health & Wellness, Care Here, LLC.

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HEALTHWATCH LTD.



Weaving Health into Everyday Life

Company and Solution at a Glance

HealthWatch secures personal health with the only FDA-approved smart digital textile garment providing hospital quality, 12-lead ECG, vital signs and alerts for continuous tele-monitoring.

Customer Challenges

Heart attacks are the leading cause of death. There is a 7.5% increase in death rate mortality for each 20-minute delay in diagnosis and treatment. Intuitively, our personal health should be monitored non-intrusively by our personal smart devices. Can smartphone technology be harnessed to continuously monitor our heart and guarantee faster treatment thereby saving more lives?

Offering

HealthWatch textile experts have come up with breakthroughs in textile technology which now enable continuous monitoring of 12-15 lead electrocardiogram (ECG) signals via interwoven t-shirts along with other vital signs such as respiration, skin temperature, falls and motion.

Unique Differentiators

HealthWatch restores the 'wear' into wearable technology by monitoring true medical signals. We are not a health bracelet fad or heart rate monitoring shirt but a true continuous medical monitoring device. For the first time, the world of medicine has the ability to see how the heart responds in real life situations and not just projecting patient health through narrow 10-second ECG snapshots. HealthWatch produces the first textile garment that is a true, clinically tested and FDA-approved medical device.

Business Benefits for Clients

HealthWatch products offer new revenue streams built upon existing medical infrastructures such as remote out-patient monitoring, homecare telemetry and monitoring for the active elderly, recent heart attack survivors, long term Holter, first responders and pregnant women. In the new medical insurance environment of capitation – where hospital costs are fixed and readmissions costly – providers can now monitor patients remotely effectively determining the most cost efficient way of treating patients and reducing hospital readmissions.

Recent Reuters Video

Please view this video here: www.personal-healthwatch.com/reuters-ECG-shirt.aspx

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KYMA MEDICAL TECHNOLOGIES



Non-Invasive Remote Monitoring of Heart Failure Patients

Company and Solution at a Glance

Kyma is dedicated to the development and commercialization of global remote patient monitoring solutions that are patient-centric and are designed to improve patient outcomes and access to quality care. Kyma has developed a system for non-invasive monitoring of patients with Congestive Heart Failure.

Customer Challenges

Heart Failure (HF) patients experience frequent hospital readmissions and hospitals are facing 30-day CMS readmissions penalties. A common HF monitoring tool – the weight scale – has poor patient compliance and low sensitivity.

Offering

The μ -Cor System consists of a non-invasive patch-based device for remote monitoring of HF patients. The technology allows for the direct and accurate measurement of lung fluid content trends, along with vital signs. Accurate and actionable alerts are sent to healthcare professionals, allowing them to intervene to potentially improve care and reduce readmissions.

Unique Differentiators

The μ -Cor System presents a new modality for measuring tissue hydration based on body-penetrating radiofrequency technology. The device easily attaches to the patient's torso and requires minimal patient involvement. It directly measures lung fluid trends along with other valuable parameters.

Business Benefits for Clients

Reduction in readmissions benefits both hospitals encountering CMS penalties as well as their patients, who can avoid costly and unnecessary hospitalizations. The μ -Cor System supports more efficient workflow by only sending relevant, actionable data to physicians, thereby allowing them to focus on the patients with the most severe illness.

References, Strategic Partners, Current Presence outside Israel

Investors: Ganot Capital, Rafael Development Corporation

Recognition: Finalist – 2014 TCT Innovative Cardiovascular Technologies Award

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LIFEONKEY INC.



Applications that transform the way health information is collected, managed and analyzed

Company and Solution at a Glance

LifeOnKey™ is a mobile/web-based solution that transforms the way health information is collected, managed, and analyzed. This online health information technology platform allows for the secure aggregation and exchange of medical data among every major stakeholder in the health care system through a suite of applications and products.

LifeOnKey has also developed a suite of applications for monitoring chronic diseases, eVisits and patient self-management of chronic diseases or medical conditions.

