



The Israel Export &  
International Cooperation Institute



Foreign Trade  
Administration  
MINISTRY OF ECONOMY



**ISRAEL**  
Inspired by *innovation*



**at Medica 2015**

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1965 - 2015  
50 שנה  
למדינת ישראל  
50 Jahre  
Diplomatische Beziehungen  
Israel-Deutschland



Meeting Global Healthcare Challenges

## Why Israel?

DIVERSITY is the backbone of Israel's Medical Device Industry:

Diverse Companies – Diverse Technological Implementation – Diverse Medical Applications.

By the end of the 1990s, Israel was home to more than 200 life science companies. With steady growth over the last decade (some 40 new companies formed each year), Israel has introduced creativity and innovation into the field; today there are over 1200 active life science companies.

In a relatively short period of time, an impressive 34 per cent of these companies are already generating revenues. Israel's entrepreneurial ecosystem creates opportunities for start-ups to become advanced, commercially viable and promising businesses. As proof of the industry's development, 2013 life science exports reached \$8 billion, growing steadily since 2008; while a rich pipeline of seed companies promises to perpetuate current growth.

The Largest Sector is Medical Devices and HealthCare IT Technologies (more than 60 percent of companies). In the medical device arena, Israeli scientists and engineers have integrated advanced technologies in electronics, communications and electro-optics to develop world-class innovations in Digital Imaging, Medical Lasers, Telemedicine, Early Diagnostic and Smart Surgical equipment and more. More than 500 medical device exporters engaged in a variety of medical applications such as Cardiovascular and Peripheral Vascular, Neurology and Degenerative Diseases, Emergency Medicine, Intensive Care and Rehabilitation, Respiratory and Airway Management, Oncology, Women's Health, Orthopedics and Sport Medicine, Gastrointestinal, Infection Control, Ophthalmology, Pain and Wound Management, Oral and Dental, Dermatology and Aesthetics.

There is no other country in the world with such a concentration of life science companies. Companies rooted in top international academic and research institutions; staffed by highly educated and skilled teams; operating within an entrepreneurial and audacious climate, to offer a variety of innovative medical solutions and technologies that answer today's healthcare challenges: to lower overall healthcare costs and meet the world's evolving needs of aging populations while creating significant investor value.



*The Israel Export &  
International Cooperation Institute*

## Israel Inspired by Innovation at Medica 2015

The Israel Export & International Cooperation Institute, supported by member firms, private sector bodies and the government of Israel, advances business relationships between Israeli exporters and overseas businesses and organizations. By providing a wide range of export-oriented services to Israeli companies and complementary services to the international business community, the Institute helps build successful joint ventures, strategic alliances and trade partnerships.

The IEICI's Life Science Department is the leader in business matching between the more than 1,200 companies in the Israeli life science industry and worldwide business partners at all levels. It has a proven ability to identify and match suitable potential business partners, organize one-on-one business meetings, and is a focal point for contacts with the government as well as with industry.

The IEICI is the major organizer of Israeli companies' participation at Medica 2015. Discover [Israeli Life Science Industry](#) with IEICI.

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**Foreign Trade  
Administration**  
MINISTRY OF ECONOMY

## The Foreign Trade Administration at Medica 2015

The Foreign Trade Administration (FTA) at the Israeli Ministry of Economy 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 Israeli industry 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.

Together with other units of the Ministry, the FTA also works to attract foreign investment to Israel's domestic economy.

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

- The Export Promotion Unit – 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 Medica 2015, our Economic and Trade Missions around the world will continue to connect the international business community with Israel's innovative life sciences industry, as it has done in previous years with great success.

**For contact details of the FTA's Economic Missions abroad, please see page 65**

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# Allium Medical

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Disposable & Implantable, MIS – Minimally Invasive Systems

**Therapeutic Area(s):** Women's Health, Urology, Gastrointestinal

**Company Status:** Revenue Growth



[www.allium-medical.com](http://www.allium-medical.com)

## Company at a Glance

Advanced Minimally Invasive Products. Allium Medical Solutions Ltd., a publicly traded company in TASE, develops, manufactures and internationally markets, from its premises in Caesarea Israel. Our business currently includes 4 distinct product lines in Cardiovascular, Urology and Continence Care, Uro-Gynecology and Pelvic Reconstruction, and Gastroenterology.

## Technology & Product(s)

**Allium® Site Specific Stents:** Allium Medical offers long term, fully covered, expandable and retrievable metal stents. The Allium stents are anatomically and functionally compatible to specific organs for the treatment of obstructions in the urinary and GI tracts. The guiding concept in the stent design is that every stent will adapt to the individual characteristics of the treated organ. Based on this unique concept, Allium offers physicians and patients highly effective stenting solutions for significantly enhancing clinical results and patients' quality of life. Allium has developed a proprietary stent technology platform to expedite the development of site-specific stents. Each Allium stent is designed specifically to match the site to be treated and the surrounding anatomy. This proprietary technological platform allows Allium to produce thin walled, entirely covered stents with a large lumen, comparable to the uncovered or partly covered permanent stents but with the critical advantage of removability. Allium's stents are CE marked, TGA approved.

**The EndoFast® Reliant system – Soft Tissue Fixation Technology:** The EndoFast core technology is the unique Spider Fastener for soft tissue fixation of mesh to any soft tissue. The product is currently used for repair of pelvic organ prolapse and incontinence. The EndoFast clinical benefits include very high pull-out force, shallow penetration, and retrievability, which enable optimal mesh fixation.

Current line includes 4 products:

- **EndoFast Reliant** – CE & FDA approved kit for Prolapse Repair with more than 1,700 devices sold
- **EndoFast Resorb** – unique biodegradable Spider Fastener
- **EndoFast SCP** – Laparoscopic extension of the Endofast Reliant
- **EndoFast MN** – CE approved surgical sling for treating Male Stress Urinary Incontinence

## Goals

**Objectives:** Find New business partners in south America for distribution.

**Target Businesses:** Distributors, Investors, Strategic Partners.

**Target Countries:** Nordic Countries, Mexico, Chile, India, Japan, Thailand, Indonesia.

# B-Cure Laser

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Sport Medicine, Home Care, OTC – Over the Counter

**Therapeutic Area(s):** General Health, General Surgery, Dermatology & Aesthetics, Diabetics, Orthopedics, Wound Management, Inflammation, Oral & Dental Care, Rehabilitation & Physiotherapy, Veterinary

**Company Status:** Revenue Growth

**B-CURE<sup>®</sup>**  
LASER

[www.laser.bcuredental.com](http://www.laser.bcuredental.com)

## Company at a Glance

B-CURE LASER is the world's first portable, Low Level Laser medical device, WITH THE HEALING POWER OF A CLINIC. Our goal is to bring innovation in treatment, care, and quality of life. In January 2010 B-Cure Laser received the European CE 0120 approval for the following 16 indications: knee pain, neck pain, pain in lower and upper back, sports injuries, muscle pain, Arthritis, Fibromyalgia, Tennis elbow, Achilles tendonitis, Carpal tunnel syndrome, inflammation, wound healing, burns, fresh surgical scars, post-pregnancy stretch marks, Acne, Herpes simplex, Dental Medicine, Acupuncture. B-CURE LASER (an Israeli development and patent) is recommended by leading medical specialists in leading pain clinics, wound healing clinics, orthopedic departments, as well as medical centers such as: Hadassah, Sourasky, Rambam, and Sheba. The B-Cure Laser is also widely used in Israel's defense force physiotherapy clinics, by Israel's best sportsmen and by thousands of individuals for home care treatment.

## Technology & Product(s)

B-Cure Laser-Low Level Laser Treatment: the Soft Laser affects the skins' surface, penetrating the skin without heating or hurting it. Soft Laser treatment is known to bio-stimulate the body's natural healing ability on the cellular and systemic level. Every type of cell receives the energy required for activating and enabling optimal functioning, thus allowing the cell to "self-heal" and naturally rehabilitate. B-CURE LASER is a technological breakthrough in Soft Laser Therapy for the above mentioned indications and recommended for both professional and personal treatment. B-CURE LASER is the perfect solution for home care and self-treatment, it is extremely simple to use and completely safe. Our patent pending exclusive electro-optic mechanism is an exceptional combination between high power and full coherence of the laser beam, covering a large area of 4.5 cm<sup>2</sup>, in a portable, rechargeable, safe and easy-to-use device. B-CURE LASER is a perfect combination between the very effective therapy and high quality continuous individual treatment, resulting in fast healing and recovery. Products: B-Cure Laser- Efficient treatment of Orthopedic problems, Pain and Rehabilitation – Easy and safe for home use B-Cure Laser PRO- Exclusively for Health Practitioners – Increased laser emission, 5 joules per minute. For orthopedic clinics, physiotherapists and diabetic wound care. B-Cure Laser Dental PRO- Soft Laser for faster, better and safe healing. Cutting edge solution for pre and post dental treatment care. Better and faster rehabilitation, reduction of pain and swelling in treatments and surgical procedures: Implants, extractions, TMJ, periodontal surgery and more. It represents a new category in Soft Laser, which is called – "B-Cure Laser Dentistry", and is the only of its kind. B-Cure Laser Sport Pro – Your professional solution for orthopedic pain and sports injuries. The choice of the Israeli Olympic committee following a series of successes in treating professional athletes and is the ultimate solution for the treatments of pain and injuries deriving from high pressure use in professional and amateur sportsman.

## Goals

**Objectives:** Partners and Distributors.

**Target Businesses:** Consumers, end users for self-treatments at home, pharmacies – a unique business model, clinics, hospitals, sports teams, sports men, athletes, security forces, home care, nursing homes, physiotherapists, wound management clinics, and Dentists.

**Target Countries:** Worldwide. In some countries we have already distributors for one or more of our models.

# BioGaming

**Category:** Medical Devices

**Sub-Category:** Medical Software, Telemedicine  
Sport Medicine, Home Care, Training

**Therapeutic Area(s):** Orthopedics, Rehabilitation & Physiotherapy

**Company Status:** Initial Revenues



[www.biogaming.com](http://www.biogaming.com)

## Company at a Glance

A winner of Medica's Innovation Award, BioGaming is an Israeli startup company funded by the Israeli Office of the Chief Scientist. With an ISO 13485 certification and a CE mark BioGaming is penetrating the European market with its revolutionizing e-Health platform for physiotherapists. BioGaming's team brings together top gaming specialists with leading physiotherapy professionals who together have developed one of the most sophisticated and cutting edge tele-rehabilitation platforms.

## Technology & Product(s)

BioGaming has developed a technology that solves the costly problem of low adherence in patients' rehabilitation home programs. The technology has transformed tedious and boring home exercises into fun, engaging experience without compromising on supervision and feedback. A patent-pending interactive e-Health platform for in-clinic and home use provides cloud-based, professionally managed physiotherapy exercise programs. BioGaming's product brings together 3 critical necessities for successful rehabilitation:

1. Fun, interactive and rich user experience that keeps patients engaged for the durations required ensuring high motivation and adherence.
2. Supervision: our system provides a level of supervision that is equivalent to exercising in the presence of a therapist. Innovative gesture recognition technology, which analyses the quality of every exercise performed, enables immediate and accurate feedback to the patient, as well as detailed high quality reports for the therapist.
3. Personalization: BioGaming's technology recognizes the subtle differences between patients in terms of ability, strength, body size, and performance progress. The platform transforms a traditional tailor-made exercise program, as prescribed by a therapist, into a fun video game that is then automatically adjusted, in real time, according to readings of the patient's body movements and performance.

## Goals

**Objectives:** Distributors; Physiotherapy clinics, private hospitals, public hospitals; Partners/Investors; Key opinion leaders.

**Target Businesses:** Distributors to physiotherapy clinics and hospital departments; Physiotherapy clinics and departments in medium-large health organizations; Army physiotherapy clinics; Sports clubs.

**Target Countries:** All European countries.



# BioLight (SyroLight) Medical Devices

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Home Care,  
OTC – Over the Counter

**Therapeutic Area(s):** Allergy, ENT– Ear Nose & Throat

**Company Status:** Initial Revenues



[www.syrolight.com](http://www.syrolight.com)

## Company at a Glance

BioLight is the producer of electronic phototherapy devices, based on low level narrow band red light. Our devices offer non-invasive, drug-free, side-effect-free treatment for: hay fever, oral lesions, chronic pain and rheumatoid arthritis as well as acne and chronic wounds.

BioLight recently developed the new BioNette, a sophisticated second generation of the original BioNase that very effectively treats hay fever (allergy rhinitis).

Allergic rhinitis is a 21st century disease unknown before the 18th century. Researchers predict that within 20 years 50% of western population will suffer from it (today it is estimated that approx. 20%-25% of the population suffers from allergic rhinitis).

Due to the BioNette's unique design and technology, it has already been chosen by some of the world's largest retailers and distributors including:

- Boots (UK) – the largest health and beauty chain in the world
- Sinopharm (China) – the largest pharmaceutical conglomerate in China
- Hanmi Medicare (Korea) – the second largest pharmaceutical conglomerate in Korea
- Wholesale Medical Network (WMNI, Canada) – a very respected wholesaler in Canada
- Probiomed (Mexico) – one of a largest Mexican wholesaler
- Marpel Pharma (Central America), a leading pharmaceutical distributor
- Gala Optics (Russia) a leading medical distributor
- Neurofarma (Colombia) a nationwide drug distributor
- Imir Kimya (Turkey)
- Retia (Slovakia)

## Technology & Product(s)

BioLights' other products are:

- BioStick – a personal device for treating aphthae, gingivitis, cold sores etc.
- BioBeam 660 – for treating acne and non-healing wounds
- BioBeam 940 – for relieving rheumatic arthritis pains

## Goals

**Objectives:** BioLight is looking for reputable distributors and wholesalers to collaborate in the selling and marketing of the BioNette.

**Target Businesses:** Medical devices distributors, wholesalers and investors.

**Target Countries:** Europe, other territories.

# CoolSense Medical

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Disposable & Implantable, OR Equipment, OTC – Over the Counter, MIS – Minimally Invasive Systems

**Therapeutic Area(s):** Diabetics, Dermatology & Aesthetics, Endocrinology, General Health, Neurology & Post-Surgery Patients, ICU – Intensive Care Unit

**Company Status:** Initial Revenues



[www.coolsense.net](http://www.coolsense.net)

## Company at a Glance

CoolSense Medical Ltd. Is a subsidiary of the M.D Medical Group, based in Tel-Aviv, Israel  
CoolSense Medical was responsible for the R&D that preceded the manufacture

1. CoolSense™ – pain numbing applicator. CoolSense successfully implemented concept offers a revolutionary but simply operated instrument that eliminates the pain and discomfort of injection procedures. CoolSense™ received CE and FDA certification.

