



THE ISRAEL EXPORT &  
INTERNATIONAL COOPERATION INSTITUTE



Ministry of Economy and Industry  
Foreign Trade Administration



# ISRAEL – Digital Health Nation

Las Vegas, NV | March 5 - 8, 2018

HIMSS18

# ISRAEL – Digital Health Nation

The digital era opens tremendous opportunities to deliver healthcare services to patients at the comfort of their homes or wherever they are, through any web or mobile device, without requiring a presence of healthcare provider in the loop. For millions of people that live in distance from or in scarcity of healthcare resources and services, the growing spread of smartphones creates new possibilities to access healthcare and improves quality of life.

Telemedicine, mHealth, Wearables, Remote Monitoring, Electronic Medical Records, Big Data Analytics, Internet of Medical Things, Medical Apps and others all can be incorporate into Digital Health or Health IT. It is not a new genre in its technology but new in its acceptance and adoption by the governments, medical facilities, physicians and patients. Israeli Digital Health industry has its roots in a long history of using innovative communication technologies to improve healthcare delivery. With more than 25 years of expertise in implementing health IT, electronic medical records and business analytics; today, our Government is investing strongly in IT thus putting Israeli expertise in international demand.

We are proud of the contributions of our gifted innovators at Israeli Medical Industry, which is a truly rewarding combination between Life Sciences and High-end Technologies starting from the design, development, advanced manufacturing integrating innovative materials, systems and technics promoting efficient work of the medical staff, allowing to achieve maximum accuracy in testing and treatment tailored to each patient's unique profile – placing the individual in the center. The number of companies in the Israeli Digital Health sector has risen substantially in recent years, reaching more than 400 companies in 2017, all have a solution at Digital Health services that can be delivered through the web or mobile and can improve the lives of millions of people around the world.

**We invite you to explore Israeli Digital Health frontier at HIMSS 2018.**



# Israel National Pavilion at HIMSS18

Exhibiting Companies

Hall G Stand 10343



HIMSS18

# Israel National Pavilion at HIMSS18

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# Belong.life

www.belong.life



Mr. Eliran Malki, CEO, Co-founder



Revenue Growth



Health Information Manag. Software

Chronic Diseases, Oncology



Hospitals, Pharma, Patients

Patient engagement

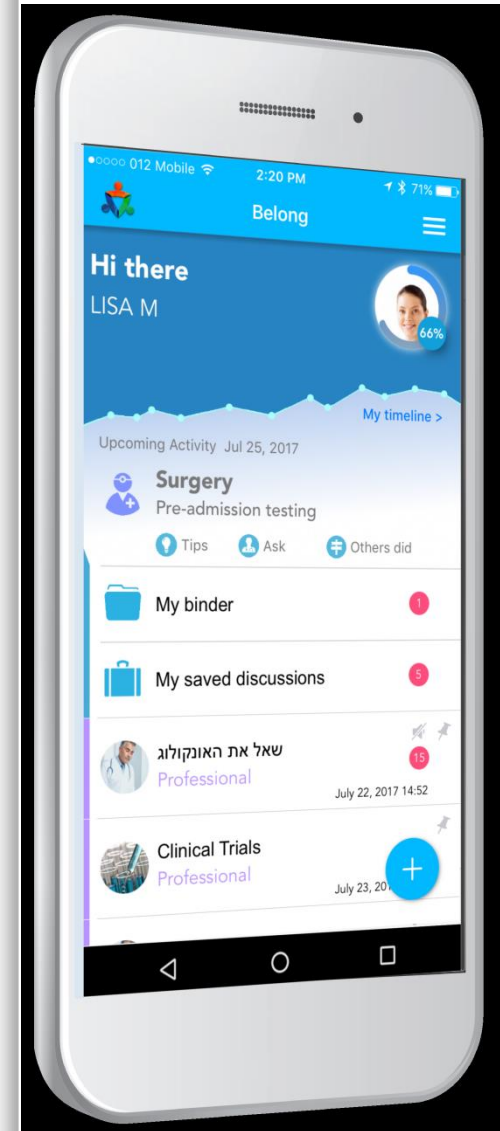


## Belong - the patient journey optimization company

Belong is the only Personalized and Structured Cancer Treatment Navigator putting patients at the center. We offer patients and their families a comprehensive mobile solution that supports them every step of the way. It includes intelligent cancer treatment journey management tools, personalized and relevant information, access to top medical experts, crowd wisdom and more. All powered by powerful state of the art AI and BigData research competences, high engagement and more.



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# Beyond Verbal

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



**Mr. Yuval Mor, CEO**



**Clinical Trials**



**Diagnostics & Monitoring**

Chronic Diseases, Cardiology



**HMOs, Payers**

AI, Voice Analytics



## Revelation of Vocal Biomarkers

Beyond Verbal is using Voice and AI to revolutionize Emotions Understanding, Wellbeing and Healthcare. The ability to extract vocal biomarkers in a non-intrusive, continuous and passive manner is set to revolutionize traditional patientcare. Our technology is set to improve traditional and remote healthcare services and create a novel patient centric approach by gathering an additional layer of personal data which can support the tailoring of healthcare services based on individual needs – a service which is challenging to deliver today.