In addition, the company has developed a system-agnostic EMR-HUB to securely integrate patient data (after its proper authentication) – which will be launched soon and will serve as a bridge between clinical trials, IT solutions and the different EMRs.

Customer Challenges

Mobile and connected technologies are changing the way healthcare is delivered. Therefore, customers are looking for solutions that can:

- Help, enable or improve the collection, transmission and/or inclusion of patient generated health data (PGHD) in the patient's health record (in order to be in compliance with Stage 3 of the federal government's Medicare and Medicaid EHR Incentive Program that requires electronic health record systems and providers to accept PGHD)
- Enable monitoring of chronic diseases, with a real impact (in order to accommodate changes in reimbursement models from fee-for-service to quality and outcomes based payments)
- Engagement Solutions – solutions in which patients take a more active role in their care - with a shift toward accountable care
- Interoperability Solutions – inter-system and inter-network interoperability. Hospitals and clinics need a solution to accomplish interoperability for records and alerts. Also, patients are often treated by multiple providers in multiple settings across a continuum of care. While IT systems are primarily provider-based, they must allow for connectivity to a unique patient-based record that might be hosted by payers or patients (rather than by multiple providers)

Offering

LifeOnKey's proprietary platform technology, eHealthStudio™, was designed to meet the challenges of the health information trifecta to build connectivity between healthcare professionals, marketers and patients. State-of-the-art protection and authorization procedures are built into the Studio to completely safeguard medical information against breaches of security and protect personal health information. Based on this platform and the unique HIE engine, LifeOnKey has built collaborative solutions and applications to meet international standards of meaningful use: (i) Patient-centric medical-business processes and applications, (ii) Electronic Data Capture and Tools to be used in >

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> Clinical Trials and Post Marketing Surveillance, and (iii) Collaborative Professional Networks. All applications have access to the LifeOnKey Data Center for analysis of aggregative and anonymous data.

Unique Differentiators

LifeOnKey's technology can be implemented over any legacy system – enabling integration of key modules within the legacy system as well as innovative mobile applications working on top. No need to change the way customers' personnel are used to working – but offer them new possibilities, integrating patient involvement while controlling how much and how.

Business Benefits for Clients

- Increases cost efficiency
- Involvement of patients (optional)
- Applications to help the organization track and influence quality of outcomes
- Meaningful use

References, Strategic Partners, Current Presence outside Israel

Projects: Funded by E.U. telecare projects SmartBEAT (heart failure) and INNOVCARE (adult monitoring)

Investors: Medica (Israel Health VC), RedZebra Ltd. (a boutique incubator in Israel), Israeli prominent angels

Partners: IBM, Intel, Accenture (Europe)

Clients: Various insurance companies and clinics in Europe, Telecare/Telehealth worldwide and clinical trials in U.S.

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MEDCPU



Accuracy is Not Optional

Company and Solution at a Glance

medCPU offers a transformational decision support platform - a small bottom that floats on top of any Electronic Medical Record (EMR) system by providing real-time decision support and prompting clinicians when deviations from clinical and practice-based evidence occur.

Customer Challenges

Other EMR-based tools miss the majority of clinical data that is provided in unstructured formats and require clinicians to change their workflow habits. In contrast, the medCPU Advisor™ incorporates free-text notes, dictation and structured EMR entries into its decision support platform without workflow disruption, while capturing 100% of the clinical picture of the patient. This is the type of high-precision decision support that no other health information platform provides.

Offering

By uniquely capturing the complete clinical picture of a patient, medCPU's Advisor Button offers the most precise and reliable decision support at the point of care in Real-Time.