2. Derma-Sense™, an exclusive triple-active Mesotherapy device with:

- Mesotherapy fine micro-needling head
- Removable Cooling Head for pain's relief
- Serum complex to be spread while operation

The skin rehabilitation hand-held device helps redefine the complexion, prevent and treat lines, wrinkles, surgical and Acne scars and many other skin imperfections.

Derma-Sense™ Home-User version designated for revolutionary home application of Mesotherapy and skincare treatment.

3. LipSense™, an innovative Lip Moisturizer to keep after surgery's lips moist and significantly reduces patient dryness discomfort. For the first time, CoolSense Medical shall launch the LipSense™ TS, the unique lip moisturizer for respiratory patients.

## Technology & Product(s)

The innovative CoolSense™ device, when applied to the skin immediately anesthetizes the site of injection with no after effects. The CoolSense™ Pain-Free Injection Applicator has been accepted as an indispensable instrument for health care personnel when performing medical or cosmetic skin invasive procedures. The CoolSense™ Applicator is also an invaluable tool that greatly improves the quality of life for individuals who are obliged to undergo injection procedures on a daily basis.

CoolSense™ acts within 3-5 seconds to do away with the stress and fear that is associated with receiving injections, the most common health-care procedure worldwide.

The Derma-Sense™ has Micro-Needling plus Serum-Complex plus Cooling unit and simultaneous release of moisture-enhancing derma-serum complex with micro-needling. Designated for easy and effective use of the ladies and men at home including the disposable accessories to be adjusted for every treatment.

The LipSense™ – by patented internal device leads constant rate of water droplets to wet all around lips space. The device is moisturizes and makes its function once the patient shall place his lips to the device.

Additional device of the LipSense™ products family (the TS option) enables the respiratory patients with tracheal tube to have a rescue for their dryness unsolved distress.

## Goals

**Objectives:** Finding potential distributors for Eastern, Central and Western Europe. In addition, any other "uncovered" country in the world.

**Target Businesses:** Distributors for medical devices, disposables for hospitals and medical cosmetics mainly experts and experienced in the field of pharmacies and home-users chains.

**Target Countries:** All the above mentioned.

# Core Scientific Creations

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Disposable & Implantable

**Therapeutic Area(s):** EMS – Emergency Medicine Services, General Surgery, Wound Management, Orthopedics, Oral & Dental Care, Primary Care, ICU – Intensive Care Unit, Women’s Health, Obstetrics, Nephrology, ENT – Ear, Nose & Throat

**Company Status:** Regulatory Approval



## Company at a Glance

Core Scientific Creations develops and manufactures medical devices in the field of Advanced Bleeding Control. It is our mission to be innovative, creative and work directly with professional caregivers in the development of new products and methods of application. We are first and for most a scientific company dedicated to bringing knowledge and proven products to the end user. CSC is an entity created by people who are motivated by genuine care, some of us coming from the application side as care givers and some from the bio technological side as scientific researchers. We decided to take on the challenge of introducing life saving technologies equipped with all the knowledge needed to help care givers make environments, always thinking of the patient and his educated decisions both in real time and in calm wellbeing as if he was one of us.

## Technology & Product(s)

WoundClot, is an FDA cleared hemostatic class I medical device, for severely bleeding wounds and traumatic injuris and CE Class III Approved fully implantable surgical hemostat as well as Class IIb severe traumatic bleeding device. WoundClot is designed to stop severe arterial and venous hemorrhage, with out the need to compress directly onto the wound. It is engineered to create a hemodynamic polymer, which upon activation uses strong physical forces to attach itself onto the blood vessels and exposed tissue, forming a unique level of adherence. Based on Non-Oxidezed cellulosic stucture, WoundClot has new technology based on unique molecular structure designed to entrap platelets and coagulants in a modified physical molecular matrix, specifically designed to create a hemodynamic polymer membrane, with high adherence and resilience, able to withhold massive blood pressure and restrict blood flow rapidly. At the same time specifically designed molecular functional groups enhance and activate the natural coagulation process of up to 5 times more efficient then existing products.

## Goals

**Objectives:** To introduce life saving technologies, for the harshest bleeding scenarios both in the hospital and pre hospital environments. Equipping caregivers with an extensive scientific knowledge base to help make life saving decisions, both in Critical and calm environments.

**Target Businesses:** Distributors end-users in the fields of hospital and pre hospital emergency environments as well as surgical and applications for internal bleeding control, neurology surgery, Cardiac Catheterization Lab, OBGYN and ENT applications. EMS providers and military/governmental care givers and dental disposables distributors.

**Target Countries:** European Union, USA/North America, EMEA, Eastern European countries, Australia, Asian market and South America.

# DPE Medical

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Imaging & Robotics, Elderly Care

**Therapeutic Area(s):** Rehabilitation & Physiotherapy, Cardiovascular, Neurology & Degenerative Diseases, Orthopedics, Pediatrics, Pulmonary

**Company Status:** Revenue Growth



[www.dpemed.com](http://www.dpemed.com)

## Company at a Glance

Total Stairs and Gait Training Solutions.

DPE Medical is a unique international company that specializes in the development and manufacture of revolutionary products in the field of physiotherapy and rehabilitation. Close collaboration with senior and experienced physiotherapists, together with an outstanding research and development department, creates fruitful soil for new and unique products.

## Technology & Product(s)

DPE Medical provides total Stairs and Gait Training Solutions.

For 15 years, our products helped millions of patients throughout the world to return to their daily life.

Professional physiotherapists, repeatedly, year after year choose the Dynamic Stair Trainer as the preferable tool to train and rehabilitate their patients.

Walking and stairs climbing are basic and fundamental skills needed for mobility and well-being.

DPE Medical's products were developed specially to meet these needs.

Thousands of physiotherapists and millions of patients put their faith at the Dynamic Stair Trainer.

Today, DST is a synonym for efficiency and excellency when referring to physiotherapy and rehabilitation products.

During 2015, DPE Medical Ltd. will launch the first, state of the art, Computerized Dynamic Stair Trainer system. The CDST will enable, for the first time, to monitor, document and improve stairs climbing and gait training.

Physiotherapy departments and Institutes will have full documentation of all sessions of stairs climbing conducted with their patients, accompanied by an individual Progress Chart of each patient.

## Goals

**Objectives:** Presenting new products and recruiting new distributors.

**Target Businesses:** Distributors in the field of physiotherapy and rehabilitation.

**Target Countries:** Worldwide.

# EarlySense

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring, Telemedicine, Elderly Care, Home Care

**Therapeutic Area(s):** Cardiovascular, Infection Control, Internal Medicine, Oncology, Rehabilitation & Physiotherapy, Respiratory

**Company Status:** Initial Revenues, Revenue Growth

## EarlySense

[www.earlysense.com](http://www.earlysense.com)

## Company at a Glance

Founded in 2004, EarlySense is a market leader in contact-free and continuous monitoring technology. Validated by peer-reviewed studies and hospitals' experience around the world, our unique, contact-free sensing technology monitors heart rate, respiratory rate and motion, empowering clinical teams to improve quality of care and save lives of people in hospitals, long-term care facilities, nursing homes and various home environments. EarlySense's main product line, the hospital solution called The EarlySense System, measures key parameters with a sensor placed underneath the patient's mattress. The EarlySense System empowers the medical staff in unmonitored wards to early detect patients' deterioration by following and analyzing patients' vital signs and motion. This enables the nursing staff to improve clinical outcomes and proactively shorten the length of hospitalization in ICUs and general wards as well as reduce adverse events such as decubitus (pressure ulcers) and falls. The EarlySense systems are applied in the US, Europe, Asia and Australia. In addition, EarlySense develops unique solutions for remote patient monitoring, as well as sleep and wellness monitoring, targeting consumer markets

## Technology & Product(s)

EarlySense systems target several markets: Hospitals, geriatric centers and long-term care facilities – the EarlySense system addresses the specific requirements of clinical teams taking care of patients in general care units, usually monitored by nurses once every eight hours. The system comprises a unique sensor placed under the patient's mattress, a bedside monitor, a central display station and handheld devices. The system provides continuous monitoring for heart and respiratory rates, enabling the clinical staff to early identify patient deterioration and prevent potential adverse events such as falls and decubitus (pressure ulcers). EarlySense HomeCare solution provides remote patient monitoring in home environments enabling clinical teams to early detect patient deterioration, intervene and prevent hospitalization or patient readmission. A wellness/consumer solution – providing full analysis on health and sleep, including sleep stages and quality. This solution comprises an affordable sensor for wireless tracking sleep and health condition. Sending the data to smartphones or tablet computers it can help people lead a healthier life. OEM solutions – our unique technology is offered to companies looking into expanding and enhancing their products and services, by providing contact-free, continuous sensing capabilities compatible with any solution.

## Goals

**Objectives:** Locating business partners for commercial and development purposes: strategic partners for integrating and implementing our technology, distribution partners to hospitals and long-term care facilities, partners for commercial development of our home-based solutions.

**Target Businesses:** For our hospital solution – patient monitoring companies, hospital chains, distribution companies; For our OEM solutions – manufacturers of: patient monitoring equipment, hospital beds, ventilation equipment, nurse call equipment, sleep monitors manufacturers, home health care/ambient assisted living equipment, other relevant manufacturers who will benefit from contact-free monitoring capabilities; For our home solution – home care distribution companies, home care service providers; For our consumer/wellness solution – key players in the consumer wellness space, investment firms.

**Target Countries:** EMEA, Americas, Asia-Pacific.

# Estar Medical

**Category:** Medical Devices, Biotechnology

**Sub-Category:** Medical Equipment, Tissue Engineering & Cell Therapy, Biomaterials & Plasma Products, Diagnostics / IVD / Laboratories

**Therapeutic Area(s):** Dermatology & Aesthetics, Wound Management, Orthopedics, Oral & Dental Care, Veterinary

**Company Status:** Revenue Growth



[www.estar-medical.com](http://www.estar-medical.com)

## Company at a Glance

Estar Medical Ltd. is a privately held company operating in the Biological/Regenerative Medicine arena. Estar Medical is known for being the inventor of the "Tropocells"™ Platelet Rich Plasma System ("Tropocells PRP") platform technology. Tropocells PRP (FDA & CE approved) is a revolutionary repair system that uses the body's own growth factors for skin/wound repair and rejuvenation. Estar Medical has developed an advanced product portfolio for a variety of designated applications, such as: aesthetics/dermatology, hair-restoration, orthopedics & sports medicine, wound care, dentistry, veterinary and ophthalmology. Estar Medical currently sells its product lines, in more than 50 countries worldwide under several brand-names: "Tropocells", "Cellenis", "Mycells" and "Eclipse Aesthetics" (the #1 selling PRP kit for aesthetics in the US).

Estar Medical prides itself for its innovative intellectual property related to a range of therapeutic areas as well as for creating the next generation of biological products. The Company's efforts yield highly promising results backed by clinical studies. The products roadmap is based on the "Tropocells" platform and consists of the following products:

- Novel PRP-based regenerative products combining PRP with hyaluronic acid, collagen or bone substitutes
- BMAC System for concentrating bone marrow aspirate-derived cells
- Tropokine™ – autologous IL1-RA enrichment system
- Autologous biological glues
- Autologous thrombin
- Advanced stem-cells therapeutics

## Technology & Product(s)

The "Tropocells PRP" is a revolutionary promising approach in tissue regeneration which concentrates the patient's own cells (platelets) in a small amount of plasma. Upon injection into the treated area, these cells release a large amount of growth factors which immediately thereafter create a synergistic effect for maximal regenerative results. factors at high concentrations to the treated site.

Among the key advantages of the Tropocells:

- Only 10 minutes centrifugation at 1500G to obtain pure PRP with its growth-factors without Red Blood Cells and Granulocytes;
- Expensive capital equipment is not required – simple low cost fix or swing centrifuge perfectly works with the Tropocells PRP system;
- The simple preparation process takes no more than 10 minutes from blood collection to PRP harvesting, ensuring optimum concentration of platelets and their growth factors;
- The flexible and easy to use system enables the users to obtain higher/lower concentration by simply adjusting the amount of clear plasma removed from the tube;
- Patented gel separator ensures the outcome of a clear PRP;
- Activation and clot formation can be achieved for dental and wound healing;
- Tropocells is US patented, FDA cleared (510K for orthopedic applications) and CE certified.

## Goals

**Objectives:** Finding New distributors and strategic partners.

**Target Businesses:** Expanding Estar Medical's global operations.

**Target Countries:** North-America, Central-America, Europe, Australia, India, Far-East, Africa.



# Exalenz Bioscience

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring

**Therapeutic Area(s):** Gastrointestinal, General Health, Primary Care

**Company Status:** Revenue Growth



[www.exalenz.com](http://www.exalenz.com)

## Company at a Glance

Exalenz Bioscience Ltd. develops and commercializes advanced systems that extract vital information for diagnostics from subtle changes in the patient's exhaled breath based on its BreathID® technology platform. These products improve the quality of patient care, enhance clinic and medical center efficiencies and fuel revenue generation. Our proprietary core technology enables medical specialists to identify and manage specific digestive and liver conditions with unprecedented ease, patient comfort, and clinical precision.

The company's flagship BreathID® Hp is an extremely accurate, easy-to-use, self-calibrating urea breath test (UBT) and the emerging gold standard to diagnose, monitor and manage gastric H. pylori bacteria infection. It is estimated that over 50% of the world's population is infected with H. pylori. Recent studies estimate that more than 90% of duodenal ulcers and 80% of gastric complications are caused by H. pylori, conditions which can ultimately lead to stomach cancer and other gastric complications if left untreated.

The design of sophisticated diagnostic systems that are simple to operate is a hallmark of Exalenz. The company conducts ongoing research in collaboration with leading clinical and industrial partners in the U.S., Europe, Asia, and Israel.

Exalenz aims to become a leading provider of accurate, breath test-based, point-of-care disease management solutions for a broad range of GI and liver disorders.

## Technology & Product(s)

The BreathID® technology platform answers the long-standing need for fast, convenient and accurate monitoring of functional diseases of the liver and gastrointestinal tract. It measures parts-per-million changes in the molecular  $^{13}\text{C}/^{12}\text{C}$  ratio of the patient's exhaled breath – continuously, automatically and in real time. The real-time analysis is powered by the BreathID technology platform, which incorporates a number of proprietary core technologies, such as MCS™ (Molecular Correlation Spectroscopy), and online analysis algorithms.

BreathID products are designed for ease of use and user-friendly operation. Testing can be performed in the office or clinic.