Passive  
Continuous  
Non-invasive  
Cost effective

Emotions Wellbeing Health



# Biobeat


www.bio-beat.com

 **Mr. Arik Ben Ishay, CEO**

 **Diagnostics & Monitoring**

Vital signs

 **Initial Revenues**

 **Hospitals, Physicians, Call Centers**

Wearables

## **Smart platform for accurate non-invasive medical grade monitoring**

BioBeat develops a cutting-edge wearable monitor for remote non-invasive accurate medical-grade monitoring of vital signs including continuous Blood Pressure. This solution allows patients to be treated at the comfort of their homes, rather than in the hospital. Biobeat's solution allows for monitoring of stationary patients, but also patient who are up and about including during outdoor activities.



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# Blossom K.C

www.home.blossom-kc.com



Mr. Eldad Nir CEO



Revenue Growth



Administrating

Proactive Risk Management



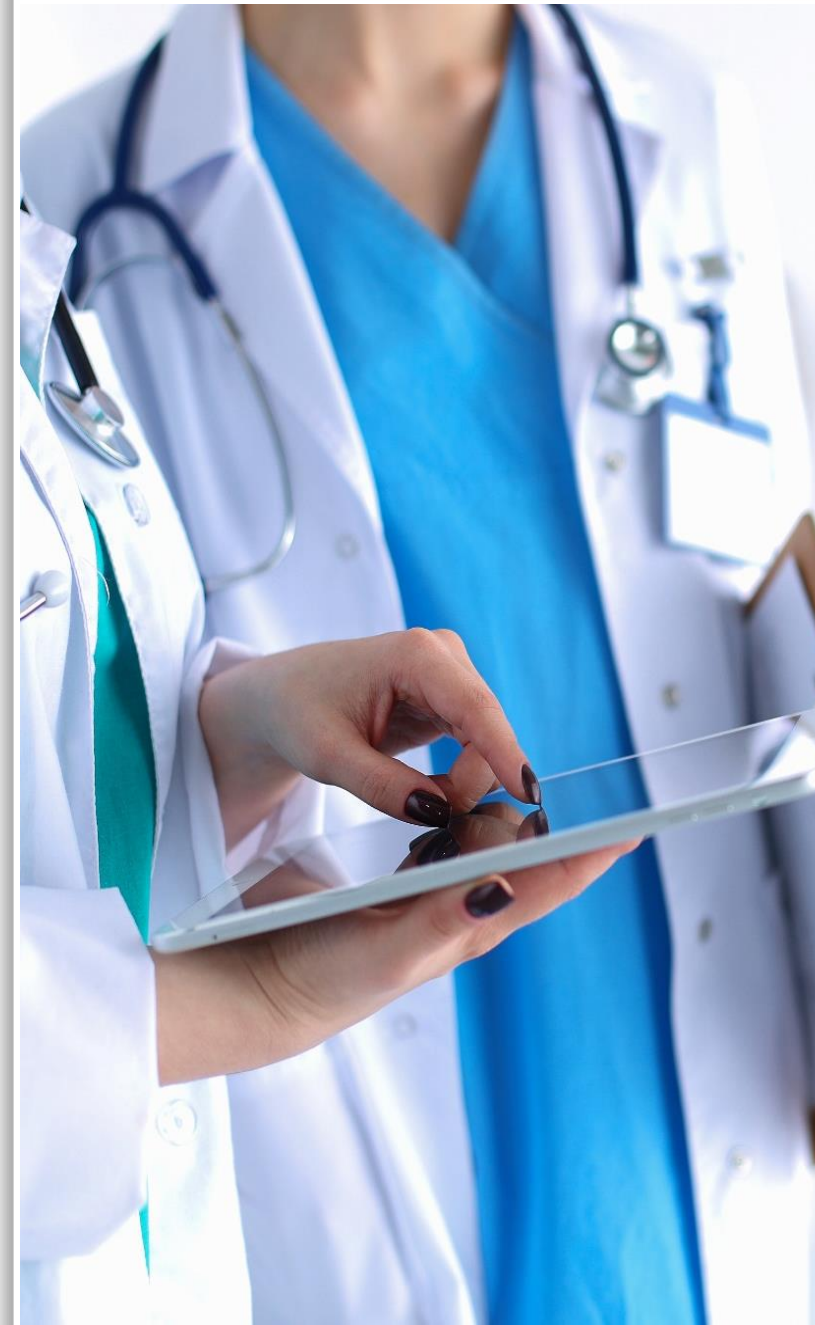
Hospitals, HMOs

AI, Hospital Management



## Increase Efficiency, Quality & Revenue

Blossom's platform manages and monitors staff actions, performance, credentials, training and on-boarding - perfecting its permissions status through deep learning processes while using AI to optimize scheduling. This ensures that the right person with the right authorization will be allocated to the right procedure at the right time for optimal efficiency and the highest quality performance.



