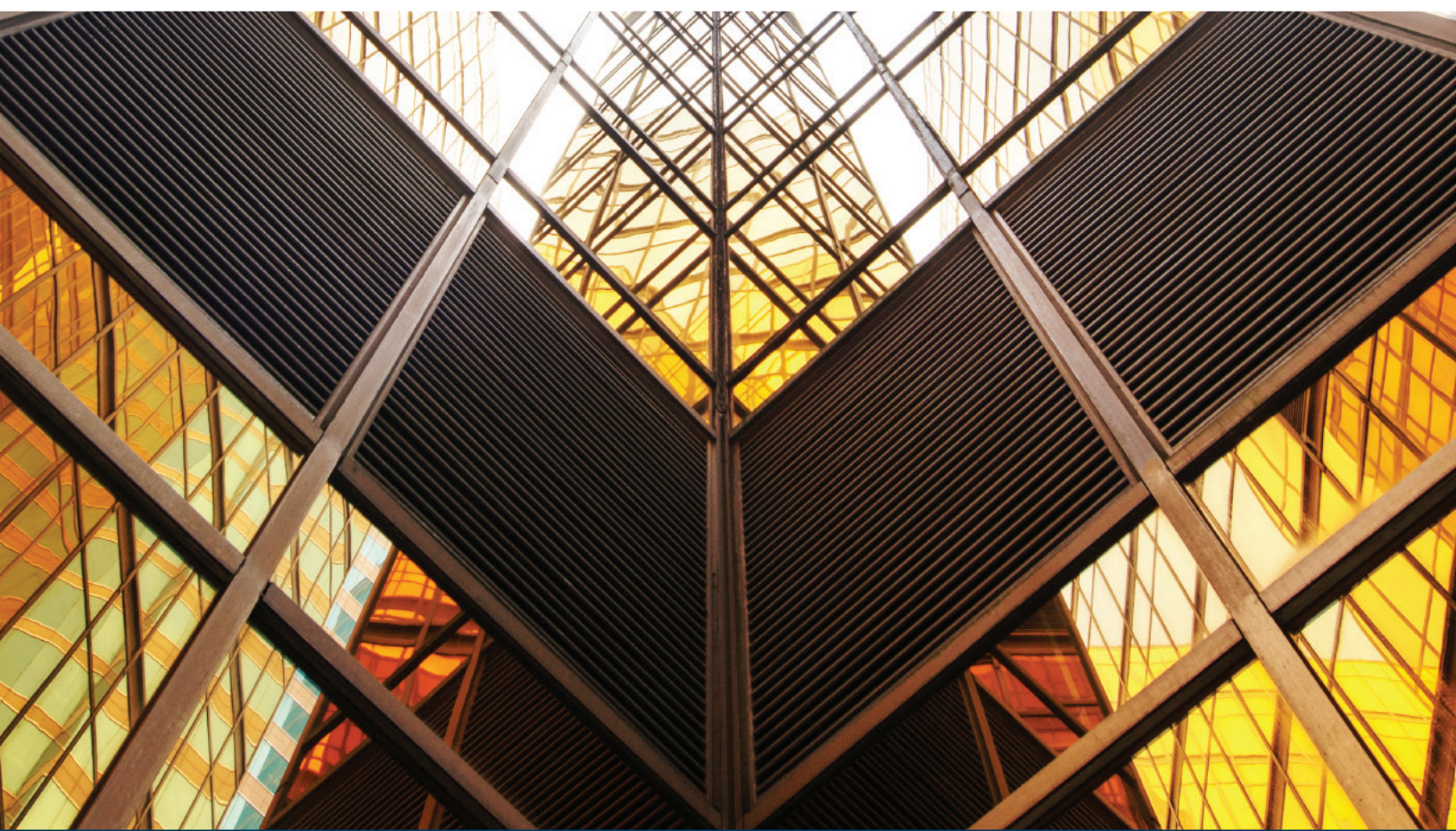


# Day Pitney Investor Forum Healthtech



**BOCA BEACH CLUB**

Wednesday, November 6, 2019



# AGENDA

Wednesday, November 6, 2019

4:30 P.M.

**Registration**

5:00 P.M.

**Welcoming Remarks**

## **COMPANY PRESENTATIONS**

BacterioScan

Mediseen eHealth

Medivizor

MilagroAI

Nucleari

Nuvo

Oxitone

Sensible Medical

Sleeprate

Surgimate

## **Closing Remarks**

6:15 P.M.

**Reception**



Day Pitney LLP is a full-service law firm with more than 300 attorneys in Boston, Connecticut, Florida, New Jersey, New York and Washington, DC. The firm offers clients strong corporate and litigation practices, with experience on behalf of large national and international corporations, as well as emerging and middle-market companies. With one of the largest individual clients practices on the East Coast, the firm also has extensive experience assisting individuals and their families, fiduciaries and tax-exempt entities plan for the future.

