



Explore the Israeli Digital
Health Nation at

HIMSS 24

March 12-14, 2024 | Orlando
Israel National Pavilion- booth #5446



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Why Israel

DIVERSITY is the backbone of Israel's Medical Device & Digital Health Industry

Diverse Companies | Diverse Technological Implementation | Diverse Medical Applications

By the end of the 1990s, Israel was home to more than 200 life science companies. With steady growth over the last two decades (some 40 new companies formed each year), Israel has introduced creativity and innovation into the field; today there are over 1500 active companies.

In a relatively short period of time, an impressive 40 percent of these companies are already generating revenues. Israel's entrepreneurial ecosystem creates opportunities for start-ups to become advanced, commercially viable and promising businesses. As proof of the industry's development, 2023 Medical Device & Digital Health have passed over \$2 billion, growing steadily since 2010; while a rich pipeline of seed companies promises to perpetuate current growth.

The Largest Sectors is Medical Devices and Digital Health (over 67 percent of companies). In the medical device arena, Israeli scientists and engineers have integrated advanced technologies in electronics, communications and electro-optics to develop world-class innovations in Digital Imaging, Medical Lasers, Telemedicine, Early Diagnostics, Smart Surgical Equipment and more. Over 600 medical device exporters engaged in a variety of medical application such as Cardiovascular and Peripheral Vascular, Neurology and Degenerative Diseases, Preparedness and Emergency Medicine, Intensive Care,



Women Health, Orthopedics and Sport Medicine, Gastrointestinal, Infection Control, Ophthalmology, Pain and Wound Management, Oral and Dental Care, Dermatology and Aesthetics.

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, enabling Remote Monitoring.

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 improve healthcare services access and quality of life. Telemedicine, 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 Information Technologies.

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 Big Data Analytics; today, our Government keeps 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.

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Sport Medicine, Gastrointestinal, Infection Control, Ophthalmology, Pain and Wound Management, Oral and Dental Care, Dermatology and Aesthetics...

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 improve healthcare services access and 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 Information Technologies.

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THE ISRAEL EXPORT &
INTERNATIONAL COOPERATION INSTITUTE

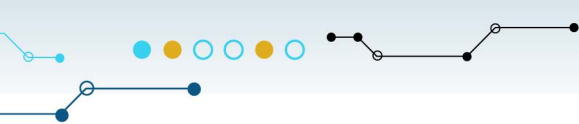
Israel Inspired by Innovation at HIMSS 2024

The Israel Export Institute, supported by firms, private sector entities 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. It has a worldwide business partners network at all levels and proven ability to identify and match suitable potential partners, organize one-on-one business meetings, and is a focal point for contacts with the government as well as with industry.

The IEI's Health Tech Sector is the leader in business matching between more than a 1,000 Israeli companies in the life science industry and worldwide business partners.

Israel's Health Tech industry includes companies targeting all the fields of life science, including digital health, medical equipment and more, and offers a variety of innovative medical solutions and technologies that answer today's healthcare challenges.

Discover Israel's [Medical Device & Digital Health Industry](#) with IEI.



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Ministry of Economy and Industry
Foreign Trade Administration

Foreign Trade Administration at the Ministry of Economy

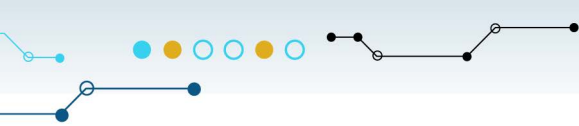
The Foreign Trade Administration at the Ministry of Economy and Industry is responsible for managing and directing the international trade policy of the State of Israel. The administration's main fields of activity include promotion of trade, investment agreements, and establishment of strategic cooperation with foreign companies.

The primary goal is to assist Israeli companies in creating business opportunities and fostering long-lasting commercial relations with American companies and authorities. Our teams can assist in identifying suitable opportunities and provide support throughout the process.

Israel Economic Mission to the USA – East Coast

The Israel Economic Mission to the East Coast, based in New York, operates as part of the Foreign Trade Administration within the Israeli Ministry of Economy. Our primary objective is to facilitate and enhance trade and investment activities between Israel and the United States, with a specific focus on advancing Israeli industries in the East Coast region.

The Mission actively encourages collaboration between Israeli and U.S. companies across diverse range of sectors, including Digital Health, Life Sciences, Retail Tech, Sports Tech, Cyber, Investment, Fintech, Wine, Smart Cities, Clean Energy, Homeland Security, Software, IT, Food & Beverage, Consumer Goods, and Water Technology.