# CardiacSense

www.cardiacsense.com



**Mr. Eldad Shemesh,**  
Founder & CEO



Clinical trials



Diagnostics & Monitoring



Hospitals, Physicians, Patients,  
Call Centers

Chronic Diseases, Cardiology

Wearables



## Long term non-obtrusive cardiac monitoring

The CardiacSense watch is a multi-sensor platform monitoring heart arrhythmias (A-Fib, Cardiac arrest and more), Blood Pressure, SpO2 and additional vital signs. Providing 365/24 remote patient monitoring anywhere at any time, CardiacSense offers a variety of significant implementations, which are strongly associated with reduced risk of stroke and a variety of cardiovascular conditions. Early detection of A-Fib is vital to defining proper medical treatment and giving patients and caregivers peace of mind.




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www.clewmed.com

 **Mr. Gal Salomon, Co-Founder, CEO**  
**Mr. Izik Itzhakov, VP Biz Dev**

 Data Analytics

**ICU, PICU, NICU**

 Proof of Concept

 Hospitals, HMOs

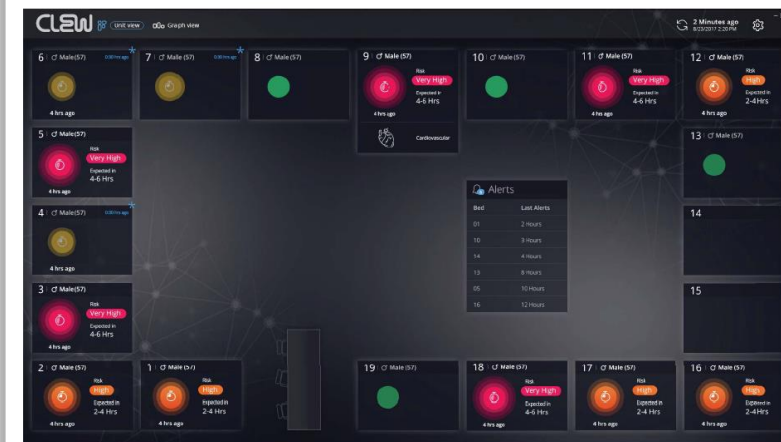
AI, Decision Support System

## Analytics Platform for Early Detection of Clinical Deteriorations

CLEW's mission is to provide healthcare providers and administrators with high-accuracy predictive clinical analytics that improve clinical outcomes and reduce hospital costs. Our innovative analytics engine detects deterioration in real-time and delivers predictive warnings during all phases of a patient's ICU stay. Driven by innovative prediction models derived from Big Data analysis and an advanced high-dimensional analytics technique, CLEW's predictive platform has the flexibility to manage large patient populations without losing individualized treatment needs. CLEW's team represents decades of success in assisting healthcare institutions and other enterprises achieve their goals by exploiting breakthrough research and technologies.



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# DarioHealth

www.mydario.com



**Mr. Erez Raphael**, Chairman and CEO



Revenue Growth



Diagnostics & Monitoring

**Chronic Diseases, Diabetes**



Hospitals, Physicians, Patients

Continuity of Care



## Personalized Health Management

DarioHealth Corp. (NASDAQ: DRIO) is a leading global digital health company with personalized, mobile health solutions. We believe in empowering people with chronic conditions, with more control and independence to manage their daily challenges and changes. Harnessing the power big data, we're able to give each person unparalleled, real-time insights and the guidance they need to navigate their unique journey.



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# G Medical Innovations


www.gmedinnovations.com

 **Dr. Yacov Geva, Founder**

 **Diagnostics & Monitoring**

**Vital signs**

 **Initial Revenues**

 **Hospitals, Physicians, Patients,  
Call Centers**

**Patient engagement**

## **mHealth and Telemedicine Products and Services**

Founded in 2014, G Medical Innovations (ASX: GMV) is at the forefront of the digital health revolution by building next generation mobile health (mHealth) technologies that will better monitor, manage and improve clinical and personal health-related outcomes for the wider global audience. The company builds medical devices and associated monitoring services of the highest quality, from initial design through regulatory approvals and commercialization.



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**prizma G2**  
Medical Smartphone Jacket  
by G Medical Innovations





# GlucoMe

www.glucome.com



**Mr. John Erickson,**  
EVP, GM North America



Initial Revenues



Diagnostics & Monitoring



HMOs, Physicians, Patients

**Chronic Diseases, Diabetes**

Continuity of Care



## Comprehensive Digital Solution for Diabetes Care

GlucoMe is a comprehensive digital diabetes care platform that consists of smart diabetes monitors, mobile App and cloud-based Digital Diabetes Clinic (DDC). Glucose measurements and insulin intake are automatically recorded on the patient's smartphone and analyzed in the cloud. GlucoMe's DDC integrates with EHR and continuously analyzes clinical data, providing treatment recommendations for each patient. Along with population management, GlucoMe enables digital or face-to-face intervention for the right patients at the right time.



