



The Israel Export &  
International Cooperation Institute



Foreign Trade  
Administration  
MINISTRY OF ECONOMY

# ISRAEL at Medica 2014

Inspired by *innovation*



Dusseldorf | Hall 16 Stand 40 | November 12-15, 2014

Meeting Global Healthcare *Challenges*



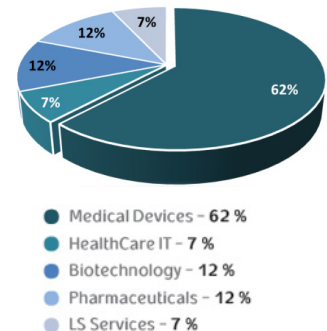
# Israel's Life Science Industry Meeting Global Healthcare Challenges

## Israel's Life Science Industry, Meeting Global Healthcare Challenges

As a recognized leader of creative developments in the world of high-tech, Israel has become a major provider of innovative solutions in the life science arena. Israeli solutions are answering today's healthcare challenges to **lower overall healthcare costs** and meet the world's evolving **needs of aging populations**.

A strong entrepreneurial spirit pervades society in Israel, where Innovation is a Way of Life.

As a result about **40% of all Life Science companies established during the last 6 years**; while 70 – 80 new companies established each year reaching **over 1000 companies by 2012** engaged in verity of Medical Applications like **Cardiovascular & Peripheral Vascular, Neurology and Degenerative Disease, Emergency Medicine, Intensive Care & Rehabilitation, Respiratory & Airway management, Oncology, Women's' Health, Orthopedics & Sport Medicine, Gastrointestinal, Infection Control, Ophthalmology, Pain & Wound Management, Oral & Dental, Dermatology and Aesthetics.**

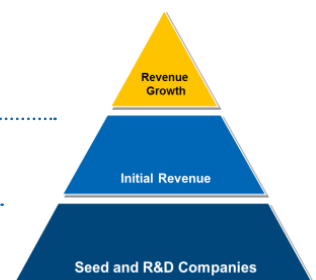


In Medical Devices arena, **Israeli scientists and engineers have integrated advanced technologies** in Electronics, Communications and Electro-optics to develop world-class innovations in **Digital Imaging**, medical lasers, **Telemedicine**, **Early Diagnostic** and **Smart Surgical equipment**.

More than **80 LS Service companies:** CROs, Engineering, Labs, Bankers and Lawyers help successfully develop and commercialize innovative ideas.

## Today

- Numerous Israel's Medical Devices Innovations have been adopted worldwide.
- More than 30% of Companies have reached the Revenue Stage.
- Rich Pipeline of Seed and R&D Companies promises further growth



Israel is among the first adopters of the major cultural change called Health IT. Israel has the know-how and close to 20-year implementation expertise to manage this change.

Remain at the Forefront of Change, adopt Innovative Solutions, and create a positive impact with a wealth of new information, ideas and technological solutions by meeting Israel Medical Device companies at the Israel National Pavilion while at MEDICA 2014 – Hall 16 G40.

**For more information about the industry:**

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The Israel Export &  
International Cooperation Institute

[www.export.gov.il](http://www.export.gov.il)

## Israel Inspired by Innovation at MEDICA 2014

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 company participation at MEDICA 2014. Discover [Israeli Life Science Industry](#) with IEICI.



Foreign Trade  
Administration  
MINISTRY OF ECONOMY

[www.itrade.gov.il](http://www.itrade.gov.il)

## Foreign Trade Administration Ministry of Economy

The Foreign Trade Administration (FTA) at the Ministry of Economy manages and directs Israel's international trade policy. The FTA promotes Israel's economy through a number of avenues: initiating and overseeing trade agreements, promoting Israel's exports, and fostering robust relations between Israel and foreign industries.

The FTA is divided into three main divisions, each promoting the Israeli economy in distinct and significant ways. The Trade Policy and International Agreements Division facilitates Israel's free trade Agreements, maintains and develops inter-governmental trade relations and addresses regulatory barriers that affect the Israeli industry. The Export Promotion Division works to ensure the continued advancement of Israel's exports. The International Projects and Financing Division, the newest Division, offers different programs that support Israeli companies in their business operations abroad. The FTA operates as the headquarters of over 40 economic and trade missions around the world. These missions are located in the main trade and commercial centers as well as in multilateral organizations, such as the WTO and the OECD. In the past few years, Israel has increased its presence in the Far East and South America by opening additional missions in these regions. Israel's economic and trade missions act as the forefront of the Israeli government's efforts to boost the Israeli industry in foreign markets.

We work in conjunction with other units of the Ministry to attract foreign investment to Israel's domestic economy. Together, our efforts ensure that Israel's industry continues to be a leading competitive participant in today's global market.

[For the contact details of the Economic Missions abroad please see page 57.](#)



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

## Allium Medical

**Category:** Medical Devices

**Sub-Category:** Disposable, Implantable

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

**Company Status:** Initial Revenues

### Company at a Glance

Allium Medical Solutions Ltd., a publicly traded company in TASE, develops manufactures and internationally markets, from its premises in Caesarea Israel, advanced minimally invasive products operating in 3 different segments: Urology, Gynecology, Cardiovascular.

### Technology & Products

**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's stents are CE marked, TGA approved and are in regulatory process in Brazil and China, with more than 2,500 stents implanted. 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.

The Gardia WIRION®: WIRION is a CE approved unique embolic protection device for use in cardiovascular stenting procedures. It is the only system that allows the physician to use any guide-wire of choice throughout the entire procedure, cross challenging anatomies with confidence, and locking the filter anywhere along the wire. The WIRION has superior retrieval technology and it is ready and easy for use.

### Goal

**Objectives:** Find distributors, partners, business development

**Target Businesses:** Find distributors, partners, business development

**Target Countries:** East Europe, Latin America, Asia



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

## BioGaming

**Category:** Medical Devices

**Sub-Category:** Telemedicine, Sport Medicine, Home Care, Training & Physiotherapy

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

**Company Status:** Initial Revenues

### Company at a Glance

BioGaming is an Israeli start up company funded by the Israeli Office of the Chief Scientist and private investors. Founded in 2012, BioGaming is now ready for penetrating the European market with a revolutionizing e-Health platform for physiotherapists. BioGaming's team combines top gaming specialists with leading physiotherapy professionals who together brings to market one of the most sophisticated and cutting edge tele-rehabilitation platforms.

### Technology & Products

BioGaming has developed a technology that solves the costly problem of low compliance 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 to ensure compliance and expedited recovery.
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.

### Goal

**Objectives:** Find the following: Distributors Physiotherapy buyers: medium-large organizations Partners Investors Market research including health coverage for e-health platforms

**Target Businesses:** Distributors to physiotherapy clinics and departments Physiotherapy clinics and departments in medium-large organizations Army physiotherapy clinics

**Target Countries:** All European countries



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

## BioLight Medical Devices

**Category:** Medical Devices

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

**Therapeutic Area(s):** Allergy, ENT – Ear, Nose & Throat, Oral & Dental Care, Inflammation

**Company Status:** Revenue Growth

### 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. We 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 the 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 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) very respected wholesaler in Canada Marpel Pharma (Mexico) a leading pharmaceutical distributor Hemocat (Brazil) a leading medical distributor Imir Kimya (Turkey) Retia (Slovakia).