Our mission is to work collaboratively and effectively with our clients to resolve complex legal challenges. We add value by combining innovation with knowledge and experience. For over a 100 years, Day Pitney has been helping clients in a wide range of industries thrive and prosper. We build long-lasting partnerships by listening to our clients and understanding their objectives. We have a thorough, in-depth understanding of the legal issues that confront our clients because we speak their language and know their businesses.

#### **Entrepreneurs and Emerging Companies**

Day Pitney provides services at every juncture of the emerging companies and venture finance ecosystem. We are a leader in venture capital transactions, representing both companies seeking financing and venture capital firms and angel investors seeking to invest.

Day Pitney represents emerging companies in every facet of their operations, from corporate structuring to venture financings to commercial contracts. This comprehensive breadth of services allows us to serve as “one-stop shopping” for entrepreneurs, allowing them to deal with legal issues in a proactive manner instead of needing to respond defensively when a potential investor or business partner raises an issue.

We are also well-versed in assisting our high-growth clients as they progress from business plan to execution and monetization. We handle liquidity events for our high-growth clients on a regular basis. Our breadth of corporate practice, from corporate formation to venture finance to mergers and acquisitions and capital markets, in conjunction with our subject matter experience across a wide range of legal issues that confront our high-growth clients, helps our clients maximize the value of their business ventures.

#### **Family Office Practice**

Day Pitney routinely represents family offices, with a focus on single family offices (SFO), and their executives and family principals in a wide variety of complex matters. Our family office clients, which are U.S. and international, have significant investable assets spread globally across numerous asset classes.

Our Family Office Practice includes experienced attorneys from multidisciplinary practices who serve the many needs of family offices. We are well versed in handling issues such as formation and structuring of SFOs (and their subsidiaries and affiliates), sophisticated tax planning, wealth transfer strategies, liability mitigation, risk management and highly customized structuring of investments throughout the capital structure and across the alternative asset landscape.

We bring to our family office clients the same skills and marketplace intelligence used to negotiate and structure our institutional investor clients' allocations to hedge funds, private equity funds and real estate funds. We also have significant experience in aircraft financing and private air charter fractional ownership programs, fine art financing and wine investing.

#### **Healthcare and Life Sciences**

Day Pitney's interdisciplinary Healthcare and Life Sciences practice represents a broad spectrum of entities related to healthcare, pharmaceutical, biotechnology, medical device, research and technology. Many of our attorneys have backgrounds in the sciences, providing a foundation that allows us to offer informed advice and to react quickly to whatever issues may arise. We differentiate ourselves by taking the initiative to become knowledgeable about our clients' businesses and to use that knowledge to create true partnerships. By virtue of our long-standing relationships, Day Pitney attorneys have deep experience in helping our life sciences and healthcare clients achieve their goals. In the rapidly evolving life sciences and healthcare industry, Day Pitney offers full, integrated services to address regulatory compliance, corporate and business, transactional, litigation, labor, employment and benefits, intellectual property, financial services, environmental, real estate, and tax needs. We can help every step of the way.

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PDB FutureCom International (PFI) specializes in Israeli technology scouting. PFI is dedicated to connecting North American enterprises and investors with Israeli startups. We are focused on Israeli startups creating digital health, mobile, cyber, social, big data and network solutions .

PFI has consulted with the Israeli Ministry of Economy, helping them expose Israeli innovation to service providers and system integrators, such as IBM, Accenture, AT&T, Verizon and Sprint. We have connected over 200 Israeli startups to over 300 North American enterprises. PFI is advising the New York Israel Chamber of Commerce, as well as the NJ Israel Commission. PFI is supporting Day Pitney in identifying Israeli start -ups for their family offices and High Net Value Individuals they represent. We helped Day Pitney organize a Cyber event and a Critical Infrastructure event in 2018.

PFI facilitated the acquisition of IQP by GE in 2017. It is currently working with several dozen Israeli startups. The focus of this activity is in the area of business development and in identifying funding sources for these Israeli startups.

Paul Bloom, the founder of PFI, is a world-renowned innovator with an extensive network in the U.S. and Israel. He is a member of the Board of Directors of the New York Israel Chamber of Commerce. As IBM's Chief Technical Officer of Telecom Research for 17 years, Paul has a proven record of transforming research assets into commercialized communications (mobile, social, network) solutions. Prior to IBM, Paul was the Executive Director of New Network Services for Bell Communication Research. His complete profile can be found on LinkedIn.

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### Answers Before Antibiotics

BacterioScan is an *in vitro* diagnostics (IVD) company dedicated to transforming the way infectious diseases are diagnosed and treated. In an era of superbugs and a growing crisis of antibiotic resistance, we share a vision to transform care through better, faster, more cost-effective diagnostics.

### Pressing Clinical Need

- Antibiotic resistance threatens global management of infectious diseases
- Delays in diagnostic results confound clinical decision, impacting patient outcomes, hospital admissions and length-of-stay
- Over 70% of antibiotics prescribed in for outpatient Urinary Tract Infections, for example, are unnecessary or inappropriate

### Disruptive Solution—Platform Technology

New approach provides rapid detection, pathogen identification and antibiotic susceptibility test in 3-5 hours, versus 48-72 hours lag time today, at less than half the cost. Simply put, we are faster, better and more affordable than conventional methods.