The BreathID® Hp is the most innovative next generation Urea Breath Test (UBT) for diagnosing H. pylori infection and for post-treatment monitoring of H. pylori infection in adults. Its technology is based on measuring the parts-per-million changes in the molecular  $^{13}\text{C}/^{12}\text{C}$  ratio of the patient's exhaled breath. This is measured before and after the ingestion of a low dosage of  $^{13}\text{C}$  labeled urea dissolved in water. The test is non-radioactive and completely safe. Within 10–15 minutes the real-time analysis is complete and results are available immediately. These results can easily be uploaded into the patient's EMR.

## Goals

**Objectives:** Locate distributors.

**Target Businesses:** Medical devices distribution.

**Target Countries:** Australia, Austria, Baltics, Bulgaria, Canada, Czech Republic, France, Germany, Holland, Hungary, India, Poland, Romania, Russia, S. Africa, S. Korea, Singapore, Slovakia, Spain, Sweden, Switzerland, Ukraine.



# Flight Medical

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Elderly Care, Home Care

**Therapeutic Area(s):** Respiratory, EMS – Emergency Medicine Services, ICU – Intensive Care Unit, Primary Care, Pulmonary, Rehabilitation & Physiotherapy

**Company Status:** Revenue Growth



## Company at a Glance

Flight Medical targets the growing demand for multipurpose high end and versatile ventilators. Established in 1997, Flight Medical specializes in developing, manufacturing and marketing respiratory life support equipment. More than 20,000 ventilators have been sold worldwide for use in hospitals, home care, long-term care, transport, sub-acute and disaster preparedness. Flight Medical introduced the Flight 60, a cutting edge ventilator with unique features for every clinical segment. Our vision is to provide ICU quality level of care wherever is needed.

## Technology & Product(s)

Flight 60 is a mechanical ventilator designed to address the growing need for ventilation in hospital, long term care, emergency, in-hospital transport, home care and sub-acute. The Flight 60 ventilator is cost effective and offers outstanding clinical performance in a compact and lightweight design. Our ventilators offer advanced ventilation modes, advanced monitoring, easy to use, have invasive and non-invasive capabilities, and unique double battery concept with a total of up to 12-hours battery life.

Flight 60 features:

- Acute NIV – Flight 60 Turbine ventilator provides up to 60lpm leak compensation with 220lpm maximum flow for excellent NIV performance.
- ICU quality in a 5.5Kg ventilator – Flight 60 with the advanced B-LEV (Bi-Phasic) mode maintains ICU level of care during transport.
- Integrated Nebulizer Port – Synchronized and volume compensated nebulizer port provides excellent patient's safety.

Flight 60 provides patient with a reliable, easy to use and functionality-rich ventilator.

## Goals

**Objectives:** Nourish and develop strategic partnerships (such as OEM and technology transfer), in addition to establishing a global distribution network.

**Target Businesses:** Set worldwide distribution channels for our ventilators in hospitals, home care, transport and long-term care market segments. Develop strategic partnerships on commercial and technological levels.

**Target Countries:** Worldwide.

# HealthWatch

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring, Telemedicine, Sports Medicine, Elderly Care, Home Care

**Therapeutic Area(s):** Cardiovascular, Respiratory, ICU – Intensive Care Unit, General Health

**Company Status:** Regulatory Approval



[www.personal-healthwatch.com](http://www.personal-healthwatch.com)

## Company at a Glance

HealthWatch Ltd. is a medical technology device company dedicated to developing wearable healthcare products for today's lifestyle using emerging connectivity technologies. The products seamlessly and transparently protect the user's health around the clock utilizing the latest micro-technology to immediately alert the user or medical professionals via a personal smartphone and standard telemetry systems, when an emergency is sensed. HealthWatch products represent a breakthrough in wearable textile electrodes and heart-sensing (3-to-15 lead ECG) electronic technology, all integrated into simple everyday garments, enabling continuous patient monitoring whether in the hospital, as a heart attack survivor at home, or for health and fitness tracking – all without adhesives or shaving preparations.

Market Potential: HealthWatch products offer exciting new revenue streams with total available market potential of more than \$35B built upon existing medical infrastructures such as out-patient telemonitoring, homecare telemetry, active elderly, recent heart attack survivors, long term Holter monitoring, first responders, and pregnant women. In the new medical insurance accountable care 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 customers and reducing hospital readmissions.

## Technology & Product(s)

**Sensing:** hWear™ (Healthwear) are heart-sensing, seamless garments featuring interwoven digital textile electrodes for continuous vital sign monitoring – ideal for use in hospitals, by heart attack survivors at home, or for health and peace of mind – all without adhesives, gels, or shaving preparations. Garments are machine-washable and capable of sensing 3-to-15 lead ECGs, and other bio-signals such as activity, motion, falls, and respiration.

**Alerting:** MasterCaution® Monitor & control device attaches to the garment side pocket constantly analyzing actual ECG signals in real-time for such cardiac events as arrhythmias, ischemia, respiratory abnormalities, sudden patient falls or lack of motion – all generating an automatic early alert. The alert can inform the user and be sent to the Cloud via the user's smartphone to predefined medical professionals and standard telemetry or remote monitoring services.

## Goals

**Objectives:** Sales, Strategic Partnership, Distributors.

**Target Businesses:** Medical Distributors and Service Telemonitoring Companies.

**Target Countries:** Worldwide.

# Hip Hope Technologies

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring, Telemedicine, Elderly Care, Home Care

**Therapeutic Area(s):** Orthopedics, Rehabilitation & Physiotherapy, Walking & Mobility Aids

**Company Status:** Clinical trials



[www.Hip-Hope.com](http://www.Hip-Hope.com)

## Company at a Glance

Hip Hope Technologies Ltd. (HHT) is the developer of Hip Hope™, a revolutionary active device, intended to reduce fall impacts causing hip fractures in seniors suffering from conditions such as low bone density (osteoporosis) and loss of balance related fall events. Hip fracture is the common most severe fracture among elderly people, associated with extremely high rates of mortality and morbidity.

Hip Hope™ belt-shaped device incorporates a highly advanced fall detection system, comprising a unique set of sensors and fall detection logic. Once an impending collision with ground surface is identified, the system activates two fast deploying airbags that radically attenuate fall impact. The device will provide additional functionalities, such as: Remote fall alert transmission, ongoing motion and activity data logging, built-in emergency-distress button, GPS locator and pockets for storing small-size personal items.

HHT management team and advisory board members are characterized by their vast professional and managerial experience. HHT teamed up with leading medical and nursing centres, in performing field research and testing of the device. HHT is in the final stages of undergoing ISO 13485 certification and obtaining CE-mark and FDA listing for Hip Hope™. Beginning of Hip Hope™ sale is scheduled for Q1/2016.

## Technology & Product(s)

Hip-Hope™ is a wearable device implementing groundbreaking technology. The device is designed as an esthetic belt, worn conveniently around the user's waist, over the clothing.

An advanced multi-sensor-type fall detection system activates fast deploying airbags, once an impending collision with ground surface is detected. The inflated airbags wrap the hips, while radically attenuating fall impact and reducing the likelihood of impact-related injuries. Hip-Hope™ is a composite product, employing diverse technologies in fields such as electronics, DSP, software and algorithms, pneumatics, airbag technology and wearable device industrial design. The product's inventive set of sensors, system logic and algorithm make it possible to reliably distinguish between real falls and misleading fall-like events. Major effort has been invested in achieving senior-compliant design goals, such as convenience, user friendliness, aesthetics and automatic operation, in order to secure user adoption and compliance. Hip-Hope™ will also provide the users and their caretakers with significant added-value functionalities, such as: Remote fall-event alert, motion data logging, built-in emergency button, GPS locator, pockets for small-size personal items and more. Beginning of Hip Hope™ sale is scheduled for Q1/2016.

## Goals

**Objectives:** Introduction to potential strategic partners such as: medical service providers, distributors and potential customers.

**Target Businesses:** Elderly Care Facilities, Assisted Living Facilities, Retirement Homes and Senior Housing, Medical centers, Hospitals and Rehabilitation centers, Telehealth and Smart Home product manufacturers and service providers, Home Health Emergency service providers, Home Care providers.

**Target Countries:** We aim at the global market and in particular – Western Europe and the US. Our first priority target markets are: Germany, UK, Benelux and Italy.

# Hy Laboratories

**Category:** Medical Devices, Biotechnology, Nanotechnology, Pharmaceuticals, Services, AgroBio

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring, Diagnostics / IVD / Laboratories, Gene Therapy & Molecular Biology, Genomics & Proteomics, Bioinformatics, Microbiology, Research Tools, Industrial, Environmental

**Therapeutic Area(s):** Respiratory, Women's Health, Infectious Diseases

**Company Status:** Revenue Growth



[www.hylabs.co.il](http://www.hylabs.co.il)

## Company at a Glance

Hy Laboratories Ltd (hylabs) is Israel's leading developer of products for identification of infection disease. hylabs provides a full range of products and services to the healthcare (health insurance companies, hospitals and private laboratories), industrial (pharmaceutical, biotechnology food & beverage, water companies etc.), environmental and academic research markets. hylabs proven product quality, reliability and exceptional service since 1974. Highly experienced R&D staff work closely with leading experts in microbiology and molecular & cell biology to assess needs and advance to future technologies and new product developments.

## Technology & Product(s)

Hy Laboratories offers a Wide range of Prepared Culture Media, Biochemical and Molecular tools for Microbiology and Molecular Biology labs and unique Elisa test for predicting Preeclampsia. Our product line includes:

- Women health – PP13 Elisa test for early prediction of Preeclampsia
- Microbiology Products – Hy-Giene Monitor system (HGM) – double-sided agar slide; Prepared Culture Media (Plates, Test Tubes & Bottles); Irradiated Contact& Settling plates; Biochemical kits
- Molecular Biology Products: Oligos; PCR and qPCR kits for detection of infectious diseases; DNA Extraction and Purification kits; Enzymes; Buffers and ready to use gels
- Services: Projects are fully coordinated by highly skilled experts operating under GMP and ISO 9001 Guidelines. DNA sequencing, genotyping, bacteria and fungi identification, Mycoplasma detection, Cell Bank Characterization.; Additional services include PCR/RT, PCR cloning, Real-Time PCR, DNA/RNA extractions, genomic differentiation and bioinformatics analysis, custom oligo and peptide synthesis, custom gene synthesis. The next generation sequencing (NGS) unit offers a wide range of genomic applications and bioinformatics services including Microbiome and Metagenomics – 16S rRNA Profiling.

## Goals

**Objectives:** Distributors.

**Target Businesses:** Microbiology, Molecular Biology, Women's Health.

**Target Countries:** Worldwide.

# IceCure Medical

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, MIS – Minimally Invasive Systems, Disposable & Implantable

**Therapeutic Area(s):** Women's Health, Oncology

**Company Status:** Initial Revenues



[www.icecure-medical.com](http://www.icecure-medical.com)

## Company at a Glance

IceCure Medical is an Israeli company that develops and markets minimally invasive cryoablation therapies for women's health and other areas. Our proprietary IceSense3™ system provides minimally invasive, in-office definitive treatment for breast tumors, both benign and breast cancer<sup>(1)</sup>. IceCure sells its products in the U.S (both direct and by distributors through its subsidiary IceCure Medical, Inc. having its office in Memphis, Tennessee. Among our U.S clients are breast centers in reputable institutions as well as private clinics operated by breast surgeons and radiologists. In other geographies, IceCure uses specialized distributors that provide clinical and technical sales support in Asia and Europe. IceCure has FDA and CE approval for broad benign and malignant indications. The company is also in advanced regulatory process in China with the CFDA as well as other Asian and South American countries. Thanks to its unique and innovative technology, IceCure participate in several clinical studies for treatment of other indications such as lung cancer, Kidney cancer and breast cancer. The company also develops a product for treating uterine fibroids. With the global trend of taking procedures from the operating room to the office environment and decreasing their costs, IceCure's innovation brings the future to the present!

<sup>(1)</sup>Under clinical studies in the U.S and Japan

## Technology & Product(s)

Cryoablation is a minimally-invasive ultrasound /CT guided treatment that uses extreme cold to freeze and accurately destroy diseased tissue within the tumor zone. The ablated tumor becomes necrotic and as such, shrinks and absorbed by the immune system. Cryoablation exists more than 2 decades and has been successfully used in various application based on slow, gas-based technology. IceCure uses liquid-Nitrogen based technology which is more compact, faster and more efficient. IceCure sells the IceSense3™ system in the U.S since mid-2011 for the treatment of benign breast tumors under CPT code 19105, with support of the American Society of Breast Surgeons (ASBS). Recently, clinical results from a study of treatment of small breast cancer tumors were published, showing no cancer recurrence after follow-up period of up to 6 years. IceCure intends to continue with more U.S and international studies in this promising direction.

The procedure is a safe and effective treatment option that has the following characteristics:

- Performed by one physician
- An office procedure
- Local anesthesia
- Can be completed in 5-15 minutes
- No pain
- No scar, superior cosmetic results
- Short recovery time
- Promising treatment for small breast cancer tumors<sup>(1)</sup>

<sup>(1)</sup>Under clinical studies in the U.S and Japan

## Goals

**Objectives:** Expand sales in Europe, Asia and other countries, use platform to enter new areas.

**Target Businesses:** Women's health, Interventional oncology, General surgery.

**Target Countries:** US, Europe, China, India, Latin America.

# Inovytec Medical Solutions

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Telemedicine, Diagnostic & Monitoring, Disposable & Implantable, Internet-based Health Info

**Therapeutic Area(s):** EMS- Emergency Medicine Services, Cardiovascular, Respiratory, Airway Management

**Company Status:** Initial Revenues



## Company at a Glance

Inovytec is engaged in the design, development and manufacturing of essential, non-invasive critical care devices for use in out-of-hospital environment. Our innovative devices are designed to be used by first responders in order to administer effective first-aid treatment to persons undergoing medical emergency events. We aim to save lives by spreading our cutting edge technology which represents the next generation of out-of-hospital medical emergencies treatment. Our devices enable to address a wide variety of life-threatening events that are untreatable by the currently available solutions. Inovytec is led by a team of highly-experienced executives and R&D engineers, and supported by internationally-recognized experts in emergency medicine, intensive care and cardiology.

## Technology & Product(s)

The Lubo™ is a new airway management device for use in medical emergencies. The Lubo is the only non-invasive upper airway opening device which can open and secure the airway by imitating the jaw thrust maneuver, while protecting the cervical spine. This novel device is intended to enable non-invasive airway management in cases of trauma that require immediate airway management, with the ability of cervical spine immobilization.