### Technology & Products

BioLights' other products are: BioStick – a personal device for treating Aphthas, Gingivitis, Cold sores etc. BioBeam 660 – for treating Acne and non-healing wounds BioBeam 940 – for relieving rheumatic arthritis pains.

### Goal

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

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

**Target Countries:** APAC, Americas, Europe



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

## Cnoga Medical Ltd.

**Category:** Medical Devices

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

**Therapeutic Area(s):** Cardiovascular, Diabetics, Endocrinology, Hematology, Obesity, EMS – Emergency Medicine Services

**Company Status:** Initial Revenues

### Company at a Glance

Cnoga Medical envisions a future where people are no longer just patients, but empowered consumers in control of their health and wellbeing. Using a simple, non-invasive device, customers can continuously monitor their health and even forward the readings to medical professionals via cell phone, computer, or the device itself.

### Technology & Products

Cnoga Medical has developed a system based on color image sensor which is used as 3D-Spectrometer and Color Distributor. Cnoga Medical technology is based on regular color video camera. Using the video signal, the system calculates from the skin tissue certain bio parameters such as Glucose, pulse, skin blood pressure and more.

### Goal

**Objectives:** Home medical screening using Non Invasive Monitoring devices

**Target Businesses:** Searching for Distributors in the fields of:

- 1 Diabetic Market
- 2 Home Monitoring, Home Care
- 3 Diagnostic Market
- 4 Pharmacies, Clinics, Hospitals
- 5 Rescue Services
- 6 Cardiovascular Monitoring
- 7 Blood Gas Monitoring

**Target Countries:** European Market Asia South America & Latin America Australia



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

## CoolSense Medical Ltd.

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring, Disposable & Implantable, MIS – Minimally Invasive System

**Therapeutic Area(s):** Dermatology & Aesthetics, Diabetics, ICU – Intensive Care Unit

**Company Status:** Initial Revenues

### 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 of the innovative hand-held CoolSense™ – pain numbing applicator. CoolSense's successfully implemented concept offers medical personnel, aestheticians and the general public a revolutionary but simply operated instrument that eliminates the pain and discomfort of injection procedures. CoolSense™ pain numbing applicator which received CE and FDA certification. During coming Medica event, the E-Coolsense with electronic controlled temperature shall be launched for the first time. CoolSense Medical shall present the Derma-Sense™, an exclusive triple-active Mesotherapy device. The skin rehabilitation hand-held device helps redefine the complexion, prevent and treat lines, wrinkles, surgical and Acne scars and many other skin imperfections. The third product to be presented is the LipSense™, an innovative Lip Moisturizer to keep after surgery's lips moist and significantly reduces patient dryness discomfort.

### Technology & Products

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

### Goal

**Objectives:** Finding potential distributors for main European and Latin American and East of Asia countries

**Target Businesses:** Distributors for medical devices, disposables for hospitals and medical cosmetics

**Target Countries:** Germany, France, Switzerland, Brazil, Colombia, Russia, India, Japan





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

## Core Scientific Creations

**Category:** Medical Devices, Services

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

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

**Company Status:** Initial Revenues

### 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 educated decisions both in real time and in calm environments, always thinking of the patient and his well being as if he was us.

### Technology & Products

WoundClot, is an FDA approved hemostatic class I medical device, for sever traumatic bleeding 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. Made from regenerated cellulose, it is uniquely manufactured with a 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 almost immediately. At the same time specifically designed molecular functional groups transform to enhance and activate the natural coagulation process of up to 5 times more efficient then existing products.

### Goal

**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.



# EarlySense

## Earlysense

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring, Telemedicine, Elderly Care, Home Care, Industrial use / OEM

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

**Company Status:** Revenue Growth

[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 & Products

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.

### Goal

**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



## Elad Health Solutions

**Category:** HealthCare IT

**Sub-Category:** Internet-based Health Info., EHR – Electronic Health Record, CPR – Clinical Patient Record

**Company Status:** Revenue Growth

[www.elad-solutions.com](http://www.elad-solutions.com)

### Company at a Glance

Elad HealthCare Solutions provides Electronic Medical Record software for medical centers, healthcare ambulatory clinics, and health management organizations. Elad HealthCare Solutions was established in 2003 as an IT solution developer for the medical market. Elad has been marketing its flagship product – Chameleon™ Electronic Medical Record since 2004.

### Technology & Products

Chameleon™ is an electronic medical record information system used by leading hospitals, ambulatory clinics and health organizations. It is comprised of comprehensive application modules including patient administrative information, patient clinical information, inpatient wards, outpatient clinics and extensive set of medical specialties. Chameleon™ provides its customers, the clinical decision makers, with a tool that puts the necessary information right at their fingertips, and only as far away as their computer keyboard, just when they need it, and wherever they may be. The result is more efficient utilization of physicians' and nurses' time and the best clinical outcomes. Chameleon™ EMR Platform is a web-based, patient centric application that uses state-of-the-art software development technologies, Microsoft.NET, and SQL data base server. Based on these technologies Chameleon™ creates a flowing information system environment within the organization, and even across organizational boundaries.

### Goal

#### Objectives:

- Increased medical staff efficiency resulting from paperless medical environment and from processes less prone to error
- Case management and control over treatment made easy and fast
- Improved treatment outcomes, due to the interoperability and continuum of care that gives providers a broader view of patient records
- Comprehensive documentation of all healthcare aspects, which supports scientific and administrative reports and data-mining
- Full audit trail that supports Complete Medico-legal backing
- Ability to share records across the hospital
- Universal view of problems / medications / allergies
- Improves physician's clinical decisions for better outcome

**Target Businesses:** Higher patient satisfaction

**Target Countries:** Europe



## Erika Carmel Ltd.

**Category:** Medical Devices

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

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

**Company Status:** Revenue Growth

[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 in use in Israel's defense force physiotherapy clinics, leading sports clubs, by Israel's best sportsmen and by thousands of individuals for home care treatment. B-Cure Laser Sport Pro "We see it right to report our great satisfaction by the easing of pain and the improvement of function that was achieved during the treatment with the device" Dr. Luba Galitzkaya, Olympic Doctor, Wingate Institute Dr. Mia Kala-BenTzur, the director of the Physiotherapy Department, Wingate Institute.

### Technology & Products

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 Dentistry, 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.

### Goal

**Objectives:** Partners/ 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, Dentists

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





[www.essence-grp.com](http://www.essence-grp.com)

## Essence

**Category:** Medical Devices, HealthCare IT

**Sub-Category:** Diagnostic & Monitoring, Telemedicine, Decision Support System, Internet-based Health Info., Elderly Care, Home Care

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

**Company Status:** Revenue Growth

### Company at a Glance

Essence is an Israel-based smart connected-living solutions company for security, communication and healthcare service providers. With 20 years of experience and over 10 million devices installed worldwide, we take pride in the full ownership of our end-to-end solutions: concept development and design, hardware manufacturing and day-to-day operations – ensuring system reliability, flexibility and design personalized to partner needs, enhancing their market positioning and end-customer experience. Smart Care – enables people to enjoy the comfort of aging at home with full confidence and peace of mind for themselves and their loved ones, remaining independent and getting the help they need only when they need it. The Care@Home™ platform is for healthcare and other service providers looking to expand and enhance their offerings with innovative home care solutions. Smart Living – The WeR@Home™ platform enables consumers to enjoy the possibilities that life offers – seamlessly managing their connected homes from anywhere, anytime, on any screen. It allows service providers looking to differentiate their offerings with a self-monitoring smart connected home solution. Smart Security – goes beyond security with safety and video monitoring capabilities. Remotely accessible to all, it provides security service providers with a reliable, cost-effective system and customers with the confidence that the people and places they value are protected.