### The Market

- Over \$2B addressable market in U.S.
- Multiple clinical applications: Urinary tract infections, blood stream and respiratory
- Multiple channels: Hospitals, reference labs, outpatient point-of-care settings

### Leadership

- Mark Carbeau, CEO - Serial Entrepreneur, J&J Boston Consulting Group, Lilly
- Rhonda Soest, COO - SSM Health, Johnson & Johnson,
- Andrew Tomaras PH.D, CSO - Pfizer, NIH Award Winner

### Status

- FDA cleared and launched
- Prominent collaborators and customers at UPenn, Duke, Mayo, Brigham and Woman's Hospital
- Broad U.S. and international patents
- High margin, high recurring revenue business model

## NOTES

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Mediseen eHealth Ltd

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## The Platform

Revolutionary platform preventing drug-related problems (DRPs)

Seegnal by Mediseen is the most comprehensive, accurate and easy-to-use eHealth platform that empowers clinicians at the point-of-care, to manage and resolve DRPs that are relevant to the specific patient.

Seegnal interfaces with electronic health records (EHRs) and incorporates the widest scope of relevant data, including medications, genetic profile, smoking, diagnosis, lab results, ECG, food, vitamins, alcohol and allergies into a smart, all in one, clinical decision support system.

Seegnal is:

- Magnitude faster, delivers >99% accuracy compared to industry's <15%, and substantially improves quality of care
- Generates cost and risk reduction, faster ROI
- Improves patient and clinicians' experience and satisfaction

## The Need

DRPs are a major cause of mortality and health related problems:

- DRPs are responsible for ~150,000 deaths annually in the U.S. (4th leading cause of death)
- 50% of polypharmacy patients are susceptible to severe DRPs
- Up to 70% of dangerous drug combinations are dispensed by pharmacies

Excessive, wasteful healthcare costs:

- 10% of hospitalizations are associated with DRPs
- DRPs cause extended hospital stays, readmissions, and additional costs

>95% of healthcare professionals do not utilize available technologies

- Mainly due to >95% false alerting, lack of scope, hard-to-comprehend textual warnings and 'alert Fatigue'

## The Market \$16B



Hospitals



Close-Loop  
Systems  
(insurer-provider)



Clinics



Nursing  
Homes



Patient  
Supporting  
Apps



Retail  
Pharmacies

## The Solution

- Seegnal is revolutionizing both the patient and healthcare provider experience, and is the only smart platform that is:
- Adapting DRP assessments to patient specifics (e.g., genetics, diet, lab results, ECG, liver/kidney functions)
- Differentiating between populations Real-time recommendations regarding 'at-risk' population for developing DRPs
- Providing 'one-glance' detection, prioritization and solving capabilities
- Eliminating the overwhelming 'Alert fatigue' phenomenon
- Delivering groundbreaking accuracy (positive and negative predicting values >95%)

## The Team

Roni Shiloh, MD, Founder & CEO

>20 years of experience in Medical and Health IT characterization, R&D and management. Author of >40 manuscripts/textbooks on polypharmacy/drug interactions. Roni Shiloh initiated and is managing Mediseen.

Sachi Gerlitz, Chairman

>30 years of experience in medical and IT management. President of Sales and Marketing Medinol, Chairman of Ness, Partner at Apax, CTO of Converse.

Tony J Caprio, FACHE, Chief Sales and Customer Officer

>40 years of experience in Sales and as sales executive (last role as EVP of Cardinal Health).

Professor John Horn, PharmD; Advisory

World-acknowledged drug-interaction expert. Published most-cited books on drug interactions and >250 manuscripts in related areas. Provided consultancy and editorial activities to major Journals, Associations and U.S. Federal Agencies.

## NOTES

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## Overview

Medivizor is a NY/Israel-based startup that provides personalized medical information, initially focusing on patients with serious/chronic illnesses. The company has grown its (currently free) membership 50% in the past year to over 150,000 members mainly in the United States. Members periodically receive clinically relevant email updates based on the patient's rich profile. The company had revenues of \$300K in 2018 (primarily from targeted pharma campaigns). It is projecting \$1M and 250K members in 2019, and \$6M and 500K members in 2020. Medivizor has raised \$4M to date from its founders and other U.S. investors and is raising a convertible note of up to \$2M in advance of its \$5M Series A financing. Exit is expected within 3-5 years via an M&A by information providers, such as WebMD or Google, or via an IPO.

## Problem

Information is key to making informed decisions in medicine, for providers as well as patients. Today when patients are diagnosed, they typically go to search engines and dedicated health sites, which typically overwhelm them with information that is generic, irrelevant, outdated, or in some cases simply unsafe. There is a compelling need for better sources of personalized information, particularly for those with serious or chronic illnesses who seek updated information relevant to their specific situation.