# HealthWatch

www.personal-healthwatch.com



Dr. Israel Schreiber, CEO  
Dr. Gary J. Sagiv, CCO & EVP



Diagnostics & Monitoring

Chronic Diseases, Cardiology



Initial Revenues



Hospitals, Physicians, Patients,  
Call Centers

Wearables

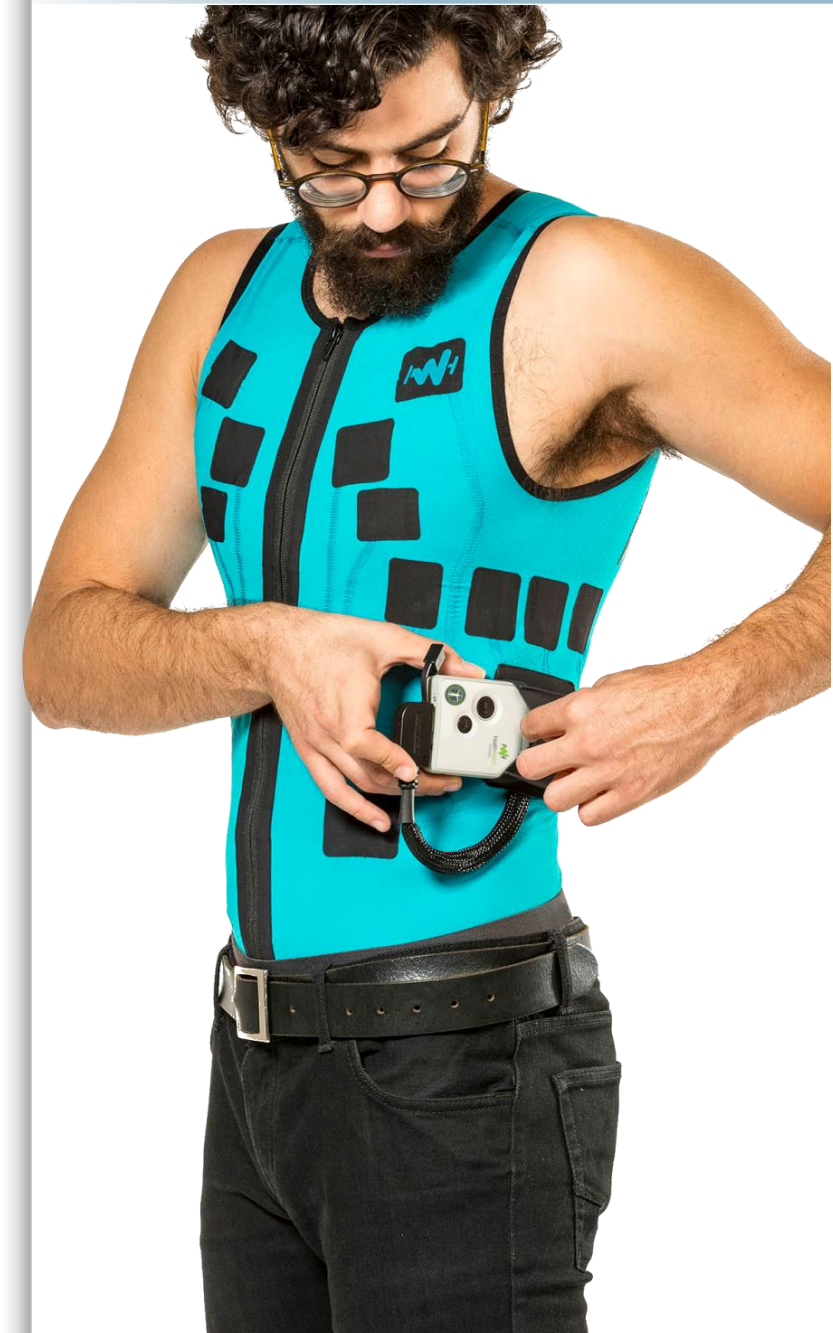


## Master Caution® 2.0

The first and only 12-lead ECG smart digital garment that is CE/FDA-cleared and is the answer to the growing paradigm shift within the healthcare ecosystem. HealthWatch's Master Caution® seamlessly and transparently secures personal health around the clock, to immediately notify both patients and medical professionals when an emergency is sensed. By utilizing sophisticated signal processing algorithms, with features such as event detection and automatic analysis, it advocates a full management solution for the purpose of transforming healthcare, offering a digital health platform and virtual medical care.



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# Healthymize

www.healthymize.com



Mrs. Maura Rosenfeld, COO



Clinical Trials



Diagnostics & Monitoring



HMOs, Payers

Chronic Diseases, COPD

AI, Voice Analytics



## Early Flare Up Detection Using AI Based Voice Monitoring

Healthymize is the winner of the 2017 mHealth Startup Competition and the Israeli Ministry of Health's 2017 Leading Healthcare Initiative Contest. Our product detects flare ups early in voice-affecting diseases, such as asthma, COPD, heart failure and mental health disorders. Our personalized, artificial intelligence-based, voice monitoring technology gets patients to treatment faster, cuts costs and reduces suffering.