### Technology & Products

Care@Home enables the elderly population to age in their home independently by seamlessly monitoring their daily routine (ADL). Wireless sensors are located in various rooms and detect activity levels. The control unit gathers all information from the home and transmits it to the cloud, where a smart algorithm and analytics engine analyzes and processes it and learns the daily routine pattern. The smart algorithm notifies the caregiver and/or family members of any deviation from routine via mobile app and web portal. The patient doesn't have to press any button or actively interact with the system and can enjoy life to the fullest, while family members are always in the know.

Example deviations:

- Skipped meals
- Prolonged time out of home
- Too many times in the toilet
- Inactivity/low activity Care@Home differentiators
- Self-learning system that enables seamless monitoring – no buttons to press
- Smart algorithm that enables the issue of insightful alerts according to severity (low/medium/high)
- Push notifications and alerts via mobile app to both family member and health service providers
- Modular solution with PERS (personal emergency response system) at its base. Customers can choose between "traditional PERS" and a total "wellness" solution
- Customized according to the user's needs. Safety devices and other peripherals can be added on a "grow as you go" basis
- User experience: intuitive and extremely easy to use customer-centric app

### Goal

**Objectives:** We are looking for distribution partners for large-scale implementation of our ground-breaking Telecare solutions. We would like to meet potential customers, industry analysts and media representatives

**Target Businesses:** Health Service Providers Communication Service Provider: Telcos, Mobile Operators

**Target Countries:** EU North America APAC LATAM





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

## Exorgate Ltd.

**Category:** Medical Devices

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

**Therapeutic Area(s):** ICU - Intensive Care Unit, General Surgery, Urology

**Company Status:** Clinical Trials

### Company at a Glance

Exorgate develops, manufactures, and provides comprehensive sales, marketing, and supply-chain management services to leading manufacturers throughout the global market, including the oceanic, medical, motor, and civil markets. From program development and refinement to retail execution around the world, Exorgate has all bases covered. Exorgate leverages advanced information management systems that were developed in alignment with our resale partners, pairing technically advanced systems with an enthusiastic team of employees. We offer a range of products based on Exor Blue™ patented technology for liquid current measurements. Each such product is designed to suit different diving needs. We are based in Israel and led by a management team that has extensive experience in international general management in the IT industry, as well as strong knowledge of the leisure and professional marketplace.

### Technology & Products

**IV Sensor – Exor-6B** A disposable IV flow rate sensor. This Exorgate Ltd solution provides a complete system to accurately measure water-based IV solutions such as water, medicine, blood, etc. The solution consists of three parts: 1) Exor-6B – A disposable low-cost sensor 2) MCU – A multitask control unit, 3) TSM – A touchscreen monitor display (optional). The Exor-6B is a low-cost, extra sensitive flow rate sensor that is based on the patented Exor Blue technology. This disposable sensor detects the real-time flow rate, velocity, and temperature of water-based solutions and displays this data to the medical team. The main advantages of Exor-6B technology are: Extra sensitive for medical flow rate measurements (0.03 ml / second), Low cost, Disposable, Easy to use, No mechanical parts, Operates in various water-based solutions, Indicates temperature

**Urine Sensor – Exor-6D** A disposable IV flow rate sensor. This Exorgate Ltd solution provides a complete system to accurately measure urine flow rate, velocity, and temperature. In addition, it includes a real-time alarm that goes off if the urine flow stops. The solution consists of three parts: 1) Exor-6D – A disposable low-cost sensor 2) MCU – A multitask control unit 3) TSM – A touchscreen monitor display (optional). The Exor-6D is a low-cost extra sensitive flow rate sensor that is based on the patented Exor Blue technology. This disposable sensor detects the real-time flow rate, velocity, and temperature of urine and displays this data to the medical team. The main advantages of Exor-6b technology are: Extra sensitive for medical flow rate measurements (0.03 ml / second), Low cost, Disposable, Easy to use, No mechanical parts, Operates in various water-based solutions, Indicates temperature

**The MCU – The Exorgate multitask control unit** processes and analyzes data received from the EXOR-6 and transmits the following information in real time: Real-time liquid flow rate, Real-time liquid speed, Real-time liquid temperature, Unit location (via GPS) The MCU can be integrated into any medical system via the Exorgate Ltd software protocol.

In addition, the Exorgate MCU provides: Interface for communicating with the unit in real time, Location-based service (GPS/Glonass), Firmware over the air (FOTA) updates, GPRS communication to a database (optional), Built-in data logger, Easy integration with other systems, Real-time alarm that indicates when the flow is stopping.

**The TSM.** The touchscreen monitor display. The TSM is a compact touchscreen monitor that provides the medical team with a simple, quality-assured, and accurate summary of the IV flow in real time. The TSM's specifications: 1) Exorgate 7" touchscreen 2) Connection unit 3) USB cable 4) Software

### Goal

**Objectives:** 1) Partner for testing, marketing and distribution 2) Joint venture partners 3) Strategic partner

**Target Businesses:** Hospitals Distributors

**Target Countries:** Europe (Germany, Italy, France and other)





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

## Flight Medical Ltd.

**Category:** Medical Devices

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

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

**Company Status:** Revenue Growth

### Company at a Glance

Flight Medical targets the growing demand for multipurpose high end portable ventilators. Established in 1997, Flight Medical specializes in developing, manufacturing and marketing respiratory life-support equipment. More than 18,000 ventilators have been sold worldwide for use in home care, long-term care, transport, sub-acute, hospital environment and disaster preparedness. Flight Medical introduced the Flight 60, a cutting edge ventilator with unique features for every clinical segment. The Flight 60 follows the success of the world known HT50 ventilator, developed and manufactured by Flight Medical. Our vision is to provide the medical community with a cost effective, reliable, easy to use and clinically versatile ventilator.

### Technology & Products

Flight 60 is an all-purpose ventilator designed to address the growing need for ventilation in long-term care, emergency, in-hospital transport, hospital, 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, are intuitive and easy to use, have invasive and non-invasive capabilities, and unique double battery concept with a total of 12-hours battery life.

### Goal

**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



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

## G.R. Dome Medical

**Category:** Medical Devices

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

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

**Company Status:** Initial Revenues

### Company at a Glance

G.R. Dome Medical is a development company that specializes in non-invasive urine and bodily fluid collection devices. The company is a subsidiary of a D&D company in Haifa, Israel and was founded in 2013 by Amir Laniado, of the well-known family of Israeli doctors. The company is financed by a group of Swedish and Israeli investors with backgrounds in business development, medicine, urology and med-tech. G.R. Dome Medical has already finalized its first two main products and a number of complementary products supported by its unique IP.