## Why Now?

Healthcare providers are challenged to help patients in a service delivery environment of shorter and shorter patient visits and would like to recommend sources of information for their patients so they can be knowledgeable and make informed choices about treatment and understand how to take better care of themselves. Meanwhile, pharma struggle to reach and engage patients for their clinical trials (\$5.9B opportunity) and market commercialization (\$6B direct to consumers opportunity, as part of the over \$26B marketing budgets in the U.S. alone) as existing solutions are inadequate.

## Solution

Medivizor uses patented technology that mines medical literature using AI and semantics coupled with scalable medical expertise to produce relevant, high-value information that is personally and clinically relevant to each patient. Medical literature is continuously scanned, curated, summarized, interpreted and delivered to patients and doctors. The company currently provides this information covering 21 therapeutic areas, addressing over 50% of people with serious/chronic illness in the United States. By 2021, Medivizor aims to provide coverage for over 90% of people with serious/chronic illness.

## Membership And Revenue

The company builds its membership through SEO, social media and partners, including healthcare providers and non-profit organizations. Membership growth is financed by pharmaceutical companies, which are the company's prime source of revenue. Current Customer Acquisition Cost is \$15/member; with lifetime value (LTV) projected to reach \$80 by 2021. The company is projecting to grow its revenue to \$92M by 2023.

## Business Model/Customers

What makes the business compelling is a unique approach to growing and monetizing its membership. The company generates revenues from pharmaceutical companies who pay to 1) broaden therapeutic area coverage; 2) grow the membership; 3) reach and engage these members with targeted ads to accelerate clinical trial patient recruitment or create awareness and pull for their new therapies. This approach maintains patient privacy while providing pharma with cost-effective access to patients. The company's international roster of customers includes Becton Dickinson, Seattle Genetics, The Leukemia & Lymphoma Society and NewYork-Presbyterian Hospital. In addition, dozens of partners endorse and distribute Medivizor, including Mount Sinai Hospital and the Colon Cancer Coalition.

## Team

The company was founded by three seasoned executives: Tal Givoly-CEO, who previously held positions as CTO of DarioHealth (NASDAQ: DRIO) and Chief Scientist of Amdocs (NASDAQ:DOX), where he headed up corporate innovation activities; Prof. Steven Kaplan, MD, Chief Medical Officer, a world-renowned urologist who was a co-founder of Medidata Solutions (NASDAQ:MDSO); and Dr. Oren Fuerst, Chairman, the founder/CEO of multiple digital health companies (including DarioHealth) with exits.

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### About MilagroAI Solution

Innovative healthcare analytics software platform with four proprietary engines uniquely able to create and support an unlimited number of use cases simultaneously using ALL the patient's data from the EHR, making the solution less artificial and more intelligent

Extracts complex clinical concepts from unstructured data

- U.S.-patented process understands context, not just content
- Understands temporal relationships of data
- Differentiate "finding of" vs. "no finding of" in sentences

Transforms noisy structured data into medical concepts

- U.S.-patented process cleans, labels and transforms structured data into medical concepts
- Identifies hypotension or fever instead of lists of blood pressure or temperature readings

U.S.-patented Algorithm Engine uses all prepared data from above to automate algorithms (predictive, disease identification, quality) in real-time and push the intelligence to the point of care

- Initial use cases include Hospital Acquired Infections (HAIs), 30-day Readmissions, and early identification of Sepsis
- Future uses cases include full automation of CPT coding for medical procedures

Uses advanced AI technology to rapidly create and validate new predictive algorithms that are more accurate and population specific

- Creates new algorithms in four weeks vs. industry standard of 12 months
- Uniquely able to apply AI to a combination of structured and textual data for improved accuracy
- Data preparation processes eliminate the need for data scientists and significantly decrease the time required for new algorithm development

### The Market Need

- HAIs and readmissions cost hospitals an average of \$10M per year just for their Medicare patients
- Full and partial risk contracts with payers (including the hospitals own self-insured employees) increases this by 4-5X
- Competitors cannot automate complex algorithms requiring a combination of textual and structured data, cannot understand the context of text data and cannot rapidly develop new predictive algorithms

### The MilagroAI Team

MilagroAI has a team of senior, experienced healthcare leaders and innovators:

- Amit May-Day – CEO Israel  
20 years as a senior leader in healthcare analytics
- Gregory Hobbs MD – CEO USA  
30 years as senior physician executive in innovative healthcare startups
- N.K. Best – SVP Business Development  
35 years in senior sales leadership roles in Healthcare IT companies
- Aviram Wise MD – CMO  
15 years experience in healthcare analytics and algorithm development
- Ofer Derech – CTO  
15 years experience, recognized as one of the leading analytics experts in Israel

## NOTES

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### Company Background

Nucleai improves treatment for patients (mainly in immuno-oncology) and accelerates research for pharma companies using tissue-cell images and harnessing AI technology.

The company was founded in 2017, by a team that served together in an elite technological unit in the Israeli intelligence forces accompanied by leading oncologists, pathologists and researchers.

### The Need

Today in oncology, despite recent advances in genomics and proteomics, it is still challenging to predict cancer progression and therapeutic response accurately. The low prediction capabilities cause wrong treatment for the patient, payers that are paying expensively on the improper treatment and pharma companies that fail their clinical trials.

