**[259] PERSONALIZING TREATMENT FOR PATIENTS WITH VARIOUS CHRONIC DISEASES, BASED ON SELECTED PARAMETERS OF THEIR WELL-BEING SELF-REPORT.**

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**Health IT**

* **Investment Rational**   
  EfficacyCare together with IBM-Watson provide a tool, enabling the implementation of holistic personalized medicine and advocating the right treatment to the right patient. CDC projects 157 million people will be living with chronic conditions by 2020, and up to 30% of healthcare spending is wasteful, due to unsuitable treatment.  Management includes Human-Social-Psychologist, IT and Biotech R&D experts, and MD's.
* **Business Strategy**   
  ECtool will be integrated in HMO's data-system, enabling to make more informed cost-efficient medical decisions and design holistic personalized treatment to their patients.  ECtool supplies transparency of the health condition to the patient, embetters the personal treatment, thus, can be used by HMO’s to attract more patients. Short-term-revenues rely on API calls and licensing, and long-term-revenues rely on Software-as-a-Service.
* **Core Technology**   
  Most personalized medicine methods today refer solely to physiological traits, such as biomarkers, ignoring personality influence.ECtool is an Actionable Intelligence Analytics framework that combines Physical measurements and LQI – mind and body, for the purpose of personalizing the medical treatment, best-fitted to physiological and personality traits of the patient. Our Psycho-linguistic Algorithms identifies the patient's Well-being, using psychological-social-neuroscientific methods.
* **Product Profile/Pipeline**   
  ECtool is designed to supply insights about treatment-efficacy according to personal needs of patients with chronic diseases. Initially, it will be used in CVD patients; next - in diabetic patients.Additionally, the big-data-ocean is growing each year, yet it’s important to have an actionable-data to make better-educated decisions. ECtool can be integrated in already-in-use platforms managed and supported by leading providers.
* **What's Next?**   
  First POC will be established after clinical trial with CVD patients, in HMO’s; funding will come from grants. Secondly, clinical trials with Diabetes patients. EfficacyCare will recruit R&D staff in areas of Machine-Learning and Artificial-Intelligence to expand operations. After POC, Integration of ECtool in HMO’s computational system, resulting in short-term-revenues from calls and licensing, and long-term-revenues from Software-as-a-Service.