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Israel Innovation Authority

Innovation is by far the most valuable resource for the State of Israel, serving as a national asset crucial to economic prosperity. Israel Innovation Authority seeks to further develop and support technological innovation in Israel through various support tools. Its mission is to strengthen the innovation ecosystem and promote innovation, entrepreneurship and disruptive technologies as a leverage for inclusive and sustainable economic growth.

With deep knowledge and understanding of the unique challenges facing the Israeli companies and entrepreneurs, the Israel Innovation Authority provides a variety of practical tools and funding platforms aimed at addressing the dynamic and changing needs of the local and international innovation ecosystems. It provides conditional grants to support disruptive technological innovations as well as engaged in creating the groundwork and infrastructure to prepare for future technologies in order to maintain both technological and economic leadership as well as improve productivity and global competitiveness of the Israeli economy.

For more information, visit our site: www.innovationisrael.org.il/en, or contact us at: contactus@innovationisrael.org.il

INDEX BY COMPANY

COMPANY	CATEGORY	THERAPEUTIC AREAS	
Appscnt medical  www.appscnt.com	<ul style="list-style-type: none">• Artificial Intelligence• Precision / Personalized Medicine• Telemedicine Solutions	<ul style="list-style-type: none">• Ear, Nose and Throat (ENT)• Neurology and Degenerative Disease• Respiratory	12
Bluespine  www.bluespine.io	<ul style="list-style-type: none">• Artificial Intelligence• Financial Management• Population Health Management	<ul style="list-style-type: none">• General Health• Primary Care• Women's Health	13
IntraPosition  www.intraposition.com	<ul style="list-style-type: none">• Hospital Operational Efficiency• Wearables & IOT• Workforce Efficiency Solutions	<ul style="list-style-type: none">• Emergency Medicine• General Health• Rehabilitation	14
Kemtai  www.wizecare.com	<ul style="list-style-type: none">• Artificial Intelligence, Decision Support Systems• Telemedicine Solutions	<ul style="list-style-type: none">• Rehabilitation	15
WizeCare Technologies  www.wizecare.com	<ul style="list-style-type: none">• Artificial Intelligence• Decision Support Systems• Telemedicine Solutions	<ul style="list-style-type: none">• Rehabilitation	16
XOLTAR  www.xoltar.com	<ul style="list-style-type: none">• Artificial Intelligence• Personal Health Assistant• Workforce Efficiency Solutions	<ul style="list-style-type: none">• General Health• Oncology• Women's Health	17

categories

- Artificial Intelligence
- Precision / Personalized Medicine
- Telemedicine Solutions

Therapeutic Areas

- Ear, Nose and Throat (ENT)
- Neurology and Degenerative Disease
- Respiratory

Company Status

Product Released

Contactless Olfactory AI-driven medical device for Sleep Apnea relief

Our mission is leveraging AI to transform healthcare & well-being through the power of scent. By making effective and non-invasive relief accessible to all, we are starting with sleep apnea, aiming to revolutionize relief & enhance the quality of life for millions. Sleep apnea is a sleeping disorder that causes breathing to stop repeatedly during sleep. Roughly 960 million adults worldwide suffer from sleep apnea. All existing solutions in the market are invasive which causes millions to avoid using them altogether or quit after a relatively short (and vastly uncomfortable) experience.



categories

- Artificial Intelligence
- Financial Management
- Population Health Management

Therapeutic Areas

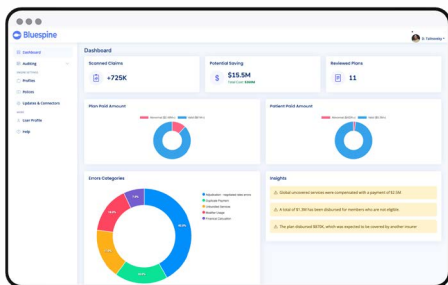
- General Health
- Primary Care
- Women's Health

Company Status

Product Released

AI platform that empowers self-insured employers to reduce financial leakage and contain healthcare spending

Bluespine is a fully automated, AI-powered claims cost management solution that enables self-insured employers to proactively optimize healthcare spending, reduce financial risk around plan administration, and lower their annual healthcare costs by up to 10%. The platform parses, analyzes, and cross-references unique data points from claims forms, MRFs, and individual plan contracts to accurately pinpoint and rectify overbilling errors. Bluespine is the first product to scalably tackle medical overbilling through an automated and highly tailored claims review process. In addition to providing all-inclusive, post-payment recovery services, Bluespine can be seamlessly integrated into claims workflows to prevent time-consuming “pay-and-chase” scenarios.



categories

- Hospital Operational Efficiency
- Wearables & IOT
- Workforce Efficiency Solutions

Therapeutic Areas

- Emergency Medicine
- General Health
- Rehabilitation

Company Status

Initial Revenues

Streamlining Operations in Healthcare Using Best-in-Class Positioning Tech

IntraPosition streamlines operations in healthcare using best-in-class positioning technology at a fraction of the cost compared to legacy solutions. Our real-time location system (RTLS) utilizes proprietary real-time location technology based on UWB communication. IntraPosition's solution for healthcare goes beyond mere location tracking. Our system becomes the hospital's operations backbone, tackling operational challenges head-on. Why us?