### Technology

The core technology of the company analyzes tissue-cell images using various computer vision, machine learning, deep learning methods to structure, and model the tissue micro-environment. After the tissue was modeled, a correlation with the outcome data allows the development of more precise treatment prediction models. Other sources of data (Omics) will be added to our solution as the technology matures.

### Market

The company's platform and services target the pharmaceuticals and biotechnology companies, specifically the immuno-oncology drug market, as our capabilities allow the drug development process to be much more efficient and successful. The immuno-oncology market size by various predictions will rise to \$170B in 2026, and our targetable market is estimated at a scale of \$1.5B.

### Exit Strategy

Pharma companies, Clinical Research Organizations (CRO) and Payers

- Foundation Medicine acquired by Roche for \$2.4B
- Genomic health acquired by exact sciences for \$2.8B
- Flatiron acquired by Roche at \$1.8B

### Important Milestones and Achievements

- Formed partnerships with medical institutes, providing access to more than 20M slides
- Pathology (tissue-cell) structuring engine developed
- Traction gained through validation in clinical settings in both the U.S. and Israel
- Two patents issued
- Established a team of experienced machine learning engineers, oncology and pathology experts
- In the process of signing projects with leading pharma companies

### Funding and Use of Proceeds

A seed round of \$5M raised from Vertex Ventures and Grove Ventures in early 2018

Nucleai is seeking for \$4M (commitment already for \$2M) in the form of a convertible loan agreement (CLA) with a discount on the valuation of the next round to expedite the collaboration with Pharma companies.

The proceeds will be used to expand the business development efforts targeting pharma companies. The budget intended for 12 months.

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### **Reinventing Pregnancy Management for the 21st Century**

Nuvo's vision is to be the transformational leader in maternal fetal health. The company will achieve this vision by reinventing pregnancy management with new technology, tools and practices to improve outcomes and overall experience.

### **The Unmet Need**

Maternal Fetal Health is in a "state of crisis" characterized by an increase in high risk pregnancies (25% of incidence/45% of cost), a rise in infant and mother mortality (U.S. ranked 57th worst in the world), and a shortage of OBs on the horizon (50% of U.S. counties have no practicing OB).

Existing monitoring technology was designed for an analog age and is characterized by subjective interpretations and inconsistent protocols. There is opportunity to embrace digital technology to create a more distributed care delivery model and leverage the power of big data and AI tools to deliver evidenced-based protocols and more consistent care.

### **The Solution**

INVU by Nuvo™ is a medical grade, clinically validated, pregnancy monitoring and management platform that includes wearable technology, dynamic cloud computing and data access via digital tools.

INVU is designed to deliver a connected pregnancy experience where the mother is the point of care and data seamlessly connects visits across the home, the office and the hospital environments. AI tools will enable INVU to ultimately provide personalized, predictive pathways for pregnancy management.

Nuvo is protected by 11 core patents and 30 granted patents worldwide.

### **The Market**

Pregnancy Care is a \$250B global market with about 130 million babies born around the world. The U.S. alone spends approximately \$50B on pregnancy care behind 4 million annual births.

Nuvo is focused on the U.S. lead market and will address ~5% of births during its first 5 years post launch.

### **Business Model/Go to Market**

The business model is "platform as a service" where Nuvo will sell digital pregnancy services to providers, payers and consumers. There is a reimbursable track under existing CPT codes and a self-pay track to drive demand through the consumer.

During the adoption phase, Nuvo will penetrate the market through distribution partnerships that reach targeted call points, including OB offices and Integrated Health Systems.

### **Key Commercial Milestones**

- A clinically validated platform
- FDA 510K submission under review
- Letters of Intent (LOIs) secured with a leading U.S. health system, a globally-renowned academic medical center and a top HMO in Israel
- Pipeline of global interest continues to build

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### Follow-Up with 1000 Patients in One Click

Follow-up of chronic patients is a costly challenge. Oxitone® has developed a full-suite, FDA-cleared solution for continuously generating automated medical supervision. In one click, clinicians can unlock patients' real-time intelligent insights and effortlessly help thousands of high-risk patients. Oxitone boosts value-based healthcare by delivering extraordinary patient, clinical and economical outcomes at reduced utilization/cost.

### The Need

Failures of care coordination and timely care delivery resulted in about \$150 billion in annual wasteful spending. The available solutions merely provide episodic measurements, produce discontinuous patient data, and therefore lead to decision-making based on incomplete information. Patients need a prompt response to emergencies. Physicians need an easy and timely follow-up with patients.

### Use Cases

Oxitone's solution is dedicated for ambulatory continuous care of high-risk chronic patients and initially serves two use cases:

1. Continuous supervision of patients with cardio-pulmonary diseases at long-term and post-acute care facilities.
2. Sleep apnea overnight screening and psychological stress assessment to enable health professionals to provide personalized support remotely.