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 **Mr. Bernard Lasry**, Founder & CEO

 Initial Revenues

 Diagnostics & Monitoring

 Hospitals, Physicians

**Online Audiology**

Occupational Medicine

## Web platform for audiometry

Koalys is the first web platform for hearing tests, follow-ups and communication. Our vision is to provide breakthrough technology and software to hearing care professionals. Our main goal is to help them diagnose and offer effective solutions to hearing impairment. With Koalys, users easily perform online the most advanced hearing tests, and provide their patients with accurately adjusted hearing aids and personalized care.






 **Mr. Oz Krakowski, Co-Founder, CMO**

 Initial Revenues

 Diagnostics & Monitoring

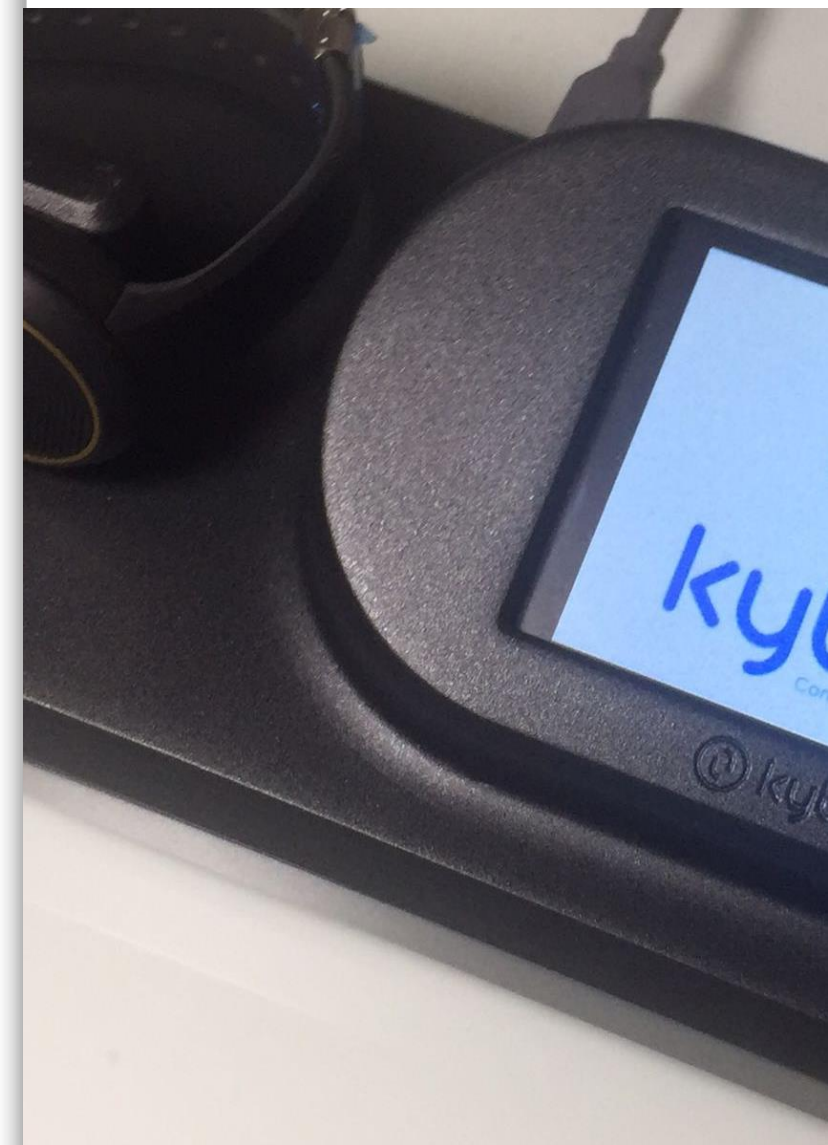
**Vital signs**

 Hospitals, Physicians, Patients

**Healthy Ageing**

## **Automatic Detection of Emergencies and Predictive Analytics for Aging in Place**


Kytera addresses the Aging-in-Place market (technologies for elders who wish to age in their home). Our technology provides unique insight into elders' activities at home, enabling safe aging for elders and families, and sophisticated big data analytics for healthcare providers. Using AI we accurately detect and report emergency situations, as well as enable self-tracking & assessment of behavioral patterns and changes. Our predictive analytics enables early detection and reporting of common disease symptoms with recommended action for caregivers and healthcare providers.



# Medasense

www.medasense.com

 **Ms. Mira Altmark-Sofer**  
VP Business Development & Marketing

 Diagnostics & Monitoring

**Anesthesia & Pain Management**

 Initial Revenues

 Hospitals, HMOs, Call Centers

AI, Decision Support System

## A Patented Monitoring Technology for Personalizing Pain Treatment

Medasense develops devices and applications for a personalized and optimized pain care. NOL™ Technology enables a reliable, noninvasive and continuous monitoring of the physiological response to pain, and by that it paves the way for precision medicine. The flagship product PMD-200™ is being used in acute, critical care conditions for optimization of analgesic (pain killers) drugs. The pipeline product NOledge™- a cloud based, portable & wireless solution, will be used in clinics and homes to monitor, personalize and optimized pain treatment from the clinic to the home.