### Technology & Products

The UriTop-M is an non invasive urine collection device for men firmly positioned on the glans penis. It is leak-free and easy to apply and remove. UriTop-M is CE + FDA approved. Clinical testing has been performed in Israel and Sweden with excellent results in hospital and out-patient environments. The UriTop-F is an non invasive urine collection device for women firmly positioned around the genitalia. It is leak-free and easy to apply and remove. The UriTop-F is in the process of receiving CE and FDA approval. Clinical testing has been performed in Israel and Sweden with excellent results in hospital and out-patient environments.

### Goal

**Objective:** G.R. Dome Medical's goal is to license our IP to corporations in the urology field in order to penetrate the large urinary incontinence market in all parts of the world

**Targeted Businesses:** Catheter, dipper and other urinary incontinence product manufacturers

**Targeted Countries:** US, EU, Japan, China, India





## HealthWatch

**Category:** Medical Devices

**Sub-Category:** Diagnostic & Monitoring, Telemedicine, Sport 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 med-tech 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 or other means, when an emergency is sensed. HealthWatch products represent a breakthrough in wearable textile electrodes and heart-sensing 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, gels, or shaving preparations.

### Technology & Products

Technology and Products divide into:

- Sensing and Alerting
- hWear™ (Healthwear): 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 activity, motion, falls, and respiration.
- MasterCaution® Monitor & control system: attached 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. When combined, these products are ideal for long-term Holter monitoring, Event Loop recording, tele-cardiology, and remote monitoring from across the street to across the world.

### Goal

**Objectives:** Product launching, meet potential distributors and strategic partners

**Target Businesses:** Hospitals, Homecare and Elderly, Remote cardiac monitoring services, Cardiac labs

**Target Countries:** Worldwide





## Hip Hope Technologies

**Category:** Medical Devices

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

**Therapeutic Area(s):** Orthopedics

**Company Status:** Clinical Trials

[www.hip-hope.com](http://www.hip-hope.com)

### Company at a Glance

Hip Hope Technologies Ltd. (HHT) is an Israeli start-up, founded in 2011, driven by high motivation for providing a viable solution to the most disturbing epidemic of fall-related hip fractures among elderly people. The company managed to integrate innovative ideas and technological ingenuity into a most sophisticated, yet simple to operate, active hip protector device. HHT currently employs 10 highly skilled professionals and hires complementary resources of field expert subcontractors. HHT R&D efforts have been supported and sponsored by multiple grants awarded by Israel Office of Chief Scientist and Israel Ministry of Economy, in addition to capital raised from private investors. Hip-Hope™ sophisticated wearable device may serve as a smart platform for further safety, medical and activity remote monitoring applications.

### Technology & Products

Hip-Hope™ is a smart active wearable hip protector device designed as an esthetic belt, worn conveniently around the waist, over the user's clothing. An advanced multi-sensor fall detection system activates two fast deploying airbags, once an impending collision with ground surface is detected. The inflated airbags wrap the hips, while radically attenuating fall impact and minimizing the likelihood of hip fractures. Hip-Hope™ is a composite product, employing diverse technologies, in fields such as electronics, DSP, software and algorithms, pneumatics, airbag technology and wearable medical device industrial design. The product's inventive set of mini-sensors, system logic and algorithm make it possible to 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, aimed at securing user compliance. Hip-Hope™ also provides the users and their caretakers with significant added-value functionality, such as:

remote fall-event alert,

motion data logging,

built-in emergency button,

pouches for personal items and more.

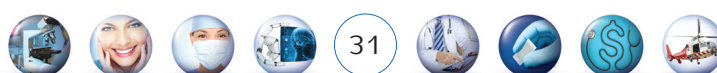
Beginning of Hip Hope™ sale is scheduled for Q3/2015.

### Goal

**Objectives:** 1. Launching Hip Hope™ device 2. Meeting potential strategic partners

**Target Businesses:** 1. Health and LTC (Long Term Care) insurance providers 2. Medical centers, Hospitals and Rehabilitation centers 3. HMOs (Health Maintenance Organizations) 4. Elderly Care Facilities, Assisted Living Facilities, Retirement Homes and Senior Housing 5. Telehealth and Smart Home product manufacturers and service providers 6. Home Care service providers 7. Home Health Emergency service providers

**Target Countries:** We aim at the global market and in particular – OECD member countries. Our first priority target markets are the following: The EU, the US and Canada, Japan and China





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

## Hy-labs

**Category:** Medical Devices, Biotechnology

**Sub-Category:** Diagnostics / IVD / Laboratories, Gene Therapy & Molecular Biology, Microbiology, Research Tools, Industrial use / OEM

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

**Company Status:** Revenue Growth

### 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 & Products

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
- Microbiology and toxicity testing that meets national and international regulatory standards
- Molecular Biology division specializing in a wide range of genomic services includes Sanger Sequencing& NGS (Next Generation Sequencing), Mycoplasma etc.

### Goal

**Objectives:** Mainly seeking for worldwide distributors

**Target Businesses:** Healthcare (health insurance companies, hospitals and private laboratories), industrial (pharmaceutical, biotechnology food & beverage, water companies etc.), environmental and academic research markets

**Target Countries:** Worldwide



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

## Inovytec Medical Solutions

**Category:** Medical Devices, HealthCare IT

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring, Disposable & Implantable, Telemedicine, 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 by professional and non-professional first responders, for administering effective first-aid treatment to persons undergoing medical emergency event, and so requiring immediate medical assistance, as out-of-hospital care. The company focus is on the development and marketing of innovative and safe solutions that are effective, affordable, and suitable for everyone.

### Technology & Products

SALI™ (acronym of SAve LIfe) devices are essential pre-hospital, critical care units for use by the non-professional care givers. For administering effective emergency treatment to persons undergoing medical emergency and so requiring immediate medical assistance. Inovytec presents you with 21st century critical aid support technology that enables you to provide a faster, friendlier, non-invasive and more effective treatment, beyond anything that has been known before. Supporting the SALI™ is the innovative Inovytec LUBO™ Airway collar, the only non-invasive device that can open an airway by imitating the jaw-thrust maneuver with or without the need for protecting the cervical spine. SALI™ and LUBO™ devices have been recognized as the next generation pre-hospital medical emergencies devices. LUBO™ Airway collar has started sales worldwide.

### Goal

**Objectives:** To have Inovytec pre-hospital medical emergencies solutions places in out-of-hospital surrounding and service providers areas worldwide

**Target Businesses:** Distributors, strategic partners

**Target Countries:** LUBO™ Airway collar – worldwide with focus on Italy, France, Germany, Spain, Russia, USA, Japan, South Korea, India, Turkey, Africa and Latin America countries



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

## Integrity Applications

**Category:** Medical Devices

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

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

**Company Status:** Initial revenues

### Company at a Glance

Integrity Applications (OTCQB: IGAP) has developed GlucoTrack®, an innovative, truly non-invasive blood glucose monitoring device for home use, that allows diabetics to test their blood glucose levels without drawing blood. GlucoTrack incorporates a patented combination of ultrasonic, electromagnetic and thermal technologies along with a proprietary algorithm. GlucoTrack utilizes a small sensor that is clipped to the ear lobe and connected to a handheld companion control and display unit the size of a smartphone. Both visual and audible results are provided in about a minute. Following CE Mark approval for its first device, model DF-F (June 2013), Integrity Applications currently commercializing GlucoTrack in variety of countries, world-wide. GlucoTrack is easy to operate and user-friendly (Just clip it!™). The device contains color touch screen for easy operation and ability to track trends on the device screen. Easy downloading the readings data for further analysis and long term memory.