Unique Differentiators

Unlike most clinical decision support ("CDS") platforms, the Advisor captures and analyzes relevant clinical data from both structured and unstructured (e.g., the rich clinical data in the physician's "encounter note" and other narrative data entries in the EMR) data sets to identify and alert clinicians, in real time, of possible deviations or gaps in care from evidence-based clinical guidelines or an institution's best practices and clinical pathways. The Advisor is powered by medCPU's unique, patent-pending, proprietary Clinical Context Engine which is an advanced "medical text processing" technology that dramatically enhances traditional natural language processing ("NLP") technology by deploying sophisticated, evidence-based, clinical context-sensitive algorithms to significantly increase the accuracy of the data extraction from the encounter note (and other unstructured data sets) and provide a much richer, more comprehensive clinically relevant patient record. Better clinical data means better decision support. medCPU's ability to deploy, within the existing workflow, this unique clinical context powered text processing engine, to deliver immediate, clinically relevant precise decision support, informed by a richer, more complete clinical information about the patient - differentiates it from any other solution.

Business Benefits for Clients

The Advisor's Clinical Information Database provides the most complete data repository of a patient's clinical information by capturing information from both structured and narrative medical entries and transforming the unstructured, otherwise unusable free-text into usable discrete data. The Advisor offers robust reporting capability and provides client access to generate reports from the Clinical Database if desired. The Advisor's Decision Support Engine analyzes the extracted clinical documentation in real-time, against the Best Practice Content ("Module") Library, providing >

- > suggestions, prompts, alerts and reminders to the clinical staff at the point of care. The Modules Library contains the critical rules, protocols, best practices and regulatory requirements needed for each application.

medCPU offers both clinical and compliance modules for various areas of expertise. Modules are assembled from evidence-based publications, guideline authorities (e.g. CDC, NIH, JCAHO, CMS, the different American Colleges for the various clinical specialties and valuable feedback as 'harvested' from the field (such as root-cause analysis when bad outcome or significant near misses occur).

References, Strategic Partners, Current Presence outside Israel

Investors: Funded by New Richmond Ventures, Easton Capital, and Merck's Global Health Innovation Fund.

Partners: In 2014 Merck Healthcare Services and Solutions LLC (HSS) and medCPU established a partnership to address one of the most urgent healthcare challenges of our time - the management of infectious diseases (ID). The purpose of the partnership is to provide real-time clinical decision support at the point of care that improves outcomes in this key therapeutic area. The HSS-medCPU platform consists of a series of decision-support modules aimed at the treatment and prevention of infectious diseases and the implementation of comprehensive antimicrobial stewardship (AMS) programs. The platform will initially focus on modules dedicated to sepsis, bloodstream infections, pneumonia, urinary tract infections and will expand into additional indications.

Clients: The solution is currently being used by leading healthcare networks including: The Cleveland Clinic (in conjunction with the BIRD Foundation), UMass General, Tenet, Maimonides Medical Center, East Jefferson Medical Center, Cooper University Hospital, Einstein Medical Center.

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MEDISAFE INC.



Your health in your hands

MediSafe™ is the leading medication management platform addressing the major factors underlying non-adherence, with built-in care giver support and care coordination

Company and Solution at a Glance

MediSafe is a data-driven Medication Management Platform, designed to understand the personal causes of non-adherence and use this information in real-time to create better patient engagement and raise medication adherence. MediSafe increases both the health outcomes for the patient and the financial outcomes for everyone in the value chain from pharma, to pharmacies, to healthcare providers and insurers. MediSafe is well accepted by patients and caretakers. With over 1.4 million downloads and data on nearly 95 million medication doses, our consumer Virtual Pillbox app rating is 4.5/5, rated by nearly 60,000 raters.

Customer Challenges

According to multiple studies, irrespective of disease, medication complexity or how adherence is measured, the average adherence rate to chronic medication therapy is approximately 50%. The outcome driven economic impact of non-adherence is estimated to cost the U.S. healthcare system \$290 billion annually, or 14% of the total cost of healthcare. The loss of potential revenues to pharma companies, according to recent research, is estimated to be \$187 billion annually in the U.S. alone.

Offering

MediSafe developed a leading mobile medication management platform that reminds patients to take their medications via smartphones and tablets, serving to improve medication adherence rates and curb the growing annual health care costs globally. The personalized application – already downloaded by more than 1.4 million users worldwide – alerts family, friends and caregivers if patients miss a dose. The award-winning, intuitive app is available from both the Google Play Store and iTunes.