The SALI™ is a family of simple to use, non-invasive, portable, automated devices indicated for use in pre-hospital and out of hospital respiratory, cardiac, central nervous system and trauma emergencies, in which monitoring, airway management, oxygen therapy and/or defibrillation may be required.

The intensiVENT is a family of lightweight ( 1Kg) small size mechanical ventilators, designed for out-of-hospital critical care and oxygen therapy in field conditions and during transit. This innovative ventilator perfects the standard of care in military medicine, home care environment and Intensive Care medicine. The combination between multi-functionality along with light-weight and portability features, positioning intensiVENT as the optimal solution for various acute out of hospital respiratory emergencies.

## Goals

**Objectives:** To have Inovytec's innovative solutions placed in out-of-hospital surrounding and used by any first responder in order to save lives.

**Target Businesses:** Finding the right strategic partners and distributors around the world.

**Target Countries:** USA, India, Germany, Poland, Slovakia, Romania, Hungary, Mexico, Turkey, Japan, Baltic, Belgium, Bulgaria, Russia, Thailand, Singapore.



# Integrity Applications

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring, MIS – Minimally Invasive Systems, Home Care

**Therapeutic Area(s):** Diabetes, Cardiovascular, Hematology, General Health

**Company Status:** Initial Revenues



**integrity**  
applications

[www.integrity-app.com](http://www.integrity-app.com)

## Company at a Glance

Integrity Applications has developed a non-invasive blood glucose monitor. The device utilizes a patented combination of ultrasonic, electromagnetic, and thermal technologies which measure three distinct criteria to provide a blood glucose measurement. GlucoTrack enables diabetics to measure their blood glucose levels without drawing blood. A small sensor clips comfortably to the ear lobe while blood glucose level is calculated using a proprietary algorithm and displayed on hand held device the size of a smart phone. GlucoTrack removes the two most significant barriers to frequent monitoring of blood glucose levels by diabetics: pain (the device is non-invasive) and cost (no disposables are required). All diabetics would benefit from a device that does not require pricking their finger and draw blood each time they want to measure blood glucose level. Nurses and caregivers for infants (later stage), children, and elderly patients will also immediately recognize the appeal of GlucoTrack's non-invasive nature. Integrity Applications' GlucoTrack model DF-F has been proven for safety and performances for patients in clinical studies conducted by third party, under the supervision of leading diabetes authorities at the Soroka University Medical Center in Israel. The upgraded device has gained a CE-Mark approval in April 2014.

## Technology & Product(s)

GlucoTrack is battery-operated and includes a Main Unit (MU), which contains display and control features, as well as transmitter, receiver and processor, and a Personal Ear Clip (PEC), which is clipped to the earlobe and contains sensors and calibration electronics. The device is small, light and easy to use and handle. The Main Unit can be shared by up to three users (in model DF-F), although each user requires his/her own (individually calibrated) PEC. The device includes a USB port for data downloading (enables off-line analysis), as well as battery recharging.

GlucoTrack model DF-F main features:

- Uses three different technologies simultaneously to increase accuracy
- Reliable results
- Complete set of data for each reading (user's name/date/time/glucose level)
- Long term of calibration validity
- Provides spot measurements
- Visual and verbal glucose readings
- Main Unit supports up to three users
- Up to 1000 recent readings per user
- Comparable to a smart phone in size and weight
- Readings history data in tabular and graphic formats
- USB communication for easy data downloading for back-up storage and analysis
- User Friendly: easy to operate, easy to read data, large color touch screen
- Repeatable audible result
- Reduced life cycle cost (less expensive than finger prick device in long term)

## Goals

**Objectives:** Meetings with potential distributors.

**Target Businesses:** Distributors within the arena of medical devices for diabetes.

**Target Countries:** Worldwide.

# Intromedix Advanced Medical Technologies

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, MIS – Minimally Invasive Systems, Endoscope & Accessories, Disposable & Implantable

**Therapeutic Area(s):** General Surgery, Diabetics, Gastrointestinal, Neurology & Degenerative Diseases, Orthopedics, Obesity

**Company Status:** Revenue Growth



[www.intromedix.co.il](http://www.intromedix.co.il)

## Company at a Glance

Intromedix offers unique disposable medical devices designed to improve traditional surgical procedures by improving and extending treatment possibilities and high quality of care given to patients by providing the attending physician with innovative technologies. Our products portfolio includes surgical devices, endoscopy devices (endoscopic staplers) and soon will launch our extended laparoscopic devices family as an answer to the Minimal Invasive evolving market. Our products are ISO13485, FDA and CE certified by Medcert. Intromedix is an Israeli company established in 2006. During 2014 Intromedix was acquired by "Geut Holdings Ltd." and since then the company is focused on expanding and developing its portfolio and business to new territories by meeting market needs. With an enthusiastic and service-oriented team, Intromedix is striving to a partnership level of collaboration worldwide with our distribution channels while maintaining a Strong commitment to our clients.

## Technology & Product(s)

Our products portfolio includes disposable surgical devices for open and Laparoscopic surgical procedures:

- Laparoscopic products
- Endo-staplers with straight and articulator reload units
- Trocars
- Endoscopic Bags
- Hand Instruments
- Titanium Clip Appliers
- Open surgery devices – Linear cutter, Linear stapler, Circular stapler, Hemorrhoidal stapler and Skin Stapler & Remover
- Surgical Sutures – Absorbable and non-Absorbable
- Others

Our products are ISO13485, FDA, CE certified by Medcert.

## Goals

**Objectives:** Allocate distribution channels.

**Target Businesses:** Potential distributor's criteria: Medium to large sized company; Ability to distribute in several hospitals independently or by sub-distributors; Advantage to full regional coverage (by country) or multi-regions presence; Strong Network of Key Opinion Leaders (leading surgeons); Proven experience in selling products to Theatre rooms (OR); Advantage to a valid experience with similar products; Minimum 5 years old company; Financial Strength; Ability to communicate in English; Experience with International companies; Business acumen of the surgical devices market.

**Target Countries:** Europe, Latin-America and Asia.



# ITGI Medical

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, MIS – Minimally Invasive Systems, Disposable & Implantable

**Therapeutic Area(s):** Cardiovascular, EMS – Emergency Medicine Services, Neuroscience

**Company Status:** Development & Revenue Growth



[www.itgimedical.com](http://www.itgimedical.com)

## Company at a Glance

ITGI Medical is an Israeli bio-med engineering company, specializes in developing, manufacturing and marketing of lifesaving endovascular technologies for emergency situations. The company's portfolio and future pipeline of products focus on biocompatible minimally invasive devices addressing unmet needs in interventional cardiology and neuroradiology. Our mission is to provide the medical community with innovative, high-performance devices that offer a reliable, proven solution for numerous endovascular indications. ITGI has a well-established worldwide distribution network, generating recurrent sales.

## Technology & Product(s)

Our flagship product, the AneugraftDx, is a pericardium covered coronary stent for emergency vessel reconstruction in cases of acute rupture or dissection of a coronary artery, coronary aneurysm, or saphenous vein graft reperfusion. The AneugraftDx entered the market in 2009 and the AneugraftNx intracranial covered stent was launched in 2012. The only biologically covered stents in the market, providing an immediate blood vessel reconstruction in a one-step procedure. Current indications include treatment of numerous blood vessel malformations in the heart and brain such as aneurysms and fistulas, in addition to life threatening perforations and dissections. Together, ITGI's innovative pericardium covered stents have helped save thousands of lives all over the world. In addition to its covered stent technology, ITGI is expanding its product offering to include other innovative solutions for emergency intra-arterial interventions. The most recent of these products is the "Radiole", a unique Mechanical Neuro Thrombectomy device for the emergency treatment of acute ischemic stroke, which is predicted to be one of the most cutting-edge treatments in this emerging market. Out of the box thinking created\ delivered an innovative, less traumatic, faster and more efficient solution for blood clot removal.

Further to our Pericardium covered stents, ITGI has recently developed what promises to be a breakthrough in covered stent technology, the 'EVE' placental tissue reinforcement device. The device is composed of an ultra-thin human placenta covering together with a novel scaffolding design, providing unprecedented flexibility & deliverability that can be used for a significantly greater number of indications. That could provide treatment to a significantly greater number of indications. The use of human placenta as graft material will provide the Eve device with a never-before-seen level of biocompatibility: a completely non immunogenic platform for transplantation with minimal risk of immune rejection and high therapeutic potential for optimal long-term clinical results.

## Goals

**Objectives:** Establish new partnerships with potential distributors, investors and R&D innovations in the endovascular field.

**Target Businesses:** Distributors, Investors, R&D partners, Hospitals.

**Target Countries:** Germany, Spain, China, Japan, Korea, Latin America.

# Lev EL Diagnostics of Heart Diseases

**Category:** Medical Devices

**Sub-Category:** Medical Software, Telemedicine,  
Diagnostic & Monitoring

**Therapeutic Area(s):** Cardiovascular, General Health

**Company Status:** Initial Revenues



[www.levhm.com](http://www.levhm.com)

## Company at a Glance

Our company is called Lev EL Diagnostics of Heart Diseases Ltd. (Lev EL), a privately-held biomedical company that specializes in the detection of cardiovascular diseases. Our flagship product, HeartTrends™, is a diagnostic software tool for the detection of myocardial ischemia related to Coronary Artery Disease (CAD) at its early stage and is used for screening between sick and healthy individuals.

## Technology & Product(s)

Our flagship product, HeartTrends™, is a diagnostic software tool for the detection of myocardial ischemia related to Coronary Artery Disease (CAD) at its early stage and is used for screening between sick and healthy individuals. HeartTrends offers an alternative to the standard Exercise Stress Test (EST) with its significantly improved outcomes including superior sensitivity (77%) and high negative predictive value (98%). The HeartTrends™ test is done at rest by using a simple one hour Holter data recording, with no need for a doctor to be present during the test and without putting patients under the risk of exercise stress tests. Given that the main objective of an EST is to test for myocardial ischemia, the opportunity with HeartTrends™ is to replace EST's for the general population in addition to being an ideal solution for 30% of the population that cannot undertake EST's (such as handicapped and elderly people and even athletes who cannot reach their target pace at a standard EST).

Advantages over the available solutions in the market:

- Highly reliable – high values of Sensitivity (77%) and NPV (98%)
- Simple 1 hour Holter test
- Done at rest – patient can sit, walk, talk, etc.
- An ideal solution for 30% of the population who are unsuitable for EST – handicapped, elderly & those that cannot meet target pace
- No expensive and bulky equipment – pay as you go (pay per test)
- Can be done at the doctor's clinic, at home, in office, etc.
- No need for a doctor to be present during the test
- Patients are not exposed to the unnecessary risk of exercise, radiation or to an invasive/semi invasive procedure
- Significant revenue generator – multiple tests done simultaneously
- Progressive business model

## Goals

**Objectives:** Continue to establish market awareness and penetration in key target markets. Create initial awareness and penetration in untapped target markets.

**Target Businesses:** Relevant target markets include public and private hospitals, insurance companies, cardiologists and general practitioners.

**Target Countries:** Asia Pacific, Europe, Africa, Canada, US, South America, UAE.

# M.S.T – Medical Surgery Technologies

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, MIS – Minimally Invasive Systems, Endoscope & Accessories, Imaging & Robotics

**Therapeutic Area(s):** Gastrointestinal, Women's Health, General Surgery

**Company Status:** Initial Revenues



## Company at a Glance

MST – Medical Surgery Technologies Ltd. is commercializing AutoLap®, an image-guided laparoscope positioning system for minimally invasive surgical procedures.

## Technology & Product(s)

MST – Medical Surgery Technologies Ltd. is commercializing AutoLap®, an image-guided laparoscope positioning system for minimally invasive surgical procedures. During laparoscopic procedures, a surgical assistant is required to hold and adjust the angle of the laparoscope so that the surgeon can see where he or she is working. The need for two operators to work two separate systems as one seamless unit is a major challenge in laparoscopic surgery. Having an assistant holding the laparoscope is distracting and cost inefficient and also results in unstable images – a significant distraction particularly with more powerful and sharper next generation HD/3D laparoscopes. Utilizing advanced image analytics and a user-friendly laparoscope positioner, AutoLap® offers the surgeon full and natural control of the laparoscope and the ability to fully focus on the task at hand. For healthcare providers AutoLap® offers cutting-edge surgical technology for reducing OR costs and driving revenues – at a fraction of the cost of large robotic systems. These cost savings combined with the competitive price of the system facilitates a rapid payback period.

**Key Benefits:**

- Minimizes surgeons interactions during procedure (can facilitate solo surgery)
- Simple control interface for short learning curve
- Reduced average procedure time through improved workflow (e.g., fewer lens cleaning)
- Reduced costs through optimized staff utilization (e.g., scheduling, fewer injuries)
- Seamless OR integration: uses existing equipment (surgical tools, beds and imaging systems), small OR footprint, easy set-up

## Goals

**Objectives:** Expanded sales of AutoLap® in Europe and the U.S.

**Target Businesses:** Distributors, hospitals, surgery clinics, manufacturers for marketing partnerships and other collaboration.

**Target Countries:** Germany, France, Scandinavia, U.S.

# Medical Compression Systems

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Home Care

**Therapeutic Area(s):** ICU – Intensive Care Unit, Orthopedics, Peripheral Vascular, Rehabilitation & Physiotherapy, Urology, Wound Management

**Company Status:** Revenue Growth

**ActiveCare®** ActiveCare® is a trademark of MCS Medical Compression Systems Ltd.  
SAFE DVT PREVENTION

[www.activecare.mcsmed.com](http://www.activecare.mcsmed.com)

## Company at a Glance

ActiveCare® is a clinical proven alternative to anticoagulant drugs for the prevention of Deep Vein Thrombosis (DVT) after Total Knee and Hip Replacement Surgery, from Hospital to Home. As it significantly reduces the drug requirements it minimizes the occurrence of major bleeding complication and the need for supplementary blood products that may lead to costly readmissions. ActiveCare® is currently used in more than 80 surgical centers across the US daily. Its line of products is cleared for market in several geographies including US, EU, Japan and Korea. ActiveCare® is a trademark brand of MCS medical device company. Founded in 1997, MCS is an Israeli public company, traded on the Tel Aviv Stock Exchange (TASE: MDCL). MCS Inc., the company's subsidiary, is located in the USA.