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# Novotalk


www.novotalk.com

 **Mr. Zohar Beerli, CEO**

 Initial Revenues

 Telemedicine

**Speech Therapy**

 Hospitals, Physicians, Patients

Continuity of Care

## Innovative online solution for speech disorders

More than 370 million people worldwide suffer from disfluency disorders such as stuttering which restrict their ability to express themselves freely. Novotalk is an on-demand solution, putting the patient in the driver's seat. It removes the biggest hurdle on the road to success – the dependency on speech therapists. Novotalk's tele-therapeutic approach combines a self-guided, software-assisted, speech training platform with real-time feedback, and professional support and supervision. The Novotalk dashboard allows clinicians to focus on individual needs while empowering them to assume a more clinically-focused role. This results in a lasting and scalable solution for stuttering.


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# Nutrino Health

www.nutrino.co

 **Mr. Orr Mandelbaum**  
Director of Business Development

 Revenue Growth

 Diagnostics & Monitoring  
**Chronic Diseases, Diabetes**

 Hospitals, Physicians, Patients  
AI, Nutrition

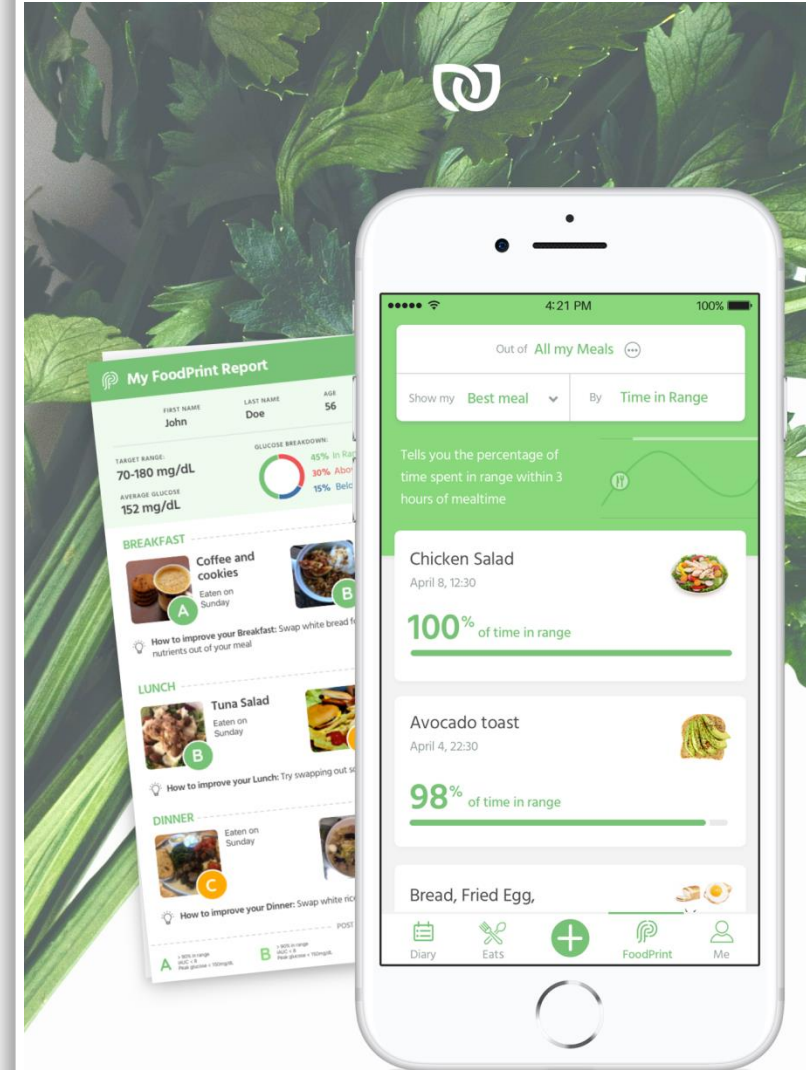
## FoodPrint™ - Personalized Nutrition Insights Platform

Nutrino built the world's largest personal nutrition insights platform - FoodPrint™. FoodPrint is the digital signature of how food affects individuals.

Leveraging individuals data collected through smartphones, wearables and medical devices in combination with food data from Nutrino's proprietary machine learning global food analysis system - Nutrino provides personalized, contextual insights to drive better eating choices, understand populations and predict eating patterns.