### The Market

- More than 11 million COPD patients and 6 million CHF patients accounted for a total of \$78bn U.S. healthcare expenses. The company is addressing approximately 1.7 million patients in advanced stages of diseases.
- As estimated, Sleep Apnea and stress testing devices markets are \$5.1bn and \$15.2bn, respectively, with CAGR more than 7.7%. The total addressable market is about \$1.6bn. The company plans to dominate in a fast growing disease severity assessment segment, and to unlock bigger markets by our innovative technology.

### The Leadership

- Dr. Leon Eisen, PhD, Founder and CEO, Inventor, keynote speaker and executive. HBS online
- Ofer Harpak, Co-founder, CTO and Chairman, engineer and entrepreneur with exits to Deutsche Telekom and Siemens
- Dr. Raj Singh, PhD, key investor and Board Director, Forbes list of billionaires
- Prof. Louis Shenkman, Medical Director, Professor of Medicine, Tel-Aviv University

### Technology

Oxitone invented the first FDA-cleared wrist-sensor medical monitor that generates patients' real-time continuous data. An innovative SaaS portal powered by AI medical intelligence tools and combined with convenient wearable medical technology enables disease severity and risk classification, timely clinical response and preventive care delivery.

### Status

- A fully-developed product
- FDA, CE and full data security package (HIPAA, GDPR)
- Four granted U.S. patents
- Initial revenues: 25 customers and partners in a pipeline, including two paying Fortune500 companies
- Approved as an Israeli HMO Clalit vendor for 300 COPD patients with total \$400K

Oxitone is spotlighted on *The New York Times*, *MobiHealthNews*, *MedCityNews* and *Digital Health Global 100*. Won awards from Cleveland Clinic, NODE. Health, Tech Tour and Hello Tomorrow, and was selected as a finalist for the Bayer G4A partnership 2019

## NOTES

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### **Heart Failure (HF) - The Leading Cause for Hospital Readmissions**

According to the CDC, approximately 5.7 million adults in the United States have Heart Failure, and 11% of U.S. deaths list Heart Failure as a contributing cause. HF patients suffer through a vicious cycle of recurring hospital admissions making HF the #1 reason for hospital admissions of elderly people (65+) worldwide! Almost half (43%) of Medicare readmissions are due to HF. Helping to reduce these readmissions represents an over \$10B market opportunity.

### **How does Sensible Technology Change the Game? 58% Readmission Reduction**

In HF patients, just like in any chronic disease, the body cannot maintain its equilibrium state. HF patients are admitted because they cannot breathe due to water in their lungs. The treatment drugs for water removal exist but the missing link is knowing fluid level. Sensible Medical is marketing the first non invasive device that can provide a quick, absolute and accurate measurement of lung fluid—the holy grail of Heart Failure management.

By measuring the fluid in the lungs, healthcare providers can guide treatment and keep the patient dry and safe at home. A recent randomized controlled clinical study, demonstrated 58% reduction of Heart Failure readmissions, in a disease that is the #1 cause for readmissions worldwide.

### **ReDS™ Technology for Hospital and Home Monitoring Use**

ReDS™ technology originated from defense see through wall applications where it has been used to see through walls during urban combat or to seek survivors in rubble. The company adapted the technology for medical use and now provides an accurate and absolute measurement of lung fluid. The company holds an extensive patent portfolio protecting its technology. A measurement takes only 45 seconds and the result is automatically uploaded to the cloud where it is easily accessible. There are 2 product lines based on ReDS™ technology —(a) a Point Of Care device for spot measurement at the emergency department, cardiology floor, clinic, nursing home and, in general, in HF programs, and (b) a home monitoring device designed for self measurement of patients in the comfort of their homes, in development.

### **Opportunity: Over \$10B the “Glucometer” of Heart Failure**

The market size for HF management through ReDS™ technology is estimated to be over \$10B. To help envision that potential, consider the following: Imagine the world of diabetes before the introduction of glucose monitors. That s the potential of Sensible's ReDS™ technology for Heart Failure patients. ReDS™ can help millions of Heart Failure patients live better and longer, and help them achieve a dignified quality of life while avoiding frequent hospital readmissions. On the economic side, ReDS™ finally provides a solution for one of the nations leading healthcare expense items.

### **Status: Early Revenues**

The product is FDA and CE cleared and the company has commenced commercialization in the U.S. To date over 150 sites and 40,000 patients have used the device.

Extensive clinical evidence and real world data supporting the high effectiveness of the device are available.

Among our partners are leading hospital chains in the U.S. such as: Geisinger, Mt. Sinai, Cone Health, Orlando and more, who have implemented ReDS™ in their facilities and experienced substantial readmission reduction.

### **Team**

The management team has over 30 years' experience working in different roles within the biotechnology industry. The managers are experienced in research and development, engineering medical devices, product management, finance, strategic planning and commercializing new medical technologies.

### **Transaction Overview**

The company has successfully passed the following milestones:

- Technology development
- Clinical evidence
- FDA and CE regulatory approvals
- Obtained Reimbursement from CMS and other payers
- Market development early revenues

The Company is seeking \$20 Million in equity financing to scale up commercialization primarily in the U.S., extend it distribution in Asia, Brazil and Europe, and finalize the development of the next generation products for critical care and home monitoring. The company is projecting \$9.3M in 2020 and \$22M in 2021.