## Technology & Product(s)

ActiveCare®+S.F.T. fully meets the American College of Chest Physicians Evidence-Based Clinical Practice Guidelines (ACCP 2012) as a standalone therapy without the need of drugs for DVT prevention after Total Joint Replacement for the whole duration of treatment from hospital to home. ActiveCare®+S.F.T. identifies the patient's normal venous blood flow pulses, and actively synchronizing it to the natural rhythm. Its compact size and unique portability allows it to be worn on a continuous basis. ActiveCare®+S.F.T. achieve an exceptionally high compliance rate that can be easily monitored via the display on the unit's LCD screen. It consists of a lightweight miniature mobile unit (1.65 lb), with compression sleeves that can be easily wrapped around the patient's lower limbs. The system can operate either by rechargeable battery or AC/DC adapter. It is a safe and highly effective way to reduce the risk of blood clot formation and prevent DVT/VTE, with or with Aspirin. It is portable and capable of delivering continuous DVT prevention on a 24 hour basis for both acute care (in-hospital) and home care (post discharge) settings. Based on its synchronized flow technology (S.F.T.).

## Goals

**Objectives:** Meet potential business partners, distributors and other customers.

**Target Businesses:** Distributors, Home Health Care Specialists, Diabetic Specialists, Orthopedic Specialists.

**Target Countries:** Global.

# MedicSense

**Category:** Services

**Sub-Category:** Regulation Consultancy

**Company Status:** Private company



[www.medic-sense.com](http://www.medic-sense.com)

## Company at a Glance

MedicSense Ltd., one of the leading clinical & regulatory affairs companies in Israel, was established to assist medical devices manufacturers to contend with clinical, regulatory and QMS requirements. MedicSense has over 20 years of experience providing services such as technical and regulatory affairs from the early stages of the product to the final stages of certification (FDA, CE, and more), design of pre-clinical and clinical trials, CRO activities including monitoring data management and data analysis, establishment of quality systems and a comprehensive range of complementary services such as European Authorized Representation, U.S. Agent, Strategic Market Review, Reimbursement, Quarterly Standards Review and more. MedicSense is comprised of a competent multidisciplinary team to assure that every aspect of its work is professionally addressed. Our strengths are based on our extensive R&D, engineering and techno-regulatory background and experience with a wide range of medical device technologies. We know how to get products past the regulatory hurdles by providing pragmatic solutions. We understand the needs of the vibrant high tech medical device industry and the dynamic regulatory environment. MedicSense acts as an Israeli Registration Holder (IRH) for foreign companies that export their devices to Israel. MedicSense is the exclusive representative of NAMSA and the British Standard Institute (BSI) Academy in Israel. We provide the following services:

### Regulatory Affairs

- Techno-regulatory consulting and implementation of product related standards
- FDA 510(k), PMA, pre-Sub and IDE submissions, EU CE Mark activities for AIMD, MDD and IVD
- Submission and registration of products in the Far East, Oceania, Israel, South America
- U.S. Agent, EU Authorized Representative and Israel IRH (registration Holder) services
- Registration in AMAR IL MOH (Israeli registration system for medical devices)
- Product-related Regulatory Plans and V&V, Investigation and reporting of incidents/AEs/SAEs
- Periodic Standard review, dedicated technical and medical writing and reimbursement

### Quality Management Systems (QMS)

- Establishment and implementation of Quality Systems
- Preparation for certification of Quality Systems according to FDA QSR, EU Medical Device Directive 93/42/EEC, EN/ISO13485 and CMDCAS
- Pre-certification audits (Mock) prior to FDA audits, Notified Body Audits or other bodies
- Periodic compliance audits

### Clinical/CRO Affairs

- Development of pre-clinical, clinical research strategies and allocation of sites and opinion leaders
- Development and preparation of study protocols for pre-clinical and clinical trials, Investigator Brochures (IB), Investigator Files (IF), Case Report Form (CRF) and Informed Consent (IC)
- Preparation of clinical Standard Operating Procedures (SOPs)
- Submission to and liaison with Ethic Committees/IRB and MOHs
- Conducting of site monitoring visits in accordance to ICH-GCP guidelines and ISO14155
- Data management and analysis

### Strategic Regulatory Consulting

- Regulatory due-diligence for companies who are interested in acquiring other companies

## Goals

**Objectives:** Assist MD companies deal with clinical, regulatory and QMS requirements.

**Target Businesses:** Provide our clinical, regulatory and QMS services worldwide.

**Target Countries:** USA, EU, China, India, Korea, Canada, Brazil, Russia, Argentina, Taiwan.

# Medic Shoes

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Home Care

**Therapeutic Area(s):** Peripheral Vascular, Orthopedics, Diabetics

**Company Status:** Regulatory Approval



[www.medicshoes.com](http://www.medicshoes.com)

## Company at a Glance

Medic Shoes Ltd. was established in 2011, during which the company's owner was suffering from complications from poor peripheral circulation as a result of diabetes. A natural, non-pharmaceutical solution was desired, in order to increase blood flow and decrease foot pains. Through vigorous research, development, and testing, Medic Shoes has been approved by the CE as well as FDA Registered. Ultimately, Medic Shoes aims to improve the lives of patients that suffer from the unwanted side effects of Diabetes, Peripheral Vascular Disease, and foot discomfort.

## Technology & Product(s)

Medic Shoes™ are uniquely-designed comfort shoes that function on a battery-powered, remote-controlled, variable-strength foot massage that has been clinically proven to increase blood flow and decrease foot pain. Medic Shoes has been CE approved and FDA Registered as of May 2015. Medic Shoes™ offers a non-pharmaceutical addition to conventional drug therapy, alleviating the symptoms of poor peripheral circulation. Based on the principles of acupressure and reflexology, Medic Shoes have demonstrated their effectiveness in research conducted by cardiologists: wearing Medic Shoes for 15-30 minutes a day led to a statistically significant positive impact on patients with diabetes or peripheral vascular disease. In a clinical study conducted in diabetes subjects, the medic shoes have shown a notable decrease in foot pain, tingling, cramping, and numbness.

## Goals

**Objectives:** Meet potential business partners, distributors and other potential customers.

**Target Businesses:** Distributors, Home Health Care Specialists, Diabetic Specialists, Orthopedic Specialists

**Target Countries:** Global.



# MediTouch

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Telemedicine, Imaging & Robotics, Training, Elderly Care, Home Care

**Therapeutic Area(s):** Rehabilitation & Physiotherapy, Neurology & Degenerative Diseases, Orthopedics, Pediatrics, Neuroscience

**Company Status:** Revenue Growth



[www.meditouch.co.il](http://www.meditouch.co.il)

## Company at a Glance

MediTouch was established in 2004 as part of the incubator program of the Chief Scientist of Israel. The company develops, manufactures and markets innovative neurological and orthopedic rehabilitation systems for hospitals inpatient and outpatient, community and home users including adults and children. The technology and systems are a breakthrough in the field of rehabilitation and allow patients, clinicians and caregiver's treatment and assessment tools that improve functional outcome following neuromuscular and orthopedic injury and disease when combined with traditional occupational and physical therapy. MediTouch was established to introduce motivating and quantitative physical rehabilitation devices that allow customization of physical rehabilitation therapy to the patient's ability and requirements. At the same time it is imperative that the tools are easy for both therapist and patient use, and can be used for a wide range of patient abilities and indications. The company's rehabilitation platforms use exercise and biofeedback to improve patient's lower and upper extremity functional movement and balance ability. The company's rehabilitation platform provides clinicians, patients and their families as well as managers a value proposition that is backed up both clinically and economically and justifies purchase. MediTouch develops Physical Rehabilitation Solutions based on hardware, dedicated rehabilitation software and physical rehabilitation clinical know-how. The solution is used by OTs and PTs in rehabilitation clinics both inpatient and outpatient, in community physical and occupational therapy clinics and by home users, worldwide. The MediTouch system uses computerized games enabling the therapist offer the patient more opportunities and environments both at the clinic's and at home, to practice repetitive functional movements. The MediTouch systems use motion feedback that allows further customizing exercise task to the patient's sensory motor and cognitive movement ability. The system's exercises result in immediate feedback through a computer interface and increases motivation while challenging the patients to improve their movement ability and at the same time ensure compliance with the practice regime. MediTouch has also introduced a robotic dynamic balance trainer system, that uses the proven principle of perturbation. All systems provide capture and recording of the quantitative data concerning the rehabilitation process and allow objective follow up to ensure therapy accountability.

## Technology & Product(s)

MediTouch develops Physical Rehabilitation Solutions based on hardware, dedicated rehabilitation software and physical rehabilitation clinical know-how. The solution is used by OTs and PTs in rehabilitation clinics both inpatient and outpatient, in community physical and occupational therapy clinics and by home users, worldwide. The MediTouch system uses computerized games enabling the therapist offer the patient more opportunities and environments both at the clinic's and at home, to practice repetitive functional movements. The MediTouch systems use motion feedback that allows further customizing the exercise task to the patient's sensory motor and cognitive movement ability. The system's exercises result in immediate feedback through a computer interface and increases motivation while challenging the patients to improve their movement ability and at the same time ensure compliance with the practice regime. MediTouch has also introduced a robotic dynamic balance trainer system, that uses the proven principle of perturbation. All systems provide capture and recording of the quantitative data concerning the rehabilitation process and allow objective follow up to ensure therapy accountability.

## Goals

**Objectives:** Establish and support a worldwide distribution network.

**Target Businesses:** Physical Rehabilitation.

**Target Countries:** Worldwide.

# Medoc

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring

**Therapeutic Area(s):** Neurology & Degenerative Diseases

**Company Status:** Revenue Growth



[www.medoc-web.com](http://www.medoc-web.com)

## Company at a Glance

Medoc is a leading manufacturer of neuro-diagnostic medical systems and advanced thermal stimulators for the assessment of chronic pain. Medoc's products evaluate the small and large peripheral sensory nerve fibers (A-delta & C fibers), constituting the "Pain Pathway". Medoc in collaboration with Medasense Ltd., is developing a pain-monitoring system for objective and continuous pain assessment in patients under anesthesia in the operating room. Medasense's solution is based on a non-invasive acquisition of patients' multiple physiological signals. Medoc is the exclusive representative of Boston Scientific Neuromodulation, Inc. in Israel, for treating chronic pain. "Medoc Israel" also represents other leading international companies in the fields of Pain, Spine and Surgery, including: NeuroTherm, Epimed, Spinal Simplicity, Myelotec, Thouchstone and so forth.

## Technology & Product(s)

PATHWAY – Pain & Sensory Evaluation System–offers new applications for advanced pain research and fMRI. PATHWAY model CHEPS (Contact Heat-Evoked Potential Stimulator) marks a breakthrough in the field of pain-evoked potential, allowing objective assessment of evoked pain. – PATHWAY model ATS (Advanced Thermal Stimulator) and PATHWAY model CHEPS are currently – used in fMRI studies and in advanced pain research.

TSA-II – Thermal Sensory Analyzer is used in QST (Quantitative Sensory Testing) to clinically evaluate small nerve fibers (A-delta & C fibers). The VSA-3000 Vibratory Sensory Analyzer is for assessment of large peripheral nerve fibers (A-beta).

Q-Sense – Small-fiber Test is a portable, easy-to-use and affordable system for clinic, clinical research and pharmacologic trial use. The system evaluates neuropathic pain, diabetic neuropathy, chemotherapeutic and other small-fiber neuropathies.

Q-Sense CPM – Two-thermodes (conditioning thermode & test thermode) computerized system, allowing easy-to-administer Conditioned Pain Modulation (CPM) protocols and advanced pain research.

AlgoMed – Computerized Pressure Algometer is A S/W based system, providing real-time visual and auditory feedback to control and monitor applied pressure rates.

Medoc is looking into expanding its product range in the Israeli market by signing partnership agreements with promising medical device companies, offering breakthrough technology and innovative products.

## Goals

**Objectives:** Looking for representatives/distributors, mainly those who operate in the fields of neurology/neurophysiology/pain.

**Target Businesses:** Distributors & medical devices companies offering breakthrough technologies.

**Target Countries:** Worldwide.



# Mizra Medical

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Disposable & Implantable, Elderly Care, OTC – Over the Counter

**Therapeutic Area(s):** General Health, Urology, Orthopedics, Pediatrics, ENT – Ear, Nose & Throat



[www.mizramedical.com](http://www.mizramedical.com)

## Company at a Glance

Mizra Medical is a manufacturer of High quality dip latex products, Medical disposable products, male external catheter, urology accessories products, Monofilament test, Developing new produces, ISO 9001 13485 CE FDA certified. We welcome OEM. Mizra Medical provide High quality products and service.

## Technology & Product(s)

High quality dip latex products, Medical disposable products, male external catheter, urology accessories products, Monofilament test, Developing new produces, Iso 9001, 13485, CE FDA certified.

## Goals

**Objectives:** Contact with decision making peoples, Distributors, hospitals, OEM.

**Target Businesses:** Distributors, Hospitals, OEM.

**Target Countries:** All countries.

# Motorika

**Category:** Medical Devices

**Sub-Category:** Training, Elderly Care, Medical Equipment, Imaging & Robotics

**Therapeutic Area(s):** General Health, Cardiovascular, Orthopedics, Rehabilitation & Physiotherapy, Neurology & Degenerative Diseases

**Company Status:** Revenue Growth



## Company at a Glance

Motorika is a worldwide leader in design, manufacturing and marketing of innovative, high end robotic based rehabilitation solutions. Motorika's mission is to provide advanced, personal rehabilitation solutions for patients suffering from neurological disorders or orthopedic injuries. Our Solutions are designed to provide personalized adaptive treatment, which is based on accurate online measurements of patient's capabilities in combined with an advance software knowledge-based control.

## Technology & Product(s)

High level of Upper and Lower Extremities Re-training Robotic and Biofeedback Platform; Adaptive Personal Rehabilitation Programs; Efficient Training capabilities including Neuromuscular Facilitation and Audio and Visual Feedback; Patient Specific Monitoring of patient trend. Motorika's advance products include:

ReoGo – an Upper Extremity 3-D Robotic Training platform combined clinical expert system and functional oriented therapy.

- Portable, User friendly, Intuitive Software
- Objective assessment of patient upper limb movement
- Efficient Personalized Therapy – 3-D movements by advance Robotics arm
- Unique operational modes – Passive via assisted Active up to Full Active.
- Functional exercises combine distal and proximal muscle synergy
- Unique Exercises and clinical interactive programs increase patient engagement and motivation
- Fits wide spectrum of Neurological and Orthopedics patients at different stages of recovery
- Accurate fit process to minimize patient compensations
- Smooth and fluent movement
- Study reliable proven treatment efficiency
- Progress training based on 10 years data experience
- Record and max. exercises fitting to individual patient

ReoAmbulator – Advance high level gait training platform combined Biofeedback and neuromuscular facilitations.

