



**OCTOBER 20-23, 2024**  
THE VENETIAN EXPO, LAS VEGAS, USA

 **Booth #2254, Hall 2**

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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.
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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.



THE ISRAEL EXPORT &  
INTERNATIONAL COOPERATION INSTITUTE

## Israel Inspired by Innovation at HLTH 2024

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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. It has a worldwide business partners 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 IEICI'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 life Health Tech industry includes companies targeting all the fields of medicine 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 IEICI.**



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**Israel Economic Mission**  
West Coast of the USA



**Ministry of Economy and Industry**  
Foreign Trade Administration

## Foreign Trade Administration at the Ministry of Economy and Industry

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The Foreign Trade Administration (FTA) is an agency within the Israeli Ministry of Economy and Industry responsible for promoting and facilitating Israel's international trade activities. Its main objective is to expand Israel's exports, attract foreign investments, and strengthen economic ties with other countries. The Foreign Trade Administration operates through more than 50 Economic and Trade Missions worldwide, assisting Israeli businesses in accessing foreign markets and identifying potential partners and opportunities.

## Israel Economic and Trade Mission to the West Coast

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The Israel Economic and Trade Mission to the West Coast is the official representation of Israel's economic interests in the western region of the United States. It serves as a liaison between Israeli businesses and potential partners, investors, and customers on the West Coast. The Mission focuses on promoting trade and investment opportunities, fostering innovation and technology collaborations, and strengthening economic ties between Israel and 17 states on the West Coast, including California, Washington, Arizona, and Oregon.



**Israel Economic Mission**  
West Coast of the USA



**Ministry of Economy and Industry**  
Foreign Trade Administration

The Economic Mission and Trade Mission to the West Coast maintains a network of a few thousand decision-makers in corporations and VCs.

Through various events, conferences, and networking opportunities, the Mission aims to facilitate bilateral economic growth and cooperation in key sectors like technology and AI, cybersecurity, healthcare, retail, agriculture, and more.

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## Israel Innovation Authority

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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](http://www.innovationisrael.org.il/en),  
or contact us at: [contactus@innovationisrael.org.il](mailto:contactus@innovationisrael.org.il)

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# AEYE Health

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



## Categories

- Point of Care Diagnostics

## Therapeutic Areas

- Diabetics
- Internal Medicine
- Primary Care

## Company Status

Initial Revenues



## AEYE Health's FDA-cleared AI screening enables one-minute diabetic retinopathy exams at any point-of-care.

AEYE Health provides the only practical AI solution for diabetic retinopathy, delivering best-in-class efficacy with just one image per eye. FDA-cleared, this one-minute, on-the-spot exam works with both portable and tabletop cameras, enabling primary care providers to screen patients at any point of care without needing specialist referrals.



AEYE Health x

OPTOMED

## Categories

- Artificial Intelligence
- Precision / Personalized Medicine
- Remote Monitoring

## Therapeutic Areas

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

## Company Status

Regulatory Approval



## Advanced AI-based medical device for contactless detection and relief for sleep apnea

“In collaboration with The Weizmann Institute of Science, Appscent Medical has developed an innovative AI-driven diagnostic and therapeutic device. Our mission is to deliver personalized early intervention therapies to detect and mitigate health degradation. Our groundbreaking medical device, “Scientific,” revolutionizes sleep apnea relief through a contactless bedside solution that utilizes olfactory stimulation during sleep. Additionally, “Scientific” is an FDA-approved olfactory AI-driven test kit designed for screening neurological disorders. This test can offer early detection of neurodegenerative diseases such as Alzheimer’s, Dementia, and Parkinson’s. These AI-driven innovations promise unparalleled efficacy and precision in neuroscientific research and patient care.” cardiovascular system, and improved immune system performance due to better sleep.



## Categories

- Remote Monitoring
- Telemedicine Solutions
- Wearables & IOT

## Therapeutic Areas

- Cardiovascular
- General Health
- Respiratory

## Company Status

Revenue Growth



## Certified Medical Watch for continuous Vital Signs Monitoring, Arrhythmias Detection & Chronic Care Management

Elevate your healthcare solutions with the CardiacSense Medical Watch. FDA Cleared & CE-marked for unparalleled precision and reliability. This cutting-edge wearable device delivers continuous and long-term medical-grade monitoring with remote access to vital signs and real-time detection of Afib and other heart arrhythmias. Featuring advanced IP-protected sensors and single-lead spot-check ECG capabilities, the CardiacSense Watch not only tracks Heart Rate, Respiratory Rate, Oxygen Saturation and Blood Pressure but also generates and shares ECG strips on demand. Experience the future of patient care with a device that helps detect early deterioration, reduces readmissions, and enhances overall quality of life.



# Effectivate

www.effectivate.com

# Effectivate

## Categories

- Artificial Intelligence
- Proactive wellness / Lifestyle / Patient Engagement
- Remote Monitoring

## Therapeutic Areas

- Geriatrics
- Neurology and Degenerative Disease
- Rehabilitation

## Company Status

Revenue Growth



## Effectivate offers a personalized, engaging, and efficient brain training platform, For 55+ active adults who want to preserve their cognitive abilities.