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# Somatix

www.somatix.com



Mr. Eran Ofir, CEO



Initial Revenues



Diagnostics & Monitoring

Chronic Diseases, Smoking cessation



Hospitals, Physicians, Patients

Wearables, Patient engagement

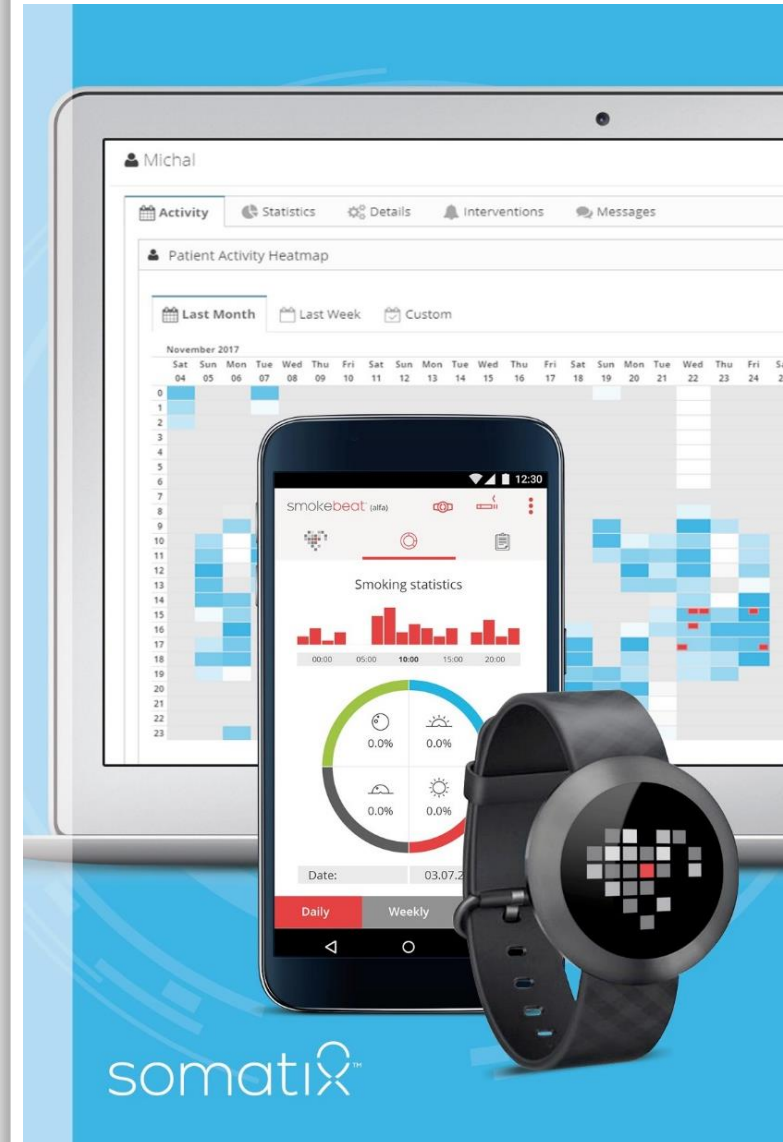


## The Gesture Detection Platform for Real-Time Rehabilitative Health Intervention

Somatix derives physical and emotional symptoms from simple hand gestures in real-time. It utilizes sensors built into a range of wearables, remotely detecting and analyzing massive volumes of body motion data to help people improve their lives. Somatix uses machine learning to produce actionable CBT principle-based, personalized interventions that increase the level of individual adherence and compliance with treatment directives.




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# Surgical Theater

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

 **Mr. Moty Avisar, CEO & Co-Founder**

 Virtual Reality, Imaging Reconstruction  
**Surgical Planning & Navigation**

 Initial Revenues

 Hospitals  
**Patient engagement**

## 360° Virtual Reality Visualization Platform for Surgery

Surgical Theater's innovative visualization platform combines and enhances multiple imaging modalities to create a comprehensive, virtual reconstruction for various levels of interaction and immersion facilitating a virtual tour inside the patients' own anatomy. VR visualization allows patients and their surgeons to step into the patient's complex diagnosis and walk together in the 360°, VR reconstruction of the patient's anatomy. Surgical Theater provides a 360o VR platform for patient engagement, surgical planning, intra-operative visualization, collaboration and education.



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**Dr. Dekel Taliaz, CEO, Co-Founder**



**Initial Revenues**



**Data Analytics**



**Hospitals, Physicians, Pharma, Patients**

**Chronic Diseases, Depression**

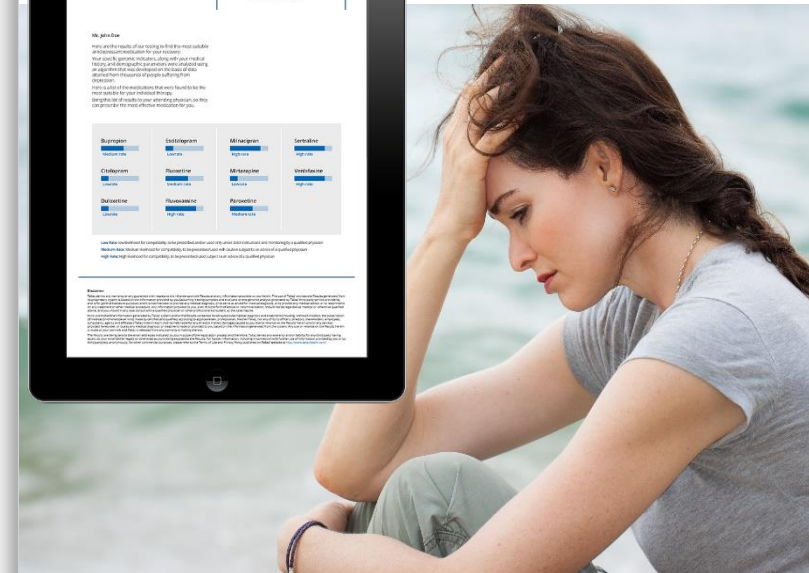
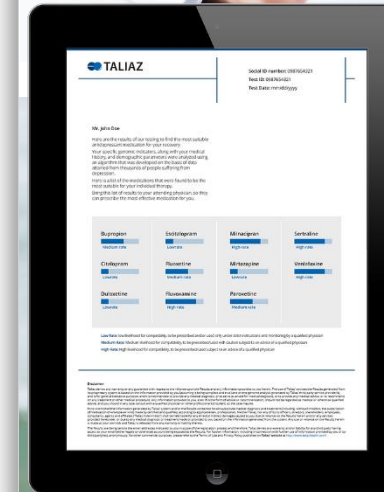
**AI, Mental Health**