- Allows Natural Gait Pattern
- Wide spectrum of patients – Various ages and diagnosis (SCI, CVA, MS, Parkinson, THR, TKR, Sports injuries, CP)
- Increased motivation by integrating VR-multitask motor and cognitive training,
- Allows high level of gait coordination training
- Active mode of training – RA Enhance sensorimotor learning using auditory and visual feedback,
- Accurate Verbal Instructions
- Real Time Audio/Visual Biofeedback
- Patient Trending
- Re-Educate & Build Patient's Confidence
- Faster Recover

## Goals

**Objectives:** Leverage the growing business and business development.

**Target Businesses:** Hospitals, clinical services, rehabilitation centers, therapists, distributions.

**Target Countries:** APAC, EMEA, LATAM.

# Naveh Pharma

**Category:** Pharmaceuticals

**Sub-Category:** Drug Delivery, Food & Nutrition,  
OTC – Over the Counter

**Therapeutic Area(s):** ENT – Ear, Nose & Throat

**Company Status:** Revenue Growth



[www.navehpharma.com](http://www.navehpharma.com)

## Company at a Glance

Naveh Pharma specializes in developing unique and innovative products providing creative yet simple solutions to common medical problems. The company focuses in ENT and pediatric products as well as in Magnesium supplements. Naveh Pharma's sophisticated OTC products, are easily approved and almost immediately placed on shelves given their "light" regulatory requirements. Naveh Pharma markets its products in pharmacies all around the world. In addition, Naveh Pharma specializes in developing and manufacturing a patented magnesium composition. The original based composition developed with the highest intracellular absorption, was found to be superior to any other magnesium composition available providing the highest efficacy and best compliance. Naveh Pharma's goal is to provide its clients with the highest quality products, recognizing that this is the key to its success and prosperity. Naveh Pharma is ISO 9001: 2008, ISO 13485: 2003 and CE certified.

## Technology & Product(s)

CleanEars is an easy to use, gentle ear cleansing solution, suitable for use by the whole family. It is an effective and clinically proven method to disperse ear wax and a safe alternative to cotton bud use. When used 2 to 3 times a week as part of your personal care routine, CleanEars helps prevent wax build-up and keeps ears refreshingly clean and clear. CleanEars is made from a unique extraction of natural olive oil. In regular use, CleanEars gives the ears a new feeling of cleanliness. CleanEars is preservative free. Magnox – Unique patented magnesium composition with the highest efficacy and intracellular absorption. Anti-Leg-Cramps– Nocturnal leg cramps are episodes of pain, usually lasting up to a few minutes, caused by sudden, intense involuntary contractions of muscles or muscle groups. Anti Leg Cramps is a highly refined basic Magnesium salt from the Dead Sea (which is well known for its health benefits) along with Vitamin B 6, which maximizes the absorption rate, and Vitamin E, which is recognized as having an alleviating effect in Nocturnal Leg Cramps, due to its support to blood circulation and synergic effect with magnesium. It is placed in a fast acting, pure grade proprietary formulation.

## Goals

**Objectives:** Expand Global Sales.

**Target Businesses:** Global distributors to pharmacies.

**Target Countries:** UK, Germany, Romania, Russia, Holland, Belgium.

# neoLaser

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, MIS – Minimally Invasive Systems, Disposable & Implantable, Endoscope & Accessories, Imaging & Robotics

**Therapeutic Area(s):** General Surgery, Peripheral Vascular, Orthopedics, ENT – Ear, Nose & Throat, Gynecology, Oncology, Dermatology & Aesthetics, Veterinary, Oral & Dental Care, Neuroscience

**Company Status:** Revenue Growth



[www.neo-laser.com](http://www.neo-laser.com)

## Company at a Glance

neoLaser designs, manufactures and distributes medical laser products, offering top-notch quality and world-class design, providing superb performance and functionality, flexibility and modularity, all at an affordable cost. neoLaser's products support a variety of high volume applications including Vascular, Proctology, Spine/PLDD, ENT and endoscopic surgery as well as Aesthetic procedures. Founded by seasoned veterans of the medical laser industry, neoLaser brings the highest engineering, marketing and design knowledge. Quality is the focus of our company and products. From component selection, through work processes, to final thorough inspection, neoLaser takes great care to ensure that our products will conform to the most stringent quality standards, and strive for continuous improvement. The company is ISO13485 certified, holds both CE mark and FDA clearance for its high-end medical laser systems. neoLaser is currently in strong revenue growth with CAGR of over 200%, a growing global installed base and over 20 distribution partners worldwide. The neoV system is gradually becoming a benchmark of design and clinical excellence and is featured in surgical master classes and courses.

## Technology & Product(s)

The neoV Series offers a variety of wavelengths and applications: The neoV1470 and neoV980, with 12 Watts and 25 Watts of 1470nm and 980nm respectively, offer the latest state of the art unit for Endovascular and Proctology treatments, including unique surgical probes – the CORONA 360, circular emission, the CORONA Fistula Probe and the CORONA Hemorrhoid Probe. In addition, special Orthopedic/PLDD Kits are available for herniated disc treatment, enabling superb results through a minimally invasive surgical technique. In ENT, the neoV980 facilitates a wide variety of surgical interventions, including otology interventions, such as stapedotomy, as well as trans-nasal procedures including treatment of HHT. The neoV1470 enables precise ablation and excision for airway procedures.

Additional applications for neoLaser's platform include a wide array of aesthetic procedures – laser assisted lipolysis leveraging the unique precision of the neoV1470, nail fungus and wart treatment with the neoV1064, and spider vein coagulation with the powerful neoV980.

neoV – Good Things Come in Small Packages

- Wavelength versatility: neoV1470, neoV980, neoV1064
- World-class design and high quality cooling technology
- Smallest 25Watt system on the market
- Affordable Cost, ease of use, portability, and reliability

## Goals

**Objectives:** Growth revenue through build-up of global distribution, OEM partners, and direct sales.

**Target Businesses:** Distributors and OEM partners in multiple therapeutic areas (Vascular, Proctology, Spine, Aesthetic, Dental).

**Target Countries:** Global – Europe, US, Canada, Asia, Australia, South America, Africa.

# Neuronix

**Category:** Medical Devices

**Sub-Category:** Medical Equipment,  
MIS – Minimally Invasive Systems, Elderly Care

**Therapeutic Area(s):** Neurology & Degenerative Diseases,  
Rehabilitation & Physiotherapy

**Company Status:** Initial Revenues



[www.neuronixmedical.com](http://www.neuronixmedical.com)

## Company at a Glance

Established in 2008, Neuronix is a privately held medical device company with headquarters in Israel and corporate offices in the United States, with a knowledgeable sales team located throughout Europe. Neuronix has developed the NeuroAD system, the only proven, non-pharmaceutical, non-invasive treatment for patients diagnosed with Alzheimer's Disease (AD). This patented technology combines cognitive training and transcranial magnetic stimulation (rTMS) to treat patients with mild to moderate AD. Clinical trials at Assaf Harofe Medical Center in Israel and Harvard Medical School in the United States have demonstrated a statistically significant increase in the cognitive capabilities of patients as measured by the ADAS-cog scale, with long-term sustained results and no reported side effects. CE-marked for the treatment of Alzheimer's disease, the NeuroAD System is currently available in Europe and Israel and is undergoing a multi-site clinical study in the United States.

## Technology & Product(s)

The NeuroAD System is the only proven, non-pharmaceutical, non-invasive treatment of Alzheimer's Disease (AD) commercially available. This patented technology uniquely combines cognitive training and repetitive transcranial magnetic stimulation (rTMS) and has been shown to increase the cognitive capabilities of patients who have been diagnosed with mild to moderate AD. The combination of TMS and cognitive training results in rapid, sustained improvement in cognitive function (as measured by ADAS-cog) and increased daily living function for patients diagnosed with AD. During treatment, the patient performs cognitive tests while the electric field created by TMS stimulates the neurons in the areas of the brain affected by the neurodegenerative effects of AD, inducing long-term potentiation. The NeuroAD System has been tested across multiple worldwide clinical trials, yielding strong results significantly greater than those obtained from pharmaceutical options alone. This treatment may also be used in conjunction with existing pharmacological treatments and therefore provides an attractive adjunctive or alternative treatment option. The NeuroAD System is CE marked for the treatment of mild-to-moderate Alzheimer's disease and is being marketed worldwide. A multi-site clinical study is underway in the United States, which will lead to introduction in the US, pending FDA clearance. Commercially available to clinics in Europe and Israel, Neuronix will create advanced AD treatment centers that follow a simple four-step treatment process. First, the patient would undergo an MRI to identify target regions prior to treatment in order to ensure that these areas are precisely stimulated during treatment. Second, concurrent cognitive training and rTMS would target the appropriate brain regions, with the patient undergoing five one-hour sessions per week for a total of thirty sessions in six weeks. Third, patient results would be analyzed and feedback given to patients and their families. Fourth, the physician would assess and manage a patient's status over the course of a year and would reenroll the patient, if deemed beneficial. Neuronix also offers a variety of other support services such as family and patient seminars and clinical and business reviews. Alzheimer's Disease is the 6th leading cause of death in the modern world and has direct costs of \$360B throughout the world, surpassing the costs of stroke, heart disease and cancer. This innovative technology addresses the burgeoning problem of AD and provides a unique distribution opportunity worldwide.

## Goals

**Objectives:** Locate distribution partners and agents worldwide.

**Target Businesses:** Distribution partners and agents.

**Target Countries:** Worldwide.

# Noam Urim

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Disposable & Implantable, Home Care, OTC – Over the Counter

**Therapeutic Area(s):** Infection Control, Primary Care, General Health

**Company Status:** Revenue Growth



[www.noam-urim.com](http://www.noam-urim.com)

## Company at a Glance

Noam Urim Enterprises Ltd. is one of the largest non-woven needle punch producers in the Middle East. Established in 1967, it supplies various fabrics/substrates for medical use including: soaped sponge/gloves, antibacterial cleaning cloth, white needle punch for personal care and cloth for cosmetic applications. Among Noam Urim's clients are wet wipes manufacturers as well as clients serving the cosmetic, medical and tourism industries (hospitals, hotels etc.). Noam Urim also supplies rolled fabrics that serve as raw materials and cleaning products. Our R&D team works closely with our clients to define and develop the perfect fiber blend for any application. The products are packaged to choice in – mother rolls, bulk packaging or private label packaging. Noam Urim manufactures fast developed, tailor-made articles. The company is ISO 9001:2000 certified, assuring highest standards of quality for all our products we export worldwide.

## Technology & Product(s)

**Soaped sponge** – In this unique sponge the water activates the soap or detergent. Specifically designed for personal hygiene in hospitals and other health care centers, this multipurpose wipe/ sponge/substrate can be impregnated with almost any soap or detergent. The growing demand for wet wipes followed by constant upgrading and perfecting the products also results in further demand for needle punch material for dry application.

- Dry version of soaped sponge
- Lightweight
- 2 in 1, replacing separate soap and sponge
- Single-use
- Long-lasting
- Many applications: personal care, pet care, general cleaning, car care and more
- Ideal for daily use and sensitive skin

**Antibacterial Wipes** – provide permanent built-in protection against bacterial growth, mold, fungi and yeast, providing long-lasting antibacterial protection that does not wash off. Unique production procedures ensure the wipes are non-allergenic, safe, for long term use and hygienic; **Cosmetic Dots** – wipes containing dots (ranging from gentle to abrasive). **White needle punch** for hygiene purposes – produced in mother rolls, >90 sqm. **White needle punch** for gloves – 15cm width (min).

## Goals

**Objectives:** Find distributors, alliances, clients (converters and private label).

**Target Businesses:** Medical equipment supply, Hospital disposable, Health centers, Distribution.

**Target Countries:** Worldwide.



# Novomic

**Category:** Medical Devices

**Sub-Category:** Universal Medical Commodities, Disinfectants

**Therapeutic Area(s):** Infection control, Pediatrics

**Company Status:** Regulatory Approval

**NOVOMIC LTD.**

[www.novokid.com](http://www.novokid.com)

## Company at a Glance

Novomic, an Israeli start-up company, is introducing a new and effective technology for the treatment of head lice and nits. Novokid is a registered patent developed by two researchers, formerly of the Weizmann Institute. It is an innovative, easy-to-use product that consists of an Electric device, a Cap and treatment Capsules. Novokid has been scientifically proven to be a very effective treatment for head lice and lice eggs. It is based on a unique process (the first such process developed in the world) of cold vaporization that attacks the respiratory system of both the lice and the lice eggs. Unlike most currently used treatments, NovoKid® is not a pesticide-based shampoo, but rather is based on a new and unique mode of action, which is fast, painless and actually fun to use. Lice cannot develop resistance to Novokid (unlike other existing products on the market), thanks to the unique method by which Novokid works. A single capsule was found to be effective even after one treatment session.

Novomic stands for being:

- An innovative and proprietary solution, developed through years of research performed by renowned scientists, formerly with the Weitzman Institute.
- Scientifically proven as an extremely effective, sustainable and reproducible solution for both head lice and nits.
- A natural solution, with no added chemicals.
- A rapid and user friendly solution employing a simple process of up to 10 minutes, while not requiring standard treatment steps as shampooing, rinsing or combing.
- Effective as a preventive treatment!

## Technology & Product(s)

Novokid is a registered patent developed by two researchers, formerly of the Weizmann Institute. It is based on a unique process (the first such process developed in the world) of cold vaporization that attacks the respiratory system of both the lice and the lice eggs. Novomic treats lice with a dry vapor ingredient that was shown in laboratory tests to kill lice within less than a minute. In clinical trials that were conducted by Professor Sarah Brenner at The Institute for Skin Research, the product was tested on human subjects and was proven to be highly effective at eliminating lice and their eggs while being completely safe for human use. Novomic's first product NOVOKID, is an innovative, easy-to-use product that consists of an Electric device, a Cap and treatment Capsules.

## Goals

**Objectives:** Exposing the products and finding local distributors.

**Target Businesses:** Distributors, Drugstores and Pharmacies buyers.

**Target Countries:** All European countries.

# Nuvo Group

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Telemedicine, Diagnostic & Monitoring, Decision Support System, Home Care, OTC – Over the Counter

**Therapeutic Area(s):** Gynecology, Obstetrics

**Company Status:** Clinical trials



[www.nuvo-group.com](http://www.nuvo-group.com)

## Company at a Glance

Nuvo Group's innovative technology platform and products, will impact maternal care by providing safe, wearable sensor-based consumer-oriented products for the continuous and accurate monitoring of multiple vital pregnancy data, remotely and in real-time, providing expectant mothers with peace-of-mind while providing the medical community with pregnancy data to facilitate the early detection and intervention of maternal health risks, such as fetus distress, fetal well-being, preeclampsia, prenatal mortality, anxiety and more. Nuvo provides a valuable decision support system (DSS) tool for physicians to accurately diagnose and monitor symptoms that might cause severe complications earlier for both mothers and fetus, promoting early and optimal intervention by providing longer and continuous monitoring at home for both normal and high-risk pregnant women. Nuvo's technology is expected to reduce pregnant women's hospitalization days and lower overall healthcare related costs. Nuvo innovative technologies will offer a powerful alternative to traditional CTG machines, non-stress tests, fetal well-being evaluation and fetal distress. In the near future we will utilize the big data collected to predict and treat complications.