### Technology & Products

GlucoTrack utilizes patented simultaneous use of combined technologies: Ultrasound; Electromagnetic and Thermal, which combined by a unique, world-wide patent protected algorithm. Individual calibration is required only when the Ear Clip is replaced, every six months. To conduct a measurement, user needs to just clip(TM) to the ear lobe, and the measurement starts automatically. Results appear in large digits, as well as verbally. Therefore, Blind people and those who suffer from vision impairment.

### Goal

**Objectives:** Integrity Applications' mission is to develop, produce and market non-invasive glucose monitors for home use, to be used by diabetics. The GlucoTrack glucose monitoring device helps people with diabetes to obtain blood glucose readings without the pain, inconvenience, cost and difficulty of conventional (invasive) finger-stick devices

**Target Businesses:** Integrity Applications intends to commercialize its GlucoTrack non-invasive glucose monitoring device world-wide. The Company is currently seeking more distributors to distribute and sell the device in more jurisdictions

**Target Countries:** Worldwide





## Itamar Medical Ltd.

**Category:** Medical Devices, Biotechnology

**Sub-Category:** Medical Equipment, Diagnostic & Monitoring, Research Tools, Sport Medicine, Home Care, Research Tools

**Therapeutic Area(s):** Respiratory / Sleep Apnea, Cardiovascular, Peripheral Vascular, Neurology & Degenerative Diseases, ENT – Ear, Nose & Throat, General Health, Primary Care, Internal Medicine, Oral & Dental Care

**Company Status:** Revenue Growth

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

### Company at a Glance

Itamar Medical, a medical technology company focused on the development, marketing and sales of diagnostic products based on its proprietary PAT platform technology, developed by a team of leading clinicians in sleep medicine and cardiology together with biomedical engineers and physicists. Our proprietary technology enables the non-invasive recording, measurement and analysis of Peripheral Arterial Tonometry, or the PAT signal. The PAT signal measures changes in a patient's pulsatile arterial volume, providing a "window" to the cardiovascular system and the sympathetic branch of the autonomic nervous system. Our two product lines based on the PAT technology are: the WatchPAT for the diagnosis and follow up of sleep breathing disorders and sleep apnea in the patient's home; and the EndoPAT for endothelial function assessment, a functional marker clinically proven to provide risk classification beyond commonly used tools. Both products are accessible, operator-independent and easy-to-use diagnostic aids and replace expensive, complicated, cumbersome and inconvenient tests. Over 1 million diagnostic tests have been performed with our products and over 10,000 Itamar Medical devices have been sold worldwide. With hundreds of clinical studies conducted with our products and published in peer-reviewed scientific journals, we believe the PAT technology is ripe for broad commercialization: 2014. Agreements with Medtronic, Philips Respironics, Royal Philips's subsidiary in Japan, NIHON KOHDEN

### Technology & Products

WatchPAT™ device is a medical-grade portable home sleep diagnostic device designed to offer in-home accurate diagnosis, detection, and follow-up treatment of Sleep Apnea and sleep breathing disorders. It replaces a sleep lab all without cumbersome nasal cannulas or effort belts. The device offers greater patient comfort, more natural sleep, and amazingly low failure rate. In addition to respiratory indices, the device provides sleep/wake analysis, and sleep architecture including sleep stages without the use of electrodes.

Market: 100 million people worldwide suspected to suffer from sleep apnea

Main Clientele: In the US: Kaiser Permanente, VA, leading research sleep labs worldwide EndoPAT™ device is the only non-invasive operator-independent diagnostic test for endothelial function assessment.

EndoPAT has been clinically validated by leading cardiologists to accurately and non-invasively assess endothelial function. The EndoPAT® test is simple, takes only 15 minutes and can be easily performed by a medical assistant at the clinic. EndoPAT® test is now backed by unparalleled body of hundreds of scientific peer-reviewed papers, demonstrating the role of endothelial dysfunction as a key marker of sub-clinical atherosclerosis and a predictor of cardiovascular events across all disease states and beyond commonly used tests.

Market: symptomatic or cardiovascular patients

Main Clientele: In the US – North Shore-LIJ healthcare provider, NYU Langone hospital, The MAYO Clinic, Stanford, Yale.

### Goal

**Objectives:** Our vision is to turn the PAT® technology into the gold standard diagnostic and therapeutic aid in major chronic conditions. As the PAT reflects two critical functions of the cardiovascular and sympathetic system, both playing a significant role in numerous chronic disease states, we envision PAT products used in every clinic or hospital in the future

**Target Businesses:** WatchPAT(TM) – Potential market: 100 million people worldwide suspected to suffer from sleep apnea

EndoPAT(TM) – Potential market: All symptomatic or cardiovascular patients

**Target Countries:** Europe, South America, USA, Far East

Medical Equipment, Diagnostic & Monitoring, Research Tools, Sport Medicine, Home Care





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

## Lev El Diagnostics of Heart Diseases

**Category:** Medical Devices

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

**Therapeutic Area(s):** Cardiovascular

**Company Status:** Initial revenues

### 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 & Products

HeartTrends, our flagship product, offers an alternative to the standard EST with its significantly improved outcomes including superior sensitivity (77% compared to 19%) and high negative predictive value (NPV). Clinical trials have proven a relative incremental value of X 5.11 of HeartTrends™ compared to the Exercise Stress Test (EST). Reference attached. 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.

### Goal

**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





## MDC Industries

**Category:** Medical Devices

**Sub-Category:** Disposable & Implantable, Drug Delivery, Industrial use / OEM

**Therapeutic Area(s):** Respiratory / Airway Management, Urology, ENT – Ear, Nose & Throat, EMS – Emergency Medicine Services, General Health, General Surgery, Gastrointestinal, Diabetics

**Company Status:** Revenue Growth

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

### Company at a Glance

MDC is a leading OEM supplier of innovative, high quality medical tubing for a wide range of medical applications. Since 1987, based on expertise and innovative thinking honed over 25 years of excellence, MDC offers international medical device companies, tailor-made tubing, while establishing itself a preferred manufacturer and developer. With MDC's experienced engineering team, clients attain the unique product characteristics and performance they require, including: design, quick prototyping and full scale production. MDC is the partner you can rely upon to provide all your custom-made medical device tubing. MDC delivers diverse extrusion capabilities, use of various materials, secondary services as well as assembling capabilities. MDC's medical tubes serve as an important component in many different disposable sets and various medical applications. Manufacturing is carried out in a class 100,000 clean room, according to FDA cGMP's and adherence to international standards, such as ISO 13485. All raw materials are of high quality and comply with the ISO 10933 bio-compatibility standard. To provide unparalleled precision, strict quality control and operational consistency, as well as to reach and maintain the highest standards, MDC utilizes advanced equipment and the stringent best practices in its manufacturing process.

### Technology & Products

**Technology & Products:** With more than 25 years of combined experience and advanced manufacturing equipment, MDC's engineering team works as an extension of your team, starting from preproduction design, through delivery of quick prototyping and up to full scale production, while following your requirements and specifications.