In order to meet the needs of older adults, Effectivate was developed using a user-centred approach incorporating age-appropriate design and user experience principles. In addition, the workouts use algorithms to optimize the personalized training, especially for cognitive functions that decline with age, and with a unique feature of continuous monitoring of spatial attention. The unique feature of our web-based cognitive training program is that it combines two complementary elements: the restoration of cognitive abilities, and the compensation for cognitive decline.



## Categories

- Decision Support Systems

## Therapeutic Areas

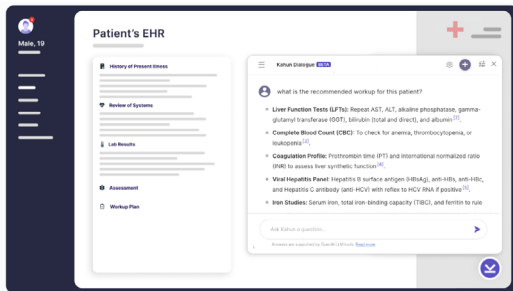
- Internal Medicine
- Pediatrics
- Primary Care

## Company Status

Seed

## Structuring clinical knowledge for reliable GenAI use

Kahun leverages its advanced knowledge structuring technology to facilitate the clinical application of GenAI. Trusted by leading publishers, pharmaceutical companies and healthtech companies, Kahun supports organizations' AI strategies by structuring their knowledge for clinical, scientific, and statistical retrievals. Our solution enables leveraging GenAI for clinical content, providing high-accuracy matching between complex clinical queries and validated medical sources. Bridging the gap between AI potential and real-world clinical needs, Kahun enhances the creation of robust and accurate AI-driven tools. Led by CEO Michal Tzuchman Katz, a computer scientist turned pediatrician and CTO Tal Goldberg, former CTO & co-founder of LivePerson and Ex-Google/Waze.



# Kemtai

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

**KEMTAI**

## Categories

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

## Therapeutic Areas

- Neurology and Degenerative Disease
- Orthopedic
- Rehabilitation

## Company Status

Seed



## AI Guided Exercises

Kemtai is a computer vision exercise and assessment platform for physical therapy, MSK, rehabilitation and fitness. It runs on any device with a camera (mobile phones, computers, tablets) it provides users with real-time feedback and guidance and provides coaches (or the fitness app) with the data of the user's performance to further personalize their exercise protocols.



# Maverick Medical AI

[www.maverick-ai.com](http://www.maverick-ai.com)



## Categories

- Artificial Intelligence
- Financial Management
- Hospital Operational Efficiency

## Therapeutic Areas

- General Health

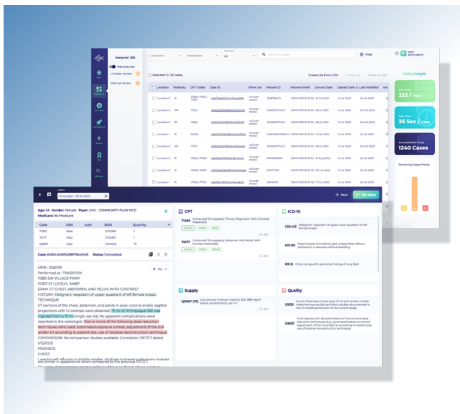
## Company Status

Seed



## Real-Time Autonomous Medical Coding

Maverick Medical AI revolutionizes medical coding for healthcare providers with its AI-powered Real-Time Autonomous Medical Coding platform. We address Revenue Cycle challenges by seamlessly integrating Coding Operations with Point-of-Care in real-time, optimizing reimbursement and surpassing industry standards with an 85% Direct-to-Bill rate. By enhancing efficiency, reducing staffing workload, and minimizing errors, we provide a reliable and consistent revenue cycle process.



# MedDesk-AI

[www.meddesk-ai.com](http://www.meddesk-ai.com)

MEDDESK

## Categories

- Artificial Intelligence
- Digital Imaging
- Hospital Operational Efficiency

## Therapeutic Areas

- Cardiovascular
- Dermatology and Aesthetics
- Oncology

## Company Status

Pre-A stage



## the AI-driven Medical Smart Desk that saves valuable time and money

MedDesk-AI is a cutting-edge touchscreen workstation that redefines how doctors manage their workflows and access vital medical data. It integrates voice commands and advanced AI to streamline tasks, reducing inefficiencies that cost the healthcare system billions annually. As we gear up for the December 2024 launch of the MedDesk-AI-PRO model, we're focusing on expanding AI capabilities and partnering with more hospitals by 2025. MedDesk-AI is positioned to make a significant impact in the growing digital health market by enhancing both care quality and patient The Global Medical Digital Health Market projected to reach USD 1.1 Trillion by 2032.