Unique Differentiators

There are several innovative components to our platform, including:

1. A customized Feed for the patient - based on the medication they are taking and their behavior patterns. This is done through the use of proprietary algorithms combined with predictive analytics to constantly alter the message based on each patient's interactions with MediSafe. Medication adherence patterns and alerts are sent to the closest circle - family and caregiver. This unique social network reinforcement is extremely useful for changing medication behavior.
2. Connectivity & Expansion across platforms (mobile, web, smartwatch, SMS) – constantly expanding the MediSafe platform to further support the patients and their relationship with healthcare providers (HCPs). >

- 3. Data Analytics - MediSafe aggregates anonymous patient behavior data for healthcare and pharmaceutical companies, bridging the gap between patients and health providers, improving health outcomes while benefiting all stakeholders across the healthcare ecosystem.

Business Benefits for Clients

MediSafe is a platform - a connectivity hub for all data related to a patient's medication. MediSafe aggregates anonymous patient behavior data for healthcare and pharmaceutical companies, bridging the gap between patients and health providers, improving health outcomes while benefiting all stakeholders across the healthcare ecosystem.

References, Strategic Partners, Current Presence outside Israel

History: Founded August 2012; Seed Funding: September 2013; A Round Funding: January 2015.

Investors: Pitango VC, Qualcomm Ventures, 7Wire Ventures, TriVentures, Lool Ventures, and leading angel investors.

Partners: 1 leading EMR vendor in the U.S.

Clients: 4 International Pharma companies

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MEDIVIZOR



Health information, personalized

Company and Solution at a Glance

Medivizor's award-winning and highly acclaimed personalized health information service uniquely personalizes and makes accessible the cutting-edge of science for people coping with serious or chronic illness and their doctors.

Customer Challenges

When people cope with serious or chronic illness, they or their caretakers become "chronic web researchers." However, Dr. Google leaves them overwhelmed and confused. In fact, the process of finding relevant, trustworthy and understandable information is so ineffective and inefficient that it is simply not worth the effort. Doctors also cannot stay abreast of all the latest developments; with thousands of research papers published each year and hundreds of clinical trials, they cannot know which may relate to any particular patient of theirs.

Offering

People discover Medivizor either directly, through their doctor, medical institution or a "Powered by Medivizor" partner. After signing up, they, their caregivers and their medical teams receive a state-of-the-art medical profile along with subsequent updates personally related to them, summarized and interpreted in a language they can understand. The information includes cutting-edge research, clinical trials, guidelines, lifestyle tips and more.

Unique Differentiators

Medivizor's solution combines patent-pending technology, medical expertise and the wisdom of the crowd to curate the infinitum of data and personalize it. Medivizor uniquely leverages a rich patient profile to personalize health information, summarize trustworthy cutting-edge science in a language that people can understand and do so in an unbiased, expert-based method. The main alternative used today is Dr. Google, but there are many other health information websites out there, as well. None of them adequately personalize the information.

Business Benefits for Clients

Medivizor helps empower and engage patients as well as keep doctors up to speed on the latest science related to their patients. By doing so, it displaces the generic and useless health information currently offered by providers. Additionally, Medivizor could be used to provide health information required for informed consent and other meaningful use requirements for patient-specific educational resources. Using Medivizor, it is also likely that patient satisfaction and compliance will improve.

References, Strategic Partners, Current Presence outside Israel

History: The company was founded in August 2012, public beta August 2013, and the first major medical institution went live in October 2014. Won 4 industry awards in 2014 (Doctors 2.0 & You 2014, Interface 2014, 1776DC Tel Aviv, and mHealth Israel). >

> **Investors:** Approximately a dozen angel investors.

Partners: 9 non-profit endorsements, several channel partners, and dozens of medical institutions prescribing Medivizor daily to their patients (see <http://medivizor.com/partners>).

Clients: Thousands of subscribers plus dozens of medical institutions prescribing Medivizor, including, most notably, New York-Presbyterian Hospital who's consumer web site is "Powered by Medivizor" (see <http://nyp.org/health>).