## **NOTES**

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RECLAIM YOUR SLEEP

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### A Digital AI-based Smart Sleep Lab and Sleep Therapist

Sleeprate is the most comprehensive expert-level mobile health solution for evaluation and personalized treatment of poor or insufficient sleep.

#### The Need

- More than 50% of the developed world's population experience sleep deficiencies. Most remain undiagnosed and untreated. Poor and insufficient sleep cause significant health problems, work and traffic accidents, loss of productivity.
- Only 20% of all those have a medical disorder that requires a sleep lab/clinic. 80% suffer of sleep disorders/deficits such as insomnia, circadian problems, poor sleep-related habits, sleep deprivation. They require behavioral change, cognitive reframing and stress reduction. A cognitive behavioral change process instead of a pill! This is the first line of recommended treatment (CDC) for sleep problems.
- Access to treatment is limited, and costs are high. Most sleep deficiencies remain untreated.

#### The Technology

Sleeprate pairs non-invasive proprietary device agnostic (BYOD) sleep monitoring and evaluation technology to detect problems and their roots, with AI algorithms that implement state-of-the-art, recommended and efficient therapeutic approaches for sleep disorders.

#### The Market

- We live at the confluence of three unstoppable trends: increasing longevity and population aging, the overwhelming increase in healthcare costs, and the rise of digital health. Reducing and preventing sleep deficiencies becomes an inherent component of the digital health and wellness trend, as it contributes greatly to reduce healthcare utilization costs and to improve quality of life.
- The U.S. estimated sleep market at \$28B (2017) and growing with yearly insufficient sleep costs at \$411B (2016).
- The global sleep aid market at \$100B (2023).

#### Go to Market

Sleeprate provides a SaaS solution (B2B, B2B2C) for:

- Medical and Digital Health Ecosystem (self- help and sleep telemedicine)
- Professional athletes and sports teams
- Wearables and smart devices manufacturers

#### Status

- Starting the growth phase
- Sleeprate Inc. is a Delaware incorporated company fully owned by Hypnocore LTD
- Successful validation study with Aetna; Aetna awarded National Alliance of Healthcare Purchaser Coalitions' prestigious Innovations Award using Sleeprate's digital tools
- Commercial partnership with Royal Philips for the digital insomnia solution launched in September 2019
- Ongoing agreement for sleep optimization in elite athletes (U.S. Olympic Team)
- Partnerships with Garmin and Intel
- Business discussions with insurance/reinsurance companies and with professional sports teams
- Over 100,000 users and growing

#### The Team

Sleeprate is very well positioned with a strong multidisciplinary leadership team including sleep professionals, physicians, biomedical engineers, physicists, computer and algorithm scientists, product and UX/UI designers. This team, led by Dr. Anda Baharav, CEO, chief scientist and founder, turns the science of sleep into affordable care products, allowing health and quality of life improvements, and disease and accident prevention.

## NOTES

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# SURGIMATE

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## Transforming Surgical Scheduling

Surgimate empowers surgical practices to efficiently coordinate surgeries, grow surgical volumes, improve patient care, and reduce costly errors. In 2019, Surgimate earned \$2M (85% recurring) with a YOY growth rate of 22%.

Surgimate has 22 employees in Jerusalem - to date the company has grown organically without external investment. In order to capture the full potential of the company, rapid growth with external investment is now required. This is a safe, high yield opportunity.

**The U.S. Surgical Services Market:** \$650B: 100M surgeries performed by 100,000 surgeons annually.

## The Problem

Advanced Surgeries ... Fragmented Operations

Surgical care coordination is logistically complex - involving over 50 participants and handoffs per case. Legacy scheduling tools are low tech/paper or memory-driven, use limited interfaces and contain basic, siloed data. Lack of standardization results in errors, lost revenue, health risks and an often-subpar patient experience. 26% of "scheduled" cases are cancelled or rescheduled due to incomplete preoperative coordination thus increasing wait times and cost.

## Surgimate's Solution

All-in-One Platform ... Integrated Scheduling and Participant Coordination

Having entered the market with a server-based product in 2011, Surgimate launched an end-to-end cloud platform for surgical care coordination in 2018 using more responsive, scalable and intuitive technology. Customers experienced increased surgical volumes, decrease in cancellations and up to 45% reduction in administrative overhead. Surgimate currently processes 500K+ surgeries annually, providing subscription licenses for 1150+ surgeons and 10,200+ users across 34 states - interfacing with 40+ industry EMR/PM systems via API & HL7. Competing systems incorporate surgical scheduling less effectively and non-comprehensively.