## Categories

- Artificial Intelligence
- Nursing Applications
- Remote Monitoring

## Therapeutic Areas

- Cardiovascular
- Geriatrics
- Respiratory

## Company Status

Initial Revenues



## Neteera transforms patient care through innovative, non-invasive technologies for real-time health monitoring.

Neteera is advancing patient care by delivering an automated learning, contactless continuous patient monitoring solution. The FDA-cleared technology employs a smart sensing platform, eliminating the need for device manipulation, or removal of clothing. Neteera's technology is based on a safe, maintenance-free, high frequency micro-radar chip solution, combined with sophisticated algorithms, producing accurate and real-time patient data. Better care leads to better outcomes, and an improved provider and patient experience—that's the power of Neteera. Our technology implements three levels of smart alerts; healthcare staff can receive a customizable threshold, baseline deviation and technical notifications to stay ahead of patient conditions.

Simple, accurate, and safe—Neteera is leading the way in world-class care.



**Categories**

- Decision Support Systems
- Medication Adherence
- Precision / Personalized Medicine

**Therapeutic Areas**

- General Health
- Primary Care

**Company Status**

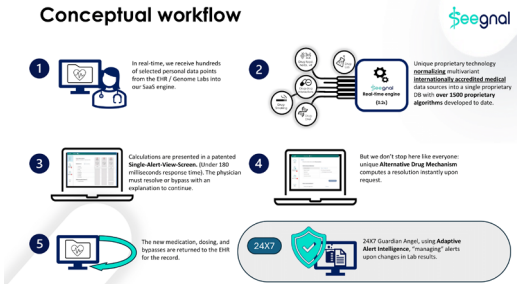
Initial Revenues



## Real-time personal digital pharmacists in every doctor-patient interaction eradicating “Alert Fatigue”

The first-ever physician digital co-pilot in prescribing safe patient-tailored medication at the point of care. With a 98% alert accuracy and a reduction of 94% in alert load, Seegnal eradicates “Alert Fatigue.” It suggests alternative drugs from the institution formulary whenever a conflict is found, recalculates medication safety when a new lab arrives, or a vital sign is recorded and quickly points to shared side effects, diets to avoid, and more. All in a single screen, instant “look and resolve” patented GUI and workflow. Now, with Precision Medication capabilities, the future of prescribing medication at the point of care is here.

### Conceptual workflow



## Categories

- Point of Care Diagnostics
- Remote Monitoring
- Telemedicine Solutions

## Therapeutic Areas

- Cardiovascular
- Pulmonary
- Respiratory

## Company Status

Initial Revenues



## Respiratory disease management - Shifting the point of care from the hospital to the community.

TechnoPulm introduces a groundbreaking solution that allows for the diagnosis of lung patients within the community during their first doctor-patient encounter, eliminating the need to send patients to diagnostic labs typically located in hospitals. Using innovative, patent-protected technology and advanced-algorithms, TechnoPulm has replaced an entire lab—with multiple large and costly testing devices—with a handheld device the size of a palm, weighing just 400 grams. This device can perform a complete diagnosis from anywhere, at any time, in just 3-minutes. TechnoPulm has received its regulatory certifications—FDA & AMAR—and is ready to launch its product to the market.



## Categories

- Artificial Intelligence
- Remote Monitoring

## Therapeutic Areas

- Gynecology
- Oncology
- Women's Health

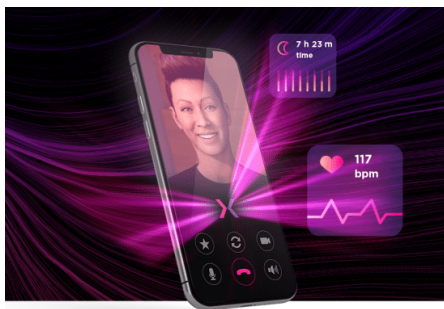
## Company Status

Pre-Seed



## XOLTAR AI companions motivate and support patients throughout their challenging health journeys

We present XOLTAR, an AI-powered patient relationship solution designed to revolutionize patient support in the pharmaceutical industry. Our platform features advanced AI companions that can emulate the relationship between patients and care managers, by conducting proactive video calls with patients based on evidence-based protocols. It includes an AI companion who provides the patient with the emotional hand-holding needed to help patients endure their challenging journeys, and on the other hand has a dashboard, empowering the current support staff, by allowing them to leverage the AI companions as co-pilots. As a result, we can drastically increase patient support programs' ROI and generate valuable patient behavior insights.



## Categories

- Electronic Medical Records
- Interoperability Enabling Tech
- Workforce Efficiency Solutions

## Therapeutic Areas

- Hematology
- Neurology and Degenerative Disease
- Oncology

## Company Status

Revenue Growth



## Yonalink extracts clinical data from EHRs and streams it to any data tool

Yonalink automates clinical trial data collection from patients, medical devices, and electronic health records (EHRs), replacing today's manual data collection processes. By streaming data directly from the source to the sponsor's electronic data capture (EDC), Yonalink reduces manual errors, improves data quality, and reduces staff burnout. Yonalink's global data streaming solution allows for real-time data oversight which provides quicker notification of issues, increases patient safety and compliance, and improves trial efficiency. With Yonalink's automatic data extraction, harmonization, and streaming, new data points can be added at any time without increasing the burden on site staff.





**hlth.**  
LAS VEGAS

OCTOBER 20-23, 2024  
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