## Technology & Product(s)

Nuvo's platform seamlessly integrates a revolutionary multi-modal/multi-sensor pregnancy belt which safely captures health and wellness data, and is powered by a cloud-based host that provides a sophisticated signal processing algorithm and data management. The meaningful data will be presented at a smart App providing immediate reassurance to the expected mother and provide doctors with data for the immediate detection and intervention as needed and with new insights and opportunities to design health and wellness programs for healthier pregnancies. The real-time data includes fetus heart rate, in-utero position, contractions, kicks, movements and other uterus activities, the mother's data includes heart rate, activity level, intensity, temperature, breathing, body movement and more.

The advantages of multiple multi-modal passive sensors are: (i) a signal that is automatically found within seconds without manual intervention, (ii) it is safe for continuous use. In addition for the first time collection and presentation of multiple vital signs of both mother and fetus in parallel.

Nuvo's technology platform is unique in that it delivers safe, accurate, automatic, hassle-free, passive, continuous and remote pregnancy monitoring.

## Goals

**Objectives:** Pre-launch of the non-medical product, finding partners and distributors.

**Target Businesses:** Hospitals, Distributors, Partners and Health Insurance.

**Target Countries:** EU (UK, Germany, Italy and Netherlands), USA, Asia (China).



# OB-Tools

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring

**Therapeutic Area(s):** Gynecology, Obstetrics

**Company Status:** Initial Revenue



[www.ob-tools.com](http://www.ob-tools.com)  
[www.truewavemfm.com](http://www.truewavemfm.com)

## Company at a Glance

OB-TOOLS LTD is an Israeli based company founded in 2003. The company is a leading innovator in uterine contractions monitoring. The company is dedicated to improving the well-being of pregnant women and fetal health through the continuous development of high quality and reliable uterine contraction and fetal heart rate monitoring devices. Monitoring of fetus health helps in detecting events where timely intervention can prevent acute conditions, cerebral palsy or even fetal death. "According to UNICEF, 80 percent of maternal deaths worldwide could be prevented if women had access to essential obstetric and basic health care services, including prenatal monitoring technology. Access to preventive monitoring technology will lower costs by mitigating adverse outcomes associated with high risk pregnancies."

Replaces 3 Devices (IUPC, TOCO and FSE) in one, patient friendly Embrace™ Electrode; Uterine Contraction Strength, Frequency, Duration; Direct measurement of beat to beat variability fetal heart rate\*; Non-invasive, Wireless, Quantitative; May be used before rupture of membrane (pre-partum and intra-partum); Unaffected by obesity and maternal movement; Can evaluate true labor from false labor – reducing unnecessary admissions; May be used for home monitoring of high risk pregnancy.

## Technology & Product(s)

Fetal monitoring has been available for decades. Both external fetal monitoring and internal and invasive fetal monitoring is available. Internal monitoring provides more detailed information; however, associated with infection. Internal monitors can become plugged or perforate the uterus. OB Tools has developed a new fetal monitoring device, which provides just as accurate information as internal monitors. The TrueWave Maternal Fetal Monitoring System or TrueWave MFM System, works by detecting the minute electrical signals of uterine muscle contraction and the fetal heart rate. The monitoring technique, known as electrical uterine myography (EUM), utilizes a highly accurate and highly sensitive Embrace Sensor array, placed on Mom's belly and allows for early identification of pre-term labor and fetal heart rate along with uterine contraction information externally and wirelessly without rupture of membranes. It is free from infection concerns of internal devices and inaccuracy problems of external devices. It is wireless and compatible with all existing monitors making adoption by hospitals both inexpensive and easy to accomplish.

## Goals

**Objectives:** Distribute TrueWave MFM System in North America, EU and LATAM.

**Target Businesses:** Medical Device Distributors selling to Labor and Delivery Departments.

**Target Countries:** US, EU, LATAM.

# Rion Medical

**Category:** Services

**Sub-Category:** Subcontractor

**Company Status:** Revenue Growth

**RIONMEDICAL**  
Medical Devices

[www.rion-medical.com](http://www.rion-medical.com)

## Company at a Glance

RION MEDICAL, a division of RION INDUSTRIES Ltd. a member of the PLASSON GROUP is an advanced global sub-contractor of medical devices. Our services include comprehensive engineering, mold planning and production, plastic injection capabilities, customized assembly lines and stringent quality control. Our skilled employees, experience and state of the art equipment have positioned us as one of Israel's most esteemed and professional plastic injection molding companies.

RION INDUSTRIES manufacturing facilities: RION INDUSTRIES operates over 80 molding presses ranging from 50 to 2,200 tons. RION and RION-RAVE manufacturing facilities are located in Northern Israel and PLASTOKIT in the South.

## Technology & Product(s)

A unique holistic work process was formulated at RION MEDICAL in order to reach maximum efficiency in our production monitoring and control. RION MEDICAL ensures controlled management and high quality products throughout each and every stage of the process. Our teams are involved in every aspect of planning, design, development and production, making use of a variety of tools in the development and simulation phases.

Our services include:

- Engineering and design
- Mold making
- Development and qualification
- Injection molding
- Over molding
- Complete IQ, OQ and PQ documentation and noninvasive diagnostic
- Delivering high quality products on time meeting Cpk requirements.

RION automation department specializes in the design, construction and adaptation of solutions for assembly, secondary processing and sophisticated inspections & approvals providing high level product assembly and testing services.

## Goals

**Objectives:** Becoming a sub-contractor manufacturer partner for medical and diagnostic device manufactures.

**Target Businesses:** Companies that provide diagnostic solutions to hospitals and government organizations.

**Target Countries:** EMEA, Americas.

# Savyon Diagnostics

**Category:** Medical Devices, Biotechnology

**Sub-Category:** Medical Equipment, Diagnostics / IVD / Laboratories

**Therapeutic Area(s):** Infectious Diseases, Genetic Disorders, Women's Health, Gastrointestinal, Prenatal

**Company Status:** Revenue Growth



[www.savyondx.com](http://www.savyondx.com)

[www.nanochipxl.com](http://www.nanochipxl.com)

## Company at a Glance

Savyon Diagnostics develops, manufactures and markets high quality diagnostic kits and systems for the detection of Infectious Diseases and Genetic Screening for more than 30 years. Savyon Diagnostics is a member of the Gamida for Life group of companies, based in the Netherlands, engaged in Healthcare related operations worldwide. Savyon Diagnostics tests are based upon various immunological and molecular biology techniques (Micro Arrays, ELISA, MIF, IPA, Lateral Flow etc...) and its product lines can be categorized according to areas of disease diagnosis: STDs, Respiratory Tract Infections, Gastrointestinal Infections, Genetic Carriers Screening, Hospital Acquired Infections, Urinary Tract Infections Tropical Diseases and Women's Health. Building on its innovative R&D capabilities, Savyon Diagnostics has recently introduced two novel bench-top microarray systems; The NanoChip®XL analyzer that enables fully automated high throughput testing of DNA/RNA, and the CAS100TM system which is intended for low-mid throughput or urgent detection of up to 100 targets, each from a single sample within 90 min or less using a "load & go" protocol and true Sample to Answer automation. Savyon Diagnostics is accredited with the highest international quality standards of research, development and manufacture, including ISO 13485. The company's products are all CE-IVD certified and those sold in the USA are FDA approved.

## Technology & Product(s)

Savyon Diagnostics tests are based upon various immunological and molecular biology techniques (Micro Arrays, ELISA, MIF, IPA, Lateral Flow etc.). Product lines can be categorized according to areas of disease diagnosis: STDs, Respiratory Tract Infections, Gastrointestinal Infections, Genetic Carriers Screening, Hospital Acquired Infections, Urinary Tract Infections and Women's Health.

Savyon Diagnostics has developed two Molecular Diagnostic platforms based on its proprietary micro-electronic array technology:

- (1) The NanoCHIP® which is intended for automatic mid-high throughput screening of multiple samples, each for multiple targets (e.g., pathogens, mutations). The NanoCHIP® is the most cost-efficient technology to date for those users interested in automated testing of 10-200 samples per run, each for 5-100 targets.
- (2) The CAS100TM system is intended for low-mid throughput or urgent detection of up to 100 targets, each from a single sample within 90 min or less using a "load & go" protocol and true Sample to Answer automation. Both systems are primarily intended for clinical diagnostics but can be used in life sciences research, Ag-Bio, food & feed safety, veterinary & bioterrorism.

## Goals

**Objectives:** Allocate distributors for our Molecular platforms and applications (2) Expand our distributor base for the immunoassay and rapid testing products.

**Target Businesses:** Distribution companies specializing in clinical laboratory settings.

**Target Countries:** Molecular Platforms – All excluding Israel, Italy, Switzerland, Austria, Slovenia and Turkey. Immunoassays and Rapid tests – LATAM, SE Asia, Canada, Scandinavia, Caucasus and selected African countries.

# Shekel Scales

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Telemedicine, EHR, Hospital Units/Clinics, Software & Hardware

**Therapeutic Area(s):** General Health, Pediatrics

**Company Status:** Revenue Growth



## Company at a Glance

Shekel Scales Ltd., established in 1977, is a worldwide leader in the design and manufacture of electronic scales, advanced weighing systems, and force measurement applications. Since its inception, Shekel has grown steadily to establish its position as a significant innovation leader in the market. Shekel's outstanding combination of sophisticated software and core weighing engineering technology enables the company to offer creative solutions for a wide range of OEM weighing needs. Shekel implements strict quality control management to ensure the highest standards of its products. Shekel's Healthweigh® line is a top tier line of digital electronic professional medical scales. The Healthweigh® products yield very high precision results, and are designed to be user friendly. Shekel's systems were the first in the world to be integrated into warmers and incubators used to sustain premature babies. Shekel Scales headquarters are situated in Israel. Shekel (Ningbo) Scales factory in China is a wholly owned subsidiary, serves as a production facility for Shekel products. The company also has offices in Europe and in the US.

## Technology & Product(s)

Shekel Healthweigh® offers a wide range of high quality digital healthcare scales with unique innovative designs. All scales connect to EHR systems so weighing information can be communicated to the patient's medical records. Advanced movement compensation technology eliminates involuntary movement made during the weighing process and ensures exact weighing information.

Healthweigh® Physician Scales provide a reliable weighing system for medical centers, clinics, hospitals, fitness centers and the home.

Healthweigh® Special Needs scales respond to the needs of diverse medical sectors. This range is extremely user oriented, comfortable, easy to use and operate and most importantly – perfectly safe.

Healthweigh® Neonatal Scale is ergonomically designed for the newborn and growing baby.

All scales are OIML approved. Shekel is CE certified according to the European Medical Device Directive 93/42/EEC.

## Goals

**Objectives:** To reach new business partners and distributors.

**Target Businesses:** Hospitals and Medical Clinics.

**Target Countries:** Global.

# SION-N.T.R Medical Industries

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Disposable & Implantable

**Therapeutic Area(s):** Cardiovascular, Ophthalmology, Infection Control, Orthopedics, Wound Management

**Company Status:** Revenue Growth



[www.sn-medical.com](http://www.sn-medical.com)

## Company at a Glance

SION-N.T.R Medical Industries Ltd. is a leading manufacturer of single-use skin cleansing and dermatologic treatment, wound care and surgical solutions for the professional health care sector. The company focuses its attention on the development of skin asepsis solutions, generic creams, ointments and gels for topical dermatologic and wound applications. We currently are located and produce our products in two locations within Israel, Hagoshrim in the North, and Sderot in the South.

Our products are divided in the following product lines:

- Cleansing & Care Line offers a wide range of skin antiseptics products used to minimize infections caused by skin pathogens.
- Advanced Wound Care Line offers a wide range of advanced, easy to use and affordable wound dressings with a range of unique niche products based on a new impregnated technology.
- Surgical Line offers a broad range of devices for the operating theatre such as drapes, packs and staff clothing, customized procedure trays.

The Company's dedication to R&D has resulted in its ability to provide products that enhance the performance and delivery of active ingredients and improve personal health. SION-N.T.R Medical targets to develop new innovative products that will influence, support and improve the quality of healthcare through the practice and management of infection control and the application of epidemiology in the healthcare settings. The Company's Quality System is accredited to ISO 9001:2008, EN ISO 13485:2012, ISO 13485:2003 CMDCAS and in compliance with CFR Title 21 Parts 210, 211, 820. Our products bear the CE Mark certification.

## Technology & Product(s)

The Company's dedication to R&D has resulted in its ability to provide products that enhance the performance and delivery of active ingredients and improve personal health. SION-N.T.R Medical targets to develop new innovative products that will influence, support and improve the quality of healthcare through the practice and management of infection control and the application of epidemiology in the healthcare settings. The Company's Quality System is accredited to ISO 9001:2008, EN ISO 13485:2012, ISO 13485:2003 CMDCAS and in compliance with CFR Title 21 Parts 210, 211, 820. Our products bear the CE Mark certification.

Our products are broken into several groups:

- Advanced Wound Care
- Wound Care
- Skin Care & Treatment
- Skin Cleansing & Disinfection
- Lubricating Jelly & Refreshing Swabs
- Surgical
- General Hospital Supply

## Goals

**Objectives:** Distribution, Alliances.

**Target Businesses:** Clinics, Hospitals, Home Care.

**Target Countries:** Europe, US, Canada, South America, Australia, South Africa.

# TavTech

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Disposable & Implantable, Endoscope & Accessories, MIS – Minimally Invasive Systems

**Therapeutic Area(s):** Dermatology & Aesthetics, Gastrointestinal, Infection Control

**Company Status:** Revenue Growth

## TavTech Ltd.

[www.tav-tech.com](http://www.tav-tech.com)

### Company at a Glance

TavTech pioneering Jetechnolgy for endless applications is based on aviation and space science principles. Device takes water or agent, accelerates it using pressurized air to subsonic velocities. With a special hand-piece-nozzle breaks the accelerated liquid into micro-droplets. The jet-stream gently and painlessly touches the treated skin or tissue to desired effect. Jetpeel3V / Medical, MyJet and Jetpeel Mini / Aesthetic are suitable for all skin types, all seasons and a diverse range of aesthetic specializations. These devices are effectively delivering solutions transdermally without using needles, without pain or discomfort. Jetechnolgy has interesting roll in wound management (Jetox – cleansing & debridement) and in Colonoscopy (Medjet – allowing prefect visualization).