## The Future Plan

Years 1-2: Market Expansion - Surgical Practices

- Increase surgical practice market penetration from 1.2% to 3% by EOY2
- Broaden surgical subspecialty sales
- Extend licensing to related providers and to non-surgical, complex scheduling environments
- \$5M annual revenue and 5M surgeries on platform by EOY2
- Design surgical services data interchange

Years 3+: Market Disruption - MultiParticipant Surgical Services Coordination Platform

- Extend Surgimate platform to all participants (e.g. equipment vendors, payors, hospitals, SNFs & patients)
- Launch comprehensive surgical services data/market interchange
- Expanded market size is estimated to be \$5B

Surgimate is seeking \$4-5M to:

- Enhance U.S. footprint in sales, business development and customer success
- Strengthen management team
- Extend and deepen technological alignment with other EMR/PM and surgical services leaders
- Design surgical services data exchange/marketplace

## The Team

Rebecca Brygel (Founder & CEO) was employee #1 for EHR company SRSHealth (NJ) before founding Surgimate. Justin Rockman (VP Bus Dev & Sales) co-founded Unicorn, an IBM-acquired startup before joining Surgimate in 2010 together with Yehuda Elitzur (CTO); bringing 25 years' experience of agile software engineering. Sari Nossbaum (Director of Marketing - 2011), Shosh Horesh (CFO - 2018) and Mirit Leon (VP People & Operations - 2019) bring 50 years of Multinational experience in each of their fields.

## NOTES

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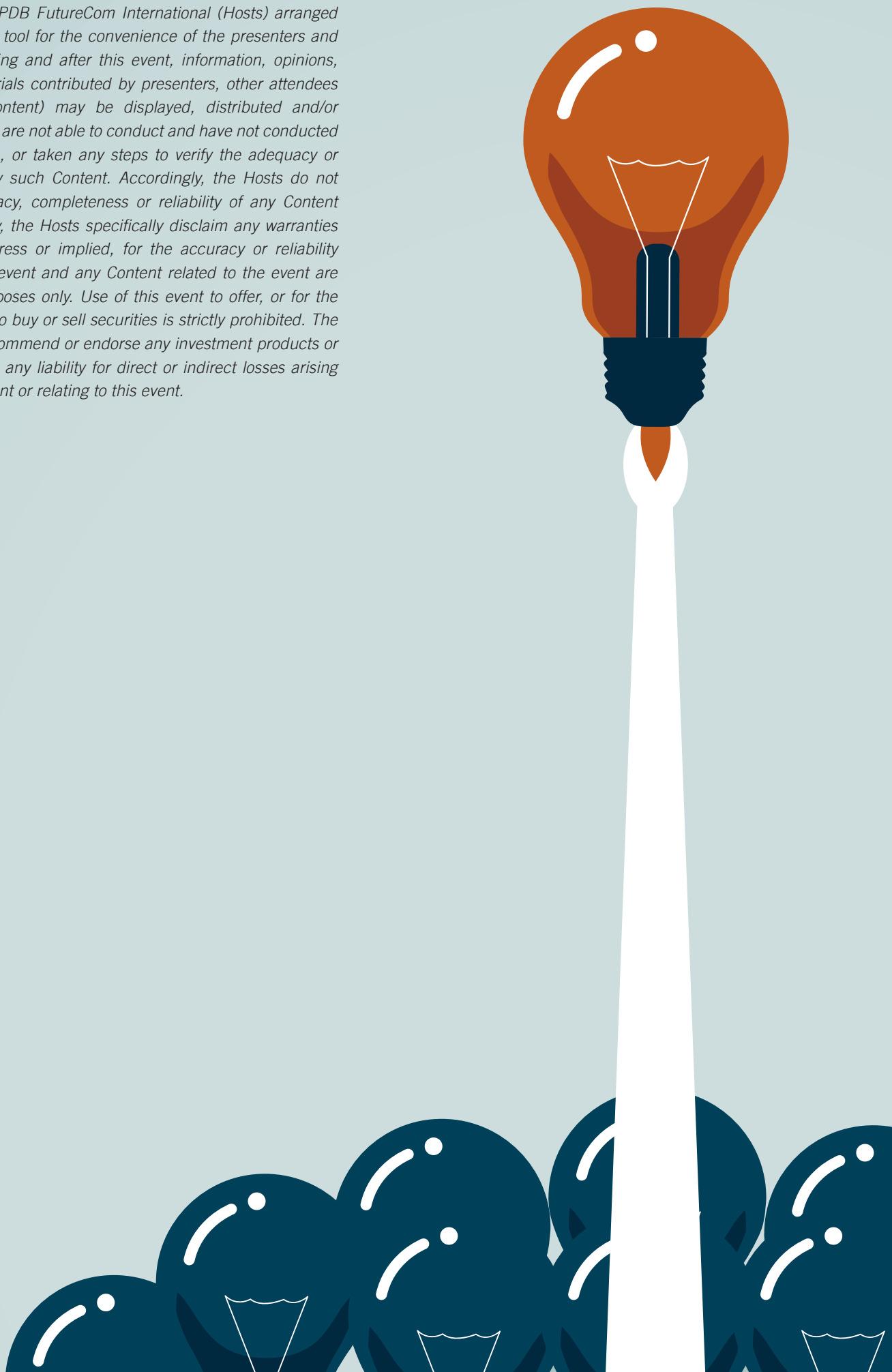
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