Customer Quotes / Success Stories:

Subscribers: *"Such a gift to patients!", "This is fantastic!", "I needed this!", "I am really impressed", "Wow! It's amazing!", "Step aside, Dr. Google, enter Medivizor!", "Medivizor provides me clear, reliable & personalized info"*

Analysts: Medivizor among "12 Gifts of Digital Health: How Futuristic Technologies Changed Healthcare and Medicine in 2014" (Enspektos)

Press: *"Medivizor helps users understand and access medical information about serious or chronic diseases while providing the necessary context about where it came from." (Forbes) AND "Goodbye Dr. Google, hello Medivizor" and many more.*

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SWEETCH



Sweetch Predicts and Prevents Diabetes

Company and Solution at a Glance

Sweetch developed a revolutionary platform for large-scale, cost-effective, diabetes prediction and prevention in pre-diabetes patients. Sweetch's platform informs patients about their individual risk and provides them with a personalized path for recovery.

Customer Challenges

Pre-diabetes is a state in which blood glucose levels are higher than normal but not yet high enough to be diagnosed as diabetes. 86 million U.S. and 63 million E.U. adults are pre-diabetic. They represent the largest pool of future diabetics. Currently, there is no method to predict who will become diabetic, who will not and when.

Diabetes is the leading cause of heart disease, stroke, kidney failure and new cases of blindness among adults. While a diabetic patient costs \$9,677 per patient per year, a pre-diabetic patient costs only \$443 per patient per year. The total yearly cost of diabetes is \$194 billion in the U.S. and €101 billion in the E.U.

Achieving 150 minutes of physical activity per week has been proven, in large clinical trials, to reduce pre-diabetes to diabetes conversion rate by 58%. It is estimated that about 80% of the population does not comply with this recommendation. Though Diabetes Prevention Programs (DPP) are very effective, they haven't been deployed on a large scale due to high cost and scalability challenges. This is where Sweetch steps in to become a game-changing solution.

Offering

Sweetch's solution is composed of two synergistic components:

1. Based on a real-world data-set of 1,912,984 patient records followed up for an average of 12.7 years for pre-diabetic patients and using unique machine-learning tools, Sweetch developed a proprietary platform that predicts individualized diabetes risk of pre-diabetes patients. Providing a risk stratification tool to identify high-risk, pre-diabetes patients who are not identified by current best practice, is critical for early intervention and resource allocation by healthcare providers and insurers.
2. The Sweetch intervention app guides individuals to achieve 150 minutes of activity per week (activity goal) through a personalized plan that is dynamically adapted, in real-time, to the user's daily life habits. This data-driven platform takes into account the patient's demographics, change-cycle status, daily habits, walking time and actual activity patterns. Sweetch's dynamic risk dashboard continuously connects the user's activity compliance with his/her individualized diabetes risk. >

> **Unique Differentiators**

We put an emphasis on being data-driven relating to both prediction and intervention, while reflecting the analytics insights through a highly engaging user experience.

1. Competitors have no risk stratification. Sweetch's Conversion Risk Index enables the focus on the most cost-effective patients.
2. Competitors' approach is based on human coaching, which is expensive and does not scale. Sweetch's approach utilizes Predictive Behavioral Analytics to produce digital personalized and dynamic coaching which enables large scale intervention, with significantly reduced costs.

Business Benefits for Clients

Reducing diabetes and other Metabolic Syndromes, chronic diseases will have significant effect on public health and burden of chronic diseases, as well as improve the quality of life at the individual's level.

References, Strategic Partners, Current Presence outside Israel

History: The company was founded in November, 2013 by four Co-Founders.

August, 2014: Established validation of the prediction platform.

February, 2015: Started closed alpha testing of the intervention platform on.

Clients: In discussions with several healthcare providers and insurers. Approved pilot programs with one of the largest pharmaceutical companies in the world.

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TELESOFIA MEDICAL LTD.



We Make Medical Information Clear

Company and Solution at a Glance

Telesofia's proprietary platform allows health care providers and other players to automatically generate branded personalized educational videos for patients. The videos are tailored to the specific patient, directed to low literacy level and available on devices with no need to install specific codecs. The fully branded videos are sent to patients via text or email or embedded in patient portals/apps. The service results in increased patient understanding and improved adherence.