### Technology & Product(s)

Jet aviation engineering is being used by TavTech to meet the needs of the rapidly expanding aesthetic and skin care markets. TavTech's patented technology creates a unique two-phase jet of micro-droplets consisting of saline solution and gas (air or medical gas) that is accelerated to velocities that reach 200m/sec., providing a versatile and precise means for performing a wide variety of skin treatments.

### Goals

**Objectives:** TavTech will remain the world leader in Jet technology for aesthetic applications and skin conditions for the benefit of those individuals seeking for healthier and desired physical appearance. TavTech will continue to stay at the forefront of the aesthetic market by applying its technology platform to the development of devices and methods that are uniquely effective, reliable, and profitable, and will make them a popular tool of choice, benefiting both the patient and the treatment professional.

**Target Businesses:** Potential distributors: Clinics, Beauty/cosmetic chains.

**Target Countries:** Wound management – Japan, India; Aesthetic – US, Canada, Latin America, Japan; Colonoscopy (endoscopy) Worldwide.



# Trig Medical

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Imaging & Robotics, Diagnostic & Monitoring, MIS – Minimally Invasive Systems

**Therapeutic Area(s):** Prenatal, Obstetrics, Gynecology, Women's Health, Oncology, EMS – Emergency Medicine Services, General Surgery, Urology, Peripheral Vascular

**Company Status:** Revenue Growth



[www.trigmed.com](http://www.trigmed.com)

## Company at a Glance

Trig Medical Ltd. is a medical device company committed to improving the standard of medical care provided to women during labor and delivery and during interventional ultrasonography. The Company's innovative products provide medical staff with a decision support system that through 3-D imaging and accurate information facilitates optimal decisions and proper care. Trig Medical's products leverage position tracking, ultrasound technology and proprietary software, to provide physicians and nurses with a non-invasive method to collect consistent and accurate measurements to inform the decision making process during labor and delivery and during late pregnancy, and to provide guidance for interventional ultrasonography. Trig Medical established a strategic partnership with a local Chinese distributor to distribute its products in China, Trig Medical's sales in China exceeded \$1m. The Company has signed agreements with distributors in Korea and Spain, and is currently holding discussions with local distributors in other territories.

## Technology & Product(s)

Trig Medical's proprietary products, the LaborPro and TrigGuide systems, leverage position tracking, ultrasound imaging technology, disposables, and proprietary software.

**LaborPro System** – A manual trans vaginal examination remains the primary method to evaluate labor progression, resulting in risk of infection and potential clinical misjudgment. The LaborPro system is a simple and easy to use decision support system, based on ultrasound imaging, which provides real-time, accurate, objective, and non-invasive determination of all labor progression parameters as well as radiation free pelvimetry. LaborPro has been granted with FDA, CFDA, CE mark, and KFDA.

**TrigGuide System** – Current visual guidance tools lack in their ability to view the interventional tool resulting in a possibly missed target or unwarranted injury. The TrigGuide system provides real-time visual guidance prior to, during and until completion of free hand interventional ultrasonography procedures (In Plane and Out of Plane). The TrigGuide system is compatible with virtually any ultrasound and any needle. Potential uses for TrigGuide include biopsies (e.g. breast, liver, kidney), OB/GYN procedures, Nerve block/pain management, vascular access and tissue ablation. TrigGuide has already FDA and CE mark approvals in the US and Europe.

## Goals

**Objectives:** We are interested in expanding our global presence by setting partnerships with manufacturers in the field of imaging, interventional medicine, and obstetrics, and by expanding our network of distributors.

**Target Businesses:** Distributors of ultrasound machines. Manufacturers of ultrasound machines. Distributors of disposable and permanent products for obstetrics, gynecology, interventional radiology, anesthesia, vascular, and oncology.

**Target Countries:** Europe – Western, Central and Eastern USA, Canada, Japan, China, Taiwan, Australia, India.

# UNFO Med

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Home Care

**Therapeutic Area(s):** Orthopedics, Pediatrics

**Company Status:** Initial Revenues, Revenue Growth



[www.unfo-med.com](http://www.unfo-med.com)

## Company at a Glance

UNFO Med. Ltd. is a company specializing in the orthopedic field. Founded by Dr. Izak Daizade, MD a specialist in the field of Orthopedic surgery with over 35 years of experience – UNFO Med is the manufacturer of the revolutionary Universal Neonatal Foot Orthotics system (CE Approved ). Based on his expertise in the field of Pediatric surgery, Dr. Daizade has developed and is now promoting the adoption of this revolutionary treatment for metatarsus adductus (MTA) and Club foot in newborn. The UNFO Med system has recently received an approved patent status in the United States and China (US Patent number 8,083,703) and patent pending status in Brazil, Europe, Canada, Australia, India. Experts at UNFO Med. Ltd.

## Technology & Product(s)

Two-component injection molding of high pressure:

- A rigid plastic insert to support the foot. The insert is covered by a soft thermoplastic material to prevent pressure sores. The medial wall is curved as anti - Adductus shape to allow more space at the mid-foot for adequate correction.
- A circular adjustable strap that immobilizes the foot in the Brace. Fixed over the medial wall of the brace, the Velcro strap (which features a wide and soft pillow for comfort) can be adjusted by the treating Physician as the treatment progresses. The strap has two major functions: To stabilize the Heel in the Heel cage and the whole Foot in the Brace, which ensures that the Foot remains securely fixed in the Brace. To apply corrective pressures on the mid Foot for adequate realignment of the foot. **Dr. Izak Daizade** MD is one of the leading experts in the Orthopedic surgery field. Having graduated from Medical school in Tehran, Iran, Dr. Daizade completed his residency in Orthopedic surgery at Beilinson Hospital in Israel and interned in the General, Vascular and Neurosurgery Departments as well as the ICU and Research Departments at Tel Aviv University. Dr. Daizade completed his fellowship in spinal surgery at Beilinson Hospital PT. Dr. Daizade has developed and Patented innovative Orthopedic Products in countries around the world since 2007. Along with his son Eilon, Dr. Daizade started UNFO Med in order to continue developing innovative treatments for newborns afflicted with Congenital Foot deformities. Eilon Daizade gained his theoretical and practical training and qualifications in Anatomy, Kinesiology (also known as human kinetics), Foot and ankle biomechanics, and the relevant pathologies. Mr. Daizade is a certified Orthopedic technician and has specialized in the practice of Foot Orthotics, specifically brace construction.

## Goals

**Objectives:** Large distribution companies that have the capabilities to distribute in large quantities within their country, according to the market demand; Strategic partners: Established manufacturing companies that would like to integrate UNFO's products into their companies already existing product list either by purchasing a license to use our patented products or by purchasing directly from UNFO.

**Target Businesses:** Distributors to hospitals, children's hospitals, orthopedic medical centers. Pediatric centers and physiotherapy centers for kids, orthopedic equipment stores, and any relevant point to sell our products in the destination country.

**Target Countries:** Western Europe, US, Australia, Canada.



# Viasonix

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring

**Therapeutic Area(s):** Peripheral Vascular, Neurology & Degenerative Diseases, Cardiovascular

**Company Status:** Revenue Growth

**VIASONIX**

[www.viasonix.com](http://www.viasonix.com)

## Company at a Glance

Viasonix is an international leader in providing high-end vascular diagnosis systems. Viasonix 2 main product families include the Falcon product line for peripheral vascular diagnosis, and the Dolphin product line for advanced transcranial Doppler (TCD) measurements. Our Falcon product family is already successfully distributed in 5 continents, while the Dolphin is scheduled to be commercialized in a few months. Viasonix is ISO 13485 approved, and the Falcon products are cleared for sale by the FDA, CE, Canada Health, TGA, AMAR, TFDA, CFDA, and many other national regulatory agencies. Viasonix management is extremely experienced, and over the past 2 decades has led many products into success in the marketplace.

## Technology & Product(s)

Viasonix leading product line includes the Falcon peripheral vascular product family, including: Falcon/Pro, Falcon/Quad and Falcon/ABI+. The Falcon product line is based on the most advanced peripheral vascular diagnosis technology, for diagnosing peripheral vascular diseases. The Falcon was designed by Viasonix application and development teams keeping day-to-day practice in mind – it is extremely simple to operate, allows complete standard diagnosis protocols, shortens examination time and has an extremely friendly user interface, yet it supports numerous new unique features.

Falcon/Pro is the powerful high-end device, with unmatched capabilities. It is based on Viasonix's IPU technology, which allows simultaneous support and endless flexibility of 10 pressure channels. In addition, it is the only system offering 10 MHz Doppler support (in addition to standard frequencies) and 5 PPG sensors (for complete and fast Raynaud's diagnosis). The Falcon/Quad and the Falcon/ABI+ systems are designed for lower budgets or office operation, yet providing the user with the full range of features that are offered by the advanced Falcon/Pro. The main difference is that these 2 systems support 4 pressure channels. All products support network connectivity, including DICOM, HL7, GDT, and SQL server support.

The Dolphin TCD family is the new product line to be commercialized during early 2016. The Dolphin line includes a module configuration, as well as a stand-alone system. Based on the vast experience of its' developers, who developed in the past the Sonara TCD systems, the Dolphin will become the most advanced TCD device in the market. It includes all of the standard known features, as well as support for intraoperative Doppler measurements, analog or digital input/output of external channels, advanced emboli detection, and much more.

Viasonix products are regulatory approved in many countries, including FDA, CE and Canada Health approvals.

## Goals

**Objectives:** Viasonix is an international leader in vascular diagnosis, and we aim at increasing our international market share and international distribution network of partners, as well as generate distribution partners for the Dolphin TCD systems.

**Target Businesses:** The Falcon product family is primarily designed for Vascular and Vascular Surgery Departments in hospitals, vascular laboratories and private clinics. The Dolphin TCD is primarily designed for Neurology and Neuro-surgery departments.

**Target Countries:** Viasonix is currently selling in 5 continents as is listed in our website, and we target additional countries without an active Falcon or Dolphin distributor.

# Visionsense

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, MIS – Minimally Invasive Systems, Imaging & Robotics, Endoscope & Accessories

**Therapeutic Area(s):** Neurology & Degenerative Diseases, ENT – Ear, Nose & Throat, General Surgery, Gynecology, Orthopedics

**Company Status:** Initial Revenues



## Company at a Glance

Visionsense has developed the world's first and only, small diameter 3D-HD visualization system that supports HD IR Fluorescence. This novel technology delivers:

- HD Stereoscopic (3D-HD) images providing true depth perception.
- High Definition, real-time inter-operative Infrared Fluorescence imaging.
- Fusion of natural light and IR imaging allowing true anatomical understanding.
- Miniature endoscopic size facilitating access with minimal invasiveness.

Visionsense develops novel visualization solutions that bring natural stereoscopic sight to minimally invasive surgery (MIS). With advanced sensor technology and proprietary software, the Visionsense system delivers depth perception, 3D-HD resolution images and maneuvering flexibility through the smallest access diameters. Existing Minimally Invasive Surgery (MIS) vision solutions provide 2D (monocular) images that lack depth perception. This restricts the surgeon's perspective limiting the ability to perform advanced MIS procedures. With stereovision capabilities, surgeons gain enhanced tissue understanding, improved hand eye coordination and the confidence to use advanced (articulating) surgical tools. The VSiii solution is based on a small diameter (starting at 4mm), single-channel, endoscope that delivers visual information to our stereoscopic camera that imitates an insect's compound eye. This approach is the paradigm shift required to reduce endoscopic visualization system size and cost, while opening the door for new, unique surgical developments. Visionsense works closely with its partners to provide education and drive global expansion. Together, we can succeed in taking MIS to the next level. Visionsense's VSiii system can be used in minimal invasive Neuro, ENT, Arthroscopy (CE only) and General surgery procedures. It has been cleared by the FDA and CE and is used clinically on a regular basis, throughout the world. Additionally multi-spectral platform has been developed. This powerful combination enables MIS to the next level by providing IR fluorescence based blood flow imaging in addition to Visionsense's 3DHD devices.

## Technology & Product(s)

Visionsense has developed the world's first and only, small diameter 3D-HD endoscope along with multi-spectral platform. This powerful combination enables MIS to the next level by providing IR fluorescence based blood flow imaging in addition to Visionsense's 3DHD products.

VSiii System – see: <http://visionsense.apreviewofmysite.com/vsiii-system>

VSiii Iridium – see: <http://visionsense.apreviewofmysite.com/iridium>

## Goals

**Objectives:** Allocating distributors.

**Target Businesses:** Distributors for Surgical Devices.

**Target Countries:** Europe, Asia, South America, Africa.

# Vitalgo Systems

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Telemedicine, Elderly Care, Home Care

**Therapeutic Area(s):** General Health, Obesity, Orthopedic, Pulmonary, Rehabilitation & Physiotherapy, Respiratory, Wound Management, Early Mobility, ICU – Intensive Care Unit

**Company Status:** Revenue Growth



[www.vitalgosys.com](http://www.vitalgosys.com)

## Company at a Glance

VitalGo is committed to developing and implementing advanced products for the medical market and aging population. Our innovative and patent protected designs set new standards in patient care by preventing many medical complications. The company's flagship product is the "Total Lift Bed", the most advanced bed in the market, answering in a much better way than any other bed, to the needs of Hospitals, Patients, Caregivers, rehab Centers and more. The Patented "Total Lift Bed" is dramatically improving patient care preventing many of possible medical complications.

## Technology & Product(s)

Vitalgo Systems has invented a line of products for the Hospitals, Nursing Homes, Rehab and home market, based on the technology of lifting people from a lying position to a standing position and back, with full support and with measuring their Weight Bearing. This technology is protected by a few Patents and gives a big advantage to all of Vitalgo's products – the TLB, The Joy Bath and the Total Lift Chair. The above allowst make further development of the products with new or known unique features, which becomes more unique when using Vitalgo's technology like for example, optimization of the patient position in Bed and many more.

## Goals

**Objectives:** After penetrating the U.S market with the new concept of the Total Lift Bed, having a tilting and the innovative "Weight Bearing Control" system, the company is looking for distributors in more countries worldwide and is seeking to become the leader in Early Mobility, Rehab, Burn units and more medical application.

**Target Businesses:** Distributors of Medical devices, with the infrastructure to handle and service Hospital Beds.

**Target Countries:** Worldwide.

## Global list of Israeli Economic & Trade Missions

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