**Extrusion capabilities:** manufacturing of medical tubing with OD ranging between 0.5mm–15mm and tolerances as tight as 0.01mm. Our extrusion capabilities include: Single-Lumen tubing, Tube marking stripe, Twin, triple and quad tubing, Multi layers tubes, Thin-Walled tubes, Lay-flat tubing and Profiles

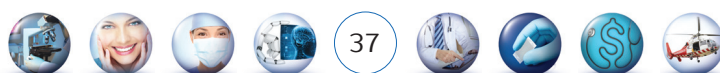
**Extrusion materials:** MDC's medical extrusion includes wide range of materials. Virgin materials are selected to ensure optimized material properties. Materials include: PVC (DEHP Free), Polyethylene, Thermoplastic Urethane (TPU), Thermoplastic Elastomer (TPE), Polyamide (PA), Ethylene vinyl acetate (EVA) **Assembly and secondary services:** MDC's tubing serves as an important component in a large variety of disposable sets. We supply assembly services for various medical applications. Assembly and secondary operations are conducted in a class 100,000 clean room and includes: Printing, Cutting, Tip Forming, Precision hole drilling, Packaging, Labeling and Sterilization.

### Goal

**Objectives:** 1) Find new customers 2) Meet with national representatives 3) Collaborate in joint ventures developing proprietary medical tubing, expand manufacturing for the middle east

**Target Businesses:** 1) Medical devices manufacturers 2) OEM disposable sets companies 3) Medical disposable sets integrators

**Target Countries:** Western and Eastern Europe, Asia Pacific, South-Africa





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

## Medic Shoes

**Category:** Medical Devices

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

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

**Company Status:** Clinical Trials

### Company at a Glance

The company is engaged in the development of patented health applications, besides being involved in financial activities. The company was ranked 2nd in a 1997 Geneva convention for novelty start ups, for a handheld calculator used for diet. Since 2011, while trying to alleviate symptoms suffered by the owner who is diabetic, the company has developed a patentable device designated to increase blood flow and improve blood circulation- Medic Shoe.

### Technology & Products

Medic Shoe™ offers a clinically-proven non-medical alternative to conventional drug therapy, alleviating the symptoms of poor peripheral circulation. Based on the principles of acupressure and reflexology, Medic Shoe™ delivers both relief from peripheral neuropathy and measurable peripheral hemodynamic improvement. Medic Shoe™ has been proven effective in clinical trials conducted by well-known cardiologists. For both subjective and objective parameters, Medic shoe demonstrated significant positive impact on the study subjects. Notably, patients with Diabetes or Peripheral Vascular Disease that used Medic Shoe for 15-30 minutes a day during the course of one month enjoyed:

- Significant alleviation of foot pain, tingling, and nighttime pain waking
- Notable rise in stroke volume, stroke index, cardiac output, and cardiac index
- Marked overall improvement in total peripheral resistance (TPR).

### Goal

**Objectives:** Meet potential business partners and distributors as well as potential customers

**Target Businesses:** Medical Device Distributors and Hospitals

**Target Countries:** Global



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

## Medical Compression Systems Ltd.

**Category:** Medical Devices

**Sub-Category:** Medical Equipment

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

**Company Status:** Revenue Growth

### 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 & Products

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. achieves 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.).

### Goal

**Objectives:** Looking for new partners to distribute our products

**Target Businesses:** Asia and EU

**Target Countries:** Asia and EU



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

## MedicSense

**Category:** Services

**Sub-Category:** Regulation Consultancy, CRO, Education

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

**Company Status:** N/A

### Company at a Glance

MedicSense Ltd., 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, 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.

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 and the dynamic regulatory environment by providing pragmatic solutions.

MedicSense acts as an Israeli Registration Holder (IRH) for foreign companies that export their devices to Israel.





## MediTouch

**Category:** Medical Devices

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

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

**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 both clinicians, patients and their families as well as managers a value proposition that is backed up both clinically and economically and justifies purchase.

### Technology & Products

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 patients 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.

### Goal

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

**Target Businesses:** Physical Rehabilitation

**Target Countries:** Worldwide





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

## Medoc

**Category:** Medical Devices

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

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

**Company Status:** Revenue Growth

### Company at a Glance

Medoc is a leading manufacturer of neuro-diagnostic medical systems and advanced thermal stimulators for the assessment of chronic pain and neurological disorders. Our products evaluate the small & large peripheral sensory nerve fibers (A-delta & C fibers), constituting the "Pain Pathway". Medoc worldwide sold products are considered as the gold standard in QST, and are FDA approved & CE marked. Our product line includes: TSA-II – NeuroSensory Analyzer, PATHWAY – Pain & Sensory Evaluation System (CHEPS and ATS) also used in fMRI environment, Q-Sense – Small fiber Test, Conditioned Pain Modulation (CPM) system and AlgoMed – Computerized Algometer. Medoc, in collaboration with Medasense Ltd., develops a pain monitor for objective and continues pain assessment in patients under anesthesia in the operating room. Medasense solution is based on a non-invasive acquisition of patients' multiple physiological signals. Medoc also exclusively represents 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, RanD and so forth.

### Technology & Products

PATHWAY – Pain & Sensory Evaluation System offers new possibilities in 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 for QST (Quantitative Sensory Testing), evaluating small sensory nerve fibers (A-delta & C fibers). Our VSA-3000 Vibratory Sensory Analyzer is used 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. CPM system – Two-thermodes CPM (Conditioned Pain Modulation) computerized system for advanced chronic 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.

### Goal

**Objectives:** Looking for representatives / distributors, mainly those who operates in the field 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, Industrial use / OEM

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

**Company Status:** Revenue Growth

[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 & Products

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.

### Goal

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

**Target Businesses:** Distributors, hospitals, OEM

**Target Countries:** All countries



Therapy with a Robotic Touch

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

## Motorika

**Category:** Medical Devices

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

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

**Company Status:** Revenue Growth

### Company at a Glance

Motorika is the leader in robotic rehabilitation therapy. Offering solution to lower and upper extremities, offering solutions to meet the therapeutic needs of patients suffering from a variety of neurological and orthopedic dysfunction.

### Technology & Products

**ReoGo:** It's the world's most advanced 3 dimensions robotic system for upper limb therapy, designed to facilitate three-dimensional repetitive arm movements through the use of an advanced, fully motorized robotic arm. The system is suited for a wide variety of patients in all stages of stroke recovery, offering five modes of operation; ranging from passive support for highly functional patients to guided motion for cases with little or no arm mobility. ReoGo enhances patient motivation through a variety of interactive and stimulating games that imitate natural hand movements.

**ReoAmbulator:** Combining an innovative and proprietary robot-assisted training platform with an in-depth understanding of neurorehabilitation, ReoAmbulator offers the most advanced rehabilitation solution:

Intensive gait training therapy for adults and children with neurological disorders.

Dynamically follows the rehabilitation process using two modes: a passive mode with robotic legs that initiate or guide motion, and an active mode for more advanced rehabilitation stages.

Better patient engagement, motivation, and cognitive training using Virtual Reality technology

More efficient therapy by customizing session parameters.

Improves therapy management by providing accurate assessment and progress analysis.