1. One tech fits all - one technology for all use cases. From room level separation and up to 1-ft accuracy
2. Ease of deployment - sparse infrastructure
3. Best performance at a fraction of the cost



categories

- Artificial Intelligence
- Proactive wellness / Lifestyle / Patient Engagement
- Telemedicine Solutions

Therapeutic Areas

- Orthopedic
- Rehabilitation

Company Status

Revenue Growth

AI-Guided Exercises

Kemtai is a computer vision exercise platform for physiotherapy and MSK. It runs on any device with a camera (mobile phones, computers, tablets) it provides patients with real-time feedback and guidance and provides therapists (or the health services providers) with the data of the patient's performance in order to further personalize their home exercise protocols.



categories

- Artificial Intelligence
- Decision Support Systems
- Telemedicine Solutions

Therapeutic Areas

- Rehabilitation

Company Status

Revenue Growth

Rehabilitation to span the Continuum of Care with AI-driven technology

WizeCare Ltd. is a Digital Health provider based on advanced AI technology. The Company is at the forefront of using advanced AI technology and highly accurate movement tracking to provide virtual physical rehabilitation care to patients, thereby improving patients' clinical outcomes while increasing treatment efficiency and the bottom line of healthcare providers and payors.



XOLTAR

www.xoltar.com

XOLTAR
AI Accountability Partners

categories

- Artificial Intelligence
- Personal Health Assistant
- Workforce Efficiency Solutions

Therapeutic Areas

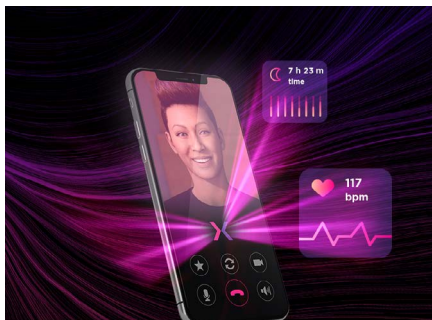
- General Health
- Oncology
- Women's Health

Company Status

Product Released

XOLTAR provides AI-based accountability partners that accompany patients through treatment schedules

Changing habits is hard for everyone, and chronic patients are no exception. This problem is estimated to cost pharma over \$650B per year. Unfortunately, the only proven solution for this adherence problem, applying a human touch to increase engagement, is not scalable. XOLTAR breaks this engagement-scalability tradeoff by using AI-based human-emulating health companions. XOLTAR's companions augment patient support programs through real-time AI-led video conversations available 24/7, orchestrating patient relationships and supporting behavioral change, habit formation, and adherence maintenance.





INDEPENDENT EXHIBITORS INDEX

AI21 labs

AI21 Labs builds reliable, practical, and scalable AI systems for healthcare enterprises to accelerate the use of AI in production

[AI21 Labs](#)

Categories

Therapeutic Areas

Exhibit Hall
Booth # 815

- Artificial Intelligence
- Hospital Operational Efficiency
- Workforce Efficiency Solutions

- General Health
-



Cuffless, non-invasive monitoring of blood pressure and 6 FDA cleared vitals

[Biobeat Technologies](#)

Categories

Therapeutic Areas

Booth # 5964

- Remote Monitoring
- Telemedicine Solutions
- Wearables & IOT

- Cardiology
 - Cardiovascular
 - General Health
-



Eliminating EHR Inbox Overload

[Droxi](#)

Categories

Therapeutic Areas

Booth #4229

- Artificial Intelligence
- Electronic Medical Records

- General Health
 - Primary Care
 - Psychiatry
-



INDEPENDENT EXHIBITORS INDEX



STERNUM

IoT Runtime Security & Observability Platform for Critical Device Manufacturers

Sternum

Sternum Kiosk
Booth #1601-13
in the Cybersecurity
Command Center

Categories

- Cyber Security
- Wearables & IOT

Therapeutic Areas

- Cardiovascular
 - Endocrinology
 - General Surgery
-



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