Customer Challenges

Medical instructions can be confusing. Nearly 90% of U.S. adults do not understand their medical information. This problem costs payers, providers, and patients ~\$238B annually (treatment adherence, re-admissions, procedure cancellations, etc).

Offering

Telesofia's platform currently supports a wide variety of applications such as explaining proper use of medication, directing preparations for medical procedures and providing discharge instructions. Videos can be personalized to each patient based on their demographics, lab results, specific medical instructions, specific product used and more. The videos are easily integrated into existing workflows and platforms.

Unique Differentiators

There are no known players which provide auto-generated personalized videos for health information. The cost and complexity of generating such videos without our proprietary platform are significant. We see health video content providers as potential distribution channels (no real personalization by others). On the technology side, there are companies creating dynamic video (e.g., Wibbits, SundaySky, EyeView, idomoo). Their technologies offer less options and they have no domain knowledge nor focus in the health vertical.

Business Benefits for Clients

The current products provide value to many players from the payer to the patient, through targeted, personalized patient communication. Current markets include: healthcare providers, pharma companies, pharmacists and payers.

References, Strategic Partners, Current Presence outside Israel

History: Telesofia's founder/CEO, Rami Cohen, MD (TAU), is a physician with 17 years of experience in the internet industry (Mirabilis/ICQ/AOL). The management team is made up of internet and pharma/medical device industry veterans with many years of experience each. >

> Telesofia has received strong and positive feedback from many in the healthcare industry, including magazines such as Forbes, Inc. and BizzVenue, naming it “No. 1 Israeli Startup to Watch for 2015.” In 2014, it won the first prize both in the MIXiii Biomed and the Digital Health IL conferences.

Investors: LionBird VC, Michal Tsur & Eran Etam (Co-founders Kaltura), Dan Suesskind (former Teva CFO)

Clients: pharma companies, health care organizations

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TOTALLY INC.

Your Hospital's Immediate mHealth Solution



Company and Solution at a Glance

TOTALLY produces a highly robust and personalized app for pregnant women called Totally Pregnant and it is available in the U.S. and worldwide, using all major devices including iPhone, iPad, Android, Tablet and desktop. The app includes 3D animated videos of the fetus, health experts answering questions, a map featuring local services, personalized information, location-based classes/events and discounts on pregnancy and baby products. Totally Pregnant is a smart and unique platform that encompasses the existing app and a future extension that will cater to new moms with children up to the age of three.

Customer Challenges

85% of pregnant women search for healthcare services on mobile devices, but only 5% of healthcare providers are available on mobile devices. Healthcare providers are struggling to stay current and to communicate directly with their market. Through the TOTALLY platform, they would be able to reach out to these potential customers through three smart layers of targeting, based on location, timeline and interests.

Offering

By integrating with the TOTALLY platform, hospitals can promote their maternity services as well as acquire new patients. TOTALLY offers a digital health dashboard to book appointments, view medical files, search for a doctor, ask a question and more. Healthcare providers will receive branding opportunities directed at the pregnancy and parenting dedicated market, as well as have the opportunity to educate, support and communicate directly with this niche market in their area.

Unique Differentiators

The TOTALLY platform's unique competitive advantages are:

- Mobile smart platform
- Compatible on all screens
- Direct communication between the hospital and consumer
- Live community of local and international users
- Successful case study with Clalit Health, the second largest HMO in the world

Business Benefits for Clients

Recently named one of the 10 health tech companies changing the world by Forbes, TOTALLY is an innovative way for hospitals to reach more patients and increase the number of births at their hospital. It is an opportunity for healthcare providers to promote their brand locally and to go mobile, immediately. >

> **References, Strategic Partners, Current Presence outside Israel**

History: TOTALI Inc., formerly Totali LLC, started with Magyx Media, a company that is involved in several different smart technologies and interesting content and videos, which includes the 40 weeks video project.