Enables customized weight-bearing using robotic legs, gradually shifting load from device to patient

**ReoActive:** A 3 dimensional rehabilitation exerciser that is based on motion sensors (Kinect camera).

The ReoClinic provides a platform for the clinics, under PT supervision, for patients to exercise rehabilitation movements and therapeutic games. The system provides therapeutic functional activities and games while measuring and reporting patient's progress. ReoActive address a large market of patients with neurological disabilities, such as post-stroke, Multiple sclerosis, Parkinson's disease, some orthopedic conditions, a variety of pediatric indications, Spinal cord injuries and Traumatic Brain injury patients. The main benefits for the clinic are:

1. Objective measurement – an objective measurement and reporting tool to allow demonstration of progress to the insurance companies
2. Additional income – by justifying additional therapy, and demonstrating solid record of performance, the PT will be able to provide more therapy time to each patient
3. Efficient use of time – patients can use the system while the PT can provide supervision to other patients in parallel and fill the required paperwork for the insurance companies

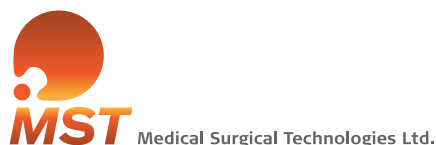
### Goal

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

**Target Businesses:** Hospitals, clinical, rehabilitation centers, therapists, distribution companies

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





[www.mst-sys.com](http://www.mst-sys.com)

## MST – Medical Surgery Technologies Ltd.

**Category:** Medical Devices

**Sub-Category:** Medical Equipment, MIS – Minimally Invasive System, Endoscope & Accessories

**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 & Products

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 exceptional intraoperative image capabilities. Surgeons are provided a new user experience with 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:

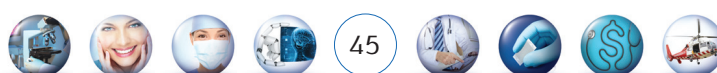
- Minimizes surgeons interactions during procedure (can facilitate solo surgery)
- Simple control interface for short learning curve
- Reduced average procedure time through improved workflow (e.g., fewer lens cleanings)
- Reduced costs through optimized staff utilization (e.g., scheduling, fewer injuries)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

### Goal

**Objectives:** Launch the AutoLap in Europe and U.S.A

**Target Businesses:** Distributors Hospitals Clinics Partners

**Target Countries:** Worldwide





## Naveh Pharma

**Category:** Pharmaceuticals

**Sub-Category:** Food & Nutrition, Use Patent,  
OTC – Over the Counter

**Therapeutic Area(s):** ENT – Ear, Nose & Throat, Cardiovascular,  
Bone Diseases, Gastrointestinal, General Health, Women's Health,  
Internal Medicine, Metabolic Diseases, Pediatrics, Prenatal,  
Respiratory

**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 & Products

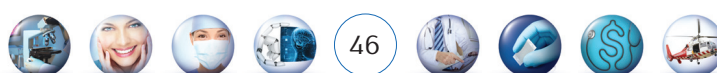
CleanEars is an easy to use, gentle ear cleansing solution, suitable for use by the whole family. It is an effective and clinically proven method to disperse ear wax and a safe alternative to cotton bud use. When used 2 to 3 times a week as part of your personal care routine, CleanEars helps prevent 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 B6, 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.

### Goal

**Objectives:** Expand global sales

**Target Businesses:** Global distributors to pharmacies

**Target Countries:** Global





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

## neoLaser Ltd.

**Category:** Medical Devices

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

**Therapeutic Area(s):** Dermatology & Aesthetics, ENT – Ear, Nose & Throat, Cardiovascular, Peripheral Vascular, General Surgery, Neurology & Degenerative Diseases, Orthopedics

**Company Status:** Revenue Growth

### 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 and Endoscopic Surgery as well as Aesthetic and Dental procedures. NeoLaser is building sales through both regional distributors and select OEM partners. Founded by seasoned veterans of the medical laser industry, neoLaser brings the highest engineering, marketing and design knowledge. The company is ISO13485 certified, holds both CE mark and FDA clearance for its high-end medical laser systems, and is currently in revenue growth globally.

### Technology & Products

The neoV Series offers a variety of potential wavelengths and applications: The neoV1064 with 20 Watts of 1,064nm is optimized for Nail Fungus and Wart treatment, with special collimating and focusing hand pieces. The neoV1470 and neoV980 with 10 Watts and 20 Watts of 1,470nm and 980nm respectively, for Varicose Vein treatment with unique endovascular surgical kits including CORONA 360, Butterfly and Bare fibers. The neoV platform also enables PLDD treatments for herniated discs with dedicated disposable kits, as well as minimally invasive surgical treatments in ENT, GYN, and Robotics. Additional applications include fibers and accessories for Dental use, as well as Aesthetic and Dermatology applications. All neoV products are available in a state-of-the-art design, in the smallest and lightest configuration possible, offering unmatched portability, user friendliness and reliability.

### Goal

**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, Surgical, Aesthetic, Dental)

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



## Neuronix Ltd.

**Category:** Medical Devices

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

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

**Company Status:** Initial Revenues

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

### Company at a Glance

Neuronix's mission is to turn Dementia a Manageable Chronic Disease, by introducing new methods for modifying the course of treatment for Neuro-degenerative Diseases and in particular Alzheimer Disease (AD). Thus, offering hope and long-term improvement in the quality of life of patients. Neuronix's neuroAD technology was shown safe and effective in treatment of Alzheimer patients.

### Technology & Products

The neuroAD system for the treatment of mild to moderate Alzheimer's Disease is based on the company's core Non Invasive Cortical Enhancer (NICE™) technology, CE-cleared for this indication. This patented technology uses stimulation to brain regions affected by Alzheimer's disease, concurrently interlaced with Cognitive Training directed at those specific brain regions. The stimulation induces LTP (Long-Term Potentiation), which is associated with learning and memory processes, and results in a measurable cognitive improvement after just a few weeks of treatment. The neuroAD system is currently undergoing a Multi-Center pivotal FDA study in major medical centers in the US.





[www.NOAM-URIM.com](http://www.NOAM-URIM.com)

## NOAM URIM

**Category:** Medical Devices

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

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

**Company Status:** Revenue Growth

### 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 & Products

**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).

### Goal

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

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

**Target Countries:** Worldwide



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

## OHK Medical Devices – HEMACLEAR

**Category:** Medical Devices

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

**Therapeutic Area(s):** Orthopedics

**Company Status:** Revenue Growth

### Company at a Glance

OHK Medical Devices was founded by Prof. Noam Gavriely, MD, a cardio-pulmonary physiologist and emergency physician. After a four year development period in which HemaClear™ (formerly S-MART) was tested, patented and received regulatory approval (FDA & CE), the product was successfully launched into the global market in 2007. Since that time, HemaClear™ has been used in over 300,000 procedures worldwide. The company currently markets the HemaClear™ family of products for bloodless limb surgery. OHK is in the process of developing additional products for future sales and distribution.

### Technology & Products

R&D and manufacturing facilities are located in the Mediterranean port city of Haifa, Israel, where the strictest adherence to quality is followed. OHK Medical Devices is ISO 9001-2000 accredited and its products come with a high market acceptance and an impeccable safety record. The company has established an extensive distribution and sales network across Europe, Latin America. In the United States, a strategic partnership was established with Henry Schein, Inc. at the beginning of 2011.

