Company Highlights

- Headquarters in Weizmann Science Park, Israel
- Over 50 patents granted, 20+ patents in pipeline
- **World 1st** CE approved non invasive multi parameter monitoring (Hemoglobin, Oximetry, Glucose)
- **World 1st** FDA cleared non invasive low signal Oximetry
- **World 1st** Non invasive Hemoglobin within Red Cross
- **World 1st** Non invasive Anemia Population screening project
- **World 1st** Home monitoring for Hemoglobin collaboration with Pharmaceutical company - Sandoz (Novartis Pharma)
Monitoring across the “Care Cycle” *

“Multiple Indications, Multiple Parameters”

*Porter & Teisberg, Redefining Health Care: Creating Value-based Competition on Results, HBS press

Transforming people’s health through non-invasive monitoring
Anemia as a public health problem

- 1,620 m People are anemic
- 523 m women are anemic
- 346 m people with diabetes
- 190-311 m clinical malaria episodes per year
- 33 m PLHIV/AIDS
- 12 m new cancer cases worldwide


* Leslie K. Elder
Senior Nutrition Specialist Health, Nutrition & Population The World Bank
Presentation on “Anemia in Women”, WHO side event / GAWH Sep. 2011
Non Invasive Point of Care m-Health hemoglobin Monitor

The World Health Organization (WHO) declared in September 2010 Non Invasive hemoglobin as one of fifteen new medical technologies to address global health.

The UN identified the need to combat anemia as a requisite to answer several Millennium Development Goals including Women & Child Health, Communicable diseases and Nutrition.

FIGO - the International Obstetrics and Gynecology Federation endorsed OrSense Solution and initiated a joint program on women health.
2.5 Transcutaneous Anaemia Monitoring System

Anaemia is a serious problem especially during pregnancy.

136,000 maternal deaths per annum in India alone.

1.62 billion cases of anaemia.

71% of pre-school children.

49% of pregnant women.

1 million deaths every year.

Half of all this is attributed to poor nutrition.

Low birth weight.

Prone to diseases.

Poor Mental Development.

Poor Physical Development.

Low Productivity.

We need active surveillance for anaemia.

Scenario 2.

Transforming people's health through non-invasive monitoring.
We Need Active Surveillance for Anemia
There are at least 360 million anemic individuals in India due to Nutrition / Iron Deficiency, High Fertility and Infectious diseases.

Primary care in India is mostly private.

System is based on GP’s (metro) and ASHA workers (rural)

Care is led by 700,000 physicians
“Non-invasive hemoglobin is an important step forward for anaemia screening, removing a major source of discomfort, and improving staff and patients safety”

Prof. Paul Holland,  
Former president, International Society of Blood Transfusion UC Davis California

“This Non-Invasive device is a useful and accurate method of Hb estimation, it is an excellent tool especially for large population based anaemia screening programs”

Dr. R.M Makroo,  
Former head, Indian Blood Transfusion Society, Dept. of Transfusion Medicine, Apollo Hospitals, New Delhi

“Non Invasive Hb allows for early detection of Maternal anaemia and Post Partum Haemorrhage which should benefit millions of pregnant women worldwide”

Prof. Luis Cabero-Roura,  
Chair CBET Committee FIGO, Director Department of Ob/Gyn Hospital Vall De Hebron, Barcelona

“New Non Invasive techniques have been introduced and allow massive screening opportunities in low-resource countries”
Non Invasive Monitoring via Optical and Acoustic technologies

Improves Diagnosis and Care by being

SAFE  no infection risk to subject and care giver
PAINLESS  allows for better compliance and intensive monitoring
FAST  enable on line decision making
EASY TO USE  by minimally trained operator, no biochemistry
AFFORDABLE  secure availability

- Leading Examples – NI Blood Pressure; NI Oxygen Saturation
Non Invasive Monitoring Principals

- Optical - Light Absorption by Blood Cells

Oxygen effect

Haematocrit effect
Current Invasive Scenario:

Availability of:

- In Vitro diagnostics capabilities
- Skilled Phlebotomists
- Electricity & running Water

Invasive blood draw procedure i.e:

- Exposure to infections
- Bio hazardous material handling
- Disposable (cuvette, lancet, gloves, swabs, calibration materials)
- Operator dependence

Transforming people’s health through non-invasive monitoring
WHO – Case Study – Maternal Health

Non Invasive Scenario:

Availability of:

- Non Invasive Monitor

Non Invasive procedure i.e:

- Safe, Painless
- No disposable costs
- Easy to use by healthcare volunteers allowing ultimately self monitoring

Transforming people’s health through non-invasive monitoring