Investors: Private U.S. Angel Investors

Partners: Texas Hospital Association (who have endorsed TOTALLY)
C.S.T Consultants (Canada), Lamaze (worldwide), Clalit Health Services

Clients: Clalit Health Services - the largest healthcare provider in Israel - started working with Totally Pregnant in 2011 to promote engagement with future moms by offering its maternity services via mobile devices.

Customer Quotes / Success Stories:

"40Weeks app is not just an app for the pregnant woman. This app gives her the ability to talk with Clalit Health's specialists and for Clalit to be able to communicate with thousands of pregnant women on a daily basis. As part of my work, I meet staff from all over the country, I can say with no exception they all love it and recommend to their patients to download it."

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TYTO CARE



Health in your hands

Company and Solution at a Glance

Tyto Care is a disruptive mobile-health platform, combining an all-in-one connected device and cloud service allowing Tele health to achieve its potential. We believe that with our solution telehealth will achieve the replacement of some face-to-face visits with providers.

Customer Challenges

Tyto Care solves the hassle of a person having to take time and spend money to visit a doctor. It also solves the hassle of rushing to an ER or Urgent Care when they can be seen in the comfort of their own home.

Offering

We have a device and a cloud platform that patients use to be seen by a doctor. Patients log into the platform to connect with a doctor, and then turn the device on to be triaged and checked for vital signs. A patient can even use the device to show a doctor what needs analyzing during a current ailment.

Unique Differentiators

Our offering is the most thorough and complex (but simple) in the industry. We have even made the singular modular interchangeable for future add-on pieces.

Business Benefits for Clients

Customers will be able to stay healthier and get healthier quicker and more conveniently.

References, Strategic Partners, Current Presence outside Israel

History: First hire in U.S. is Alex Guastella (came from 3 successful Healthcare exits and launched ZocDoc across the U.S.)

Partners: Orbimed and Walgreens

Investors: Orbimed and Walgreens

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THE GOVERNMENT OF ISRAEL ECONOMIC MISSION TO NORTH AMERICA



Government of Israel
Economic Mission to North America

The Economic Mission is a government entity that facilitates collaboration, trade and investment between Israel and North America and has five offices in the U.S. (and two in Canada).

The mission serves as a gateway for American companies that would like to explore investment opportunities in Israel and for Israeli companies looking to develop and expand their operations in the U.S.

We provide guidance and business opportunities for companies interested in raising capital, exporting goods and services and finding technological or strategic partners. We also provide information on available grants, loans and incentives that the Israeli government provides to foreign investors.

Year round, we support hundreds of companies and arrange dozens of Israel-related conferences, business delegations and investment events around the world, but specifically in the United States and Israel. We work with every sector of the economy, including high tech, new media, consumer goods, life sciences, cleantech, food and wine.

Contact us for more information. We look forward to hearing from you.

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BIRD



Israel - U.S. Binational Industrial Research and Development Foundation (BIRD)

BIRD is a key catalyst for joint Research & Development between U.S. and Israeli companies, focusing on emerging industries and novel technologies with significant commercial potential.

BIRD Partnerships

Any pair of companies, one Israeli and one American, may jointly apply for BIRD support so long as they have the combined capability and infrastructure to define, develop, manufacture, market, sell and support innovative products based on industrial R&D.

Risk-Sharing Enhances Cooperation

The BIRD Foundation offers conditional grants for joint development projects on a risk-sharing basis. The Foundation funds up to 50% of each company's R&D expenses associated with the joint project. Repayments are due only if commercial revenues are generated as a direct result of the project. If a project fails, BIRD claims no repayments.

BIRD acquires no equity in the companies supported and no intellectual property rights in their products. The foundation does not interfere in formulating or managing the relationship between the partnering companies.

For additional information, please refer to our website: www.birdf.com

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NEIBC

Driving Collaboration and Promoting Innovation between Israel and New England

The New England Israel Business Council (NEIBC) is a nonprofit, member based organization dedicated to increasing economic development opportunities in Israel and New England by connecting people and businesses, supporting investment opportunities and promoting vibrant collaborative business community which will produce long term sustainable growth. NEIBC provides a diverse program of activities and events and offers advice in doing business in these two regions.