### Goal

**Objectives:** Develop a distribution network

**Target Businesses:** Orthopedic surgeons, distributors

**Target Countries:** All





savyonDIAGNOSTICS

## Savyon Diagnostics

**Category:** Medical Devices

**Sub-Category:** Diagnostics / IVD / Laboratories

**Therapeutic Area(s):** Cardiovascular, Gastrointestinal, General Health, Hematology, Infection Control, Infectious Diseases, Oncology, Prenatal, Women's Health, Infertility, Respiratory, Urology, Veterinary

**Company Status:** Revenue Growth

[www.savyondiagnostics.com](http://www.savyondiagnostics.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 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 tests are based upon various immunological and molecular biology techniques (Micro Arrays, ELISA, MIF, IPA, Lateral Flow etc.). 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 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 certified and those sold in the USA are FDA approved. In Canada Savyon has CMDCAS, ISO 13485 (2003).

### Technology & Products

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.

### Goal

**Objectives:** 1) 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:** 1) Molecular Platforms - All excluding Israel, Italy, the Netherlands and Turkey  
2) Immunoassays and Rapid tests - LATAM, SE Asia, Canada, Scandinavia, Caucasus and selected African countries



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

## Sion N.T.R. Medical Industries Ltd.

**Category:** Medical Devices

**Sub-Category:** Disposable & Implantable

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

**Company Status:** Revenue Growth

### Company at a Glance

Sion-NTR Medical Industries Ltd. is a leading manufacturer of single-use skin cleansing and treatment, advanced wound care and surgical solutions for the professional health-care sector. The rich product formulations provide additional values in the cost per unit, as well as the volumes needed for each usage. Sion-NTR Medical Industries provide their products in a variety of package sizes and dispensing options, each one designed to address specific uses and needs. Our products are nurse orientated, although technology is driving physician interest. We seek to reduce the cost of healing to the healthcare provider. Sion-NTR's quality system is accredited to ISO 9001, ISO 13485 and GMP regulations. The products bear the CE Mark Certification and F.D.A. approval.

### Technology & Products

'Cleansing & Care Line' offers a wide range of skin antiseptic products used to minimize infections caused by skin pathogens and include:

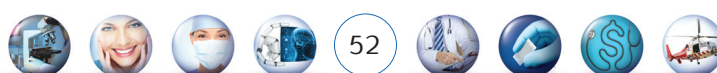
- Chlorhexidine (0.5%) & Alcohol Prep Pads)
- P.V.P. Prep Pads and Swabsticks
- Alcohol Prep Pads and Swabsticks
- Lemon Glycerin Swabsticks
- Electrode Skin Prep Pads
- Adhesive Tape Remover Pads
- SkinCoat Prep Pads 'Skin Care and Patient Treatment' products are delivered in pharmaceutical-grade basis and serve to protect the skin and maintain optimal skin integrity and include
- Sterile Lubricant Jelly
- First Aid Ointments & Creams
- Zinc Oxide, Vitamin A&D Ointment
- Petrolatum Ointment Advance Wound Care Line combining the traditional bandage and the impregnating technology resulted in a new age product line
- Zinc/Calamine Paste/Bandages for the management of venous leg ulcers
- S. Non Adhernt Pads
- Petrulatum Dressing / Honey Dressing
- 'Surgical Line' offers a complete solution in the operating theatre by providing products such as drapes, packs and staff clothing, as well as customized procedure packs/trays.

### Goal

**Objectives:** Distribution, Alliances

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

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



# TavTech Ltd.

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

## TavTech Ltd.

**Category:** Medical Devices

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

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

**Company Status:** Revenue Growth

### 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, MyJet and Jetpeel Mini 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) and in Colonoscopy (Medjet).

### Technology & Products

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.

### Goal

**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 aesthetic – US, Canada, Latin America, Japan colonoscopy (endoscopy) – World wide





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

## Trig Medical

**Category:** Medical Devices

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

**Therapeutic Area(s):** Women's Health, Obstetrics, Oncology, Peripheral Vascular, Urology, General Surgery

**Company Status:** Revenue Growth

### Company at a Glance

Trig Medical is a medical device company committed to improving the standard of medical care provided to women during labor, and patients during interventional ultrasonography. Trig Medical's proprietary products leverage position tracking, ultrasound imaging technology, disposables, and proprietary software, to provide staff with a non-invasive method to collect consistent and accurate measurements. The Company has an extensive intellectual property portfolio and has developed two cutting-edge products: LaborPro – 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 CFDA, FDA, CE mark. TrigGuide – 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, OB/GYN and Prenatal procedures, Nerve Block/Pain Management, Vascular Access and Tissue Ablation. TrigGuide has already FDA and CE mark approvals in the US and Europe.

### Technology & Products

Trig Medical's products leverage position tracking, ultrasound technology, and proprietary software, to provide staff with a non-invasive method to collect consistent and accurate measurements. The Company has an extensive intellectual property portfolio and has developed two cutting-edge products: LaborPro is a decision support system, providing a non-invasive, accurate determination of all labor progression parameters. A Simple ultrasound scan automatically determines the baby's head position, station & descent. Position sensors allow for ruler-like measurements of cervical dilatation and length, and critical pelvis diameters (pelvimetry). LaborPro consists of position sensors, ultrasound imaging, user-friendly software, and disposable items. It can use external ultrasound input, or an integrated ultrasound unit. TrigGuide provides real time visual guidance for free-hand interventional ultrasonography procedures. TrigGuide includes a computer, proprietary software, a position sensor and a disposable sterile needle adaptor to connect the needle to the position sensor. TrigGuide is an independent unit which is compatible with virtually any ultrasound system and interventional device.

### Goal

**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, South Korea, Taiwan, Australia, India







## Viasonix

**Category:** Medical Devices

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

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

**Company Status:** Revenue Growth

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

### Company at a Glance

Viasonix is an international leader in providing high-end vascular diagnosis systems. Our Falcon product family is successfully distributed in 5 continents. The company is ISO 13485 approved, and the Falcon products are cleared for sale by the FDA, CE, Canada Health, TGA, AMAR, TFDA 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 & Products

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.

### Goal

**Objectives:** Viasonix is rapidly becoming an international leader in vascular diagnosis, and we aim at increasing our international distribution network of partners

**Target Businesses:** The Falcon product family is primarily designed for Vascular and Vascular Surgery Departments in hospitals, vascular laboratories and private clinics

**Target Countries:** Viasonix is currently already selling in 5 continents, and we target the few countries which still don't have an active Falcon distributor





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

## Vitalgo Systems Ltd.

**Category:** Medical Devices

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

**Therapeutic Area(s):** General Health, Obesity, Orthopedics, Pulmonary, Rehabilitation, Respiratory, Wound Management

**Company Status:** Revenue Growth

### 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 & Products

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 Bering. 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 allows to 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.

### Goal

**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 world wide 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

## Contact Details of Economic Missions Abroad

Country	Tel	E-mail
AUSTRALIA – Sydney	+(61.2) 9388-0382	<a href="mailto:sydney@israeltrade.gov.il">sydney@israeltrade.gov.il</a>
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