## **Predictix - AI Driven Doctors Centric Tool to Personalized Anti-Depressant**

Predictix Antidepressant is an innovative new AI driven service to support doctors' decisions when prescribing medications for patients suffering from depression.

The Predictix algorithm matrix analyzes combinations of hundreds of genomic, clinical and demographical features for each patient and generate a simple report that ranks different antidepressant treatments. The Predictix /Anti-Depressant non-invasive user-friendly process is a computerized comprehensive decision support tool, empowering physicians to match anti-depressant medications to the genetic makeup, health history and demographic information of each and every patient.



# VRHealth


www.vrhealthgroup.com

 **Mr. Eran Orr, Founder & CEO**

 Initial Revenues

 Virtual Reality

**Evaluation & Rehabilitation**

 Hospitals, Rehab Centers

Patient engagement

## Certified Virtual Reality Medical Solutions

VRHealth develops breakthrough certified medical solutions using Virtual Reality to deliver real-time data analytics that benefits patients, clinicians, and healthcare providers, at clinics and at home. All of our products are FDA authorized, including VRPhysio™ for physical rehabilitation (FDA registered), VRCogni™ for cognitive rehabilitation, VRQuant™ for performance evaluation and others, all leveraging VR for enhancing rehabilitation via immersive experience and meaningful analytics.

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# Exhibiting Independently from Israel at HIMSS18

Locations



Booth# 12312

co-Exhibitors at CDI Negev Pavilion



Booth# 12020



Booth# 8104



Booth# 4978

MEDI**GATE**

Booth# 8600-52



HIMSS18

# The Israel Export Institute

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



ISRAEL EXPORT INSTITUTE

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 Medical Device & HealthCare IT Sector is part of the Life Science Department which is the leader in business matching between the more than 1,400 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 Israeli Medical Device & HealthCare Sector has more than 900 companies targeting various fields of medicine: Cardiology, Oncology, Neurology, Emergency Medicine, Rehabilitation, Ophthalmology, Gastrointestinal, Orthopedics and Sport Medicine, Women's Health, Pain and Wound Management, Dermatology and Aesthetics. Offers a variety of innovative medical solutions and technologies that answer today's healthcare challenges.

The IEICI is the major organizer of Israeli companies' participation at HIMSS 2018.  
Discover Israel's Medical Device & HealthCare IT Industry with IEICI.

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**Tomer Epstein**, Manager, Medical Device & HealthCare IT  
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# The Foreign Trade Administration

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



Ministry of Economy and Industry  
Foreign Trade Administration

The Foreign Trade Administration (FTA) at the Israeli Ministry of Economy and Industry is responsible for managing and directing the international trade policy of the State of Israel. The main fields of activity include activities for the promotion of trade and export, initiating and maintaining trade agreements for the improvement of Israel's trade conditions, attracting and encouraging foreign investments and creating strategic cooperations with foreign companies. The Administration operates a network of 43 economic and trade missions who constitute the operational arm of the Ministry in key financial centers throughout the world

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

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

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

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Moran Zilbershtein, Project Manager - HIMSS 2018

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Ministry of Foreign Affairs



Ministry of Economy and Industry



ISRAEL EXPORT INSTITUTE



MINISTRY  
OF HEALTH  
For a healthier life



# MEDinISRAEL

THE HEARTBEAT OF MEDICAL INNOVATION

## SAVE *the* DATE

THE 5<sup>TH</sup> MEDICAL DEVICES & HIT INTERNATIONAL CONFERENCE & EXHIBITION

March 2019 | TEL AVIV

For More Information

[MEDINISRAEL@EXPORT.GOV.IL](mailto:MEDINISRAEL@EXPORT.GOV.IL)





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Ministry of Economy and Industry  
Foreign Trade Administration

# Himss<sup>®</sup> 18

CONFERENCE & EXHIBITION | MARCH 5-9, 2018  
LAS VEGAS | VENETIAN-PALAZZO-SANDS EXPO CENTER

*We're here to make business happen!*