The NEIBC supports this collaboration. Our goals are to:

Connect: meet and collaborate with a tightly connected network of professionals committed to mutual goals.

Support: Encourage investment opportunities in both regions through public and private sector partnership.

Promote: Advance the innovative and unparalleled economies of Israel and New England and the strong partnerships that exists between the two.

Produce: Create new initiatives and partnerships between the two regions which will lead to long term economic development opportunities.

Contact us for more information. We look forward to hearing from you.

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INVEST IN ISRAEL MINISTRY OF ECONOMY STATE OF ISRAEL

Invest in Israel is the national investment promotion agency in Israel. It serves as the government's focal point for international companies and individuals interested in investigating direct investment and joint venture opportunities in Israel. It is committed to helping investors, working closely with them throughout the length of the investment project and serving as a source for investment related information.

Invest in Israel provides the potential and current investor with an array of professional services during the pre, present and post stages of the investment process.

These include:

- Supplying investors with current and accurate information on incentives available
- Coordinating investor visits and introductions to relevant businesses
- Providing comparative analysis of services and information on cost of business operations in Israel
- Business reports of Israel's leading target sectors and implementation of activities to promote these sectors
- Presenting Israel's technological breakthrough records

Contact us for more information. We look forward to hearing from you.

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Goodwin Procter is a leading provider of legal services to companies and investors involved in all types of business transactions and high stakes litigation. Our 850 attorneys have a diverse practice mix with particular focus in Private Equity, Technology Companies, IP Litigation, Financial Services, and Real Estate Capital Markets. Goodwin is known for practical, yet innovative approaches to problem solving and has been lauded for a commitment to exceptional client service.

Attorneys in Goodwin Procter's Israel Practice have significant experience working with Israeli businesses as well as investors in Israeli companies. Our practice includes representing companies, investors and investment banks in a variety of areas, including private equity, venture capital, a wide range of intellectual property matters and complex commercial litigation. From start-up financing and corporate partnering to public offerings and mergers, we help technology and life sciences clients find the strategic paths that foster growth.

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More information can be found at www.skadden.com.

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ACKNOWLEDGMENTS AND SPECIAL THANKS

to all the people and organizations that supported the program

> In New York:

Mr. **Erik Blumberg**, Director of Investment Relations, Israel Economic Mission

Mr. **Uriel Dukan**, Director of Business Development, Israel Economic Mission

Special thanks to Mr. **Paul Ehrlich**, Gotham Ventures, for his guidance and assistance.

To our hosts:

Goodwin Procter LLP

Skadden, Arps, Slate, Meagher & Flom LLP

> In Boston:

Dr. **Ronen Rozenblum**, Co-Founding Director of the Unit for Innovative Healthcare Practice & Technology, Brigham and Women's Hospital in Boston

Mr. **William J. Schoor**, Jr. Partner, Goodwin Procter

To our hosts:

Goodwin Procter LLP

Mr. **Yehuda Yaakov**, Consul General of Israel to New England, for hosting the delegation at his residence

> In San Francisco:

Ms. **Desiree Matloob**, Director of Trade & Business Development, Israel Economic Mission

To our host:

Mr. Ori Kaufman Gafter, Bank Leumi, U.S.A.

> At the BIRD Foundation:

Ms. **Andrea Yonah**, East Coast Representative & Ms. **Maya Vardi-Shoshani**, West Coast Representative

Ms. **Maha Wakileh**, Ms. **Chava Doukhan**, Ms. **Einat Spivak**, Mr. **Ethan Goldspiel**, for designing the booklet and marketing information, as well as general support.

A special thanks to Ms. **Nili Shalev**, Economic Mission, New York, Mr. **Gili Ovadia**, Economic Mission, San Francisco, Ms. **Adi Golani**, New England Israel Business Council and Ms. **Limor Nakar-Vincent**, BIRD Foundation, for leading the program of the Digital Health delegation.

BIRD

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Economic Mission to the West Coast

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