**[295] IV TRAX- NEW H2H MOBILE HEALTH SYSTEM FOR HOME CARE PATIENTS**

**Michal Devir1, Pierre Sharvit1, Gershon Goldenberg1, 1 Pro-IV Medical**

* **Investment Rationale:**

HomeTrax H2H new mobile monitoring and management system for patients receiving intravenous therapy at home. It's a unique, patented technology improves dramatically the compliance of homecare patients , as well providing on-line information for caregivers, homecare service providers, insurance companies. It also reduces re-admission costs . The company is led by Veteran entrepreneurs & executives.

* **Business Strategy:**

HomeTrax mobile real-time wireless technology, is well suited for use in hospitals, outpatient clinics, nursing facilities, and home care.

We plan to sell or license the software, and the controller devices . The company offers data management system and compliance call center This diverse revenue structure will be attractive to customers depending on their reimbursement constraints.

* **Core Technology:**

The platform’s main components include a controller device mounted on the IV line , a web-based management software, and smartphone App. The communication is done by 3G, NFC or wifi technology.

Together, with its patient and drug ID systems, Home Trax system verifies patient/caregiver/medication, ensures compliance, provides real-time event management, and automatically documents all IV-related therapeutic events.

* **Product Profile/Pipeline**

 Home Trax has developed three different products based on of its basic technology, that addresses the needs of the different customers, such as homecare patients, healthcare providers, insurance companies , nursing homes outpatients clinics. Future pipeline includes product for the oncology market and 3G based products.

* **What’s Next?**

 HomeTrax plans to launch its first product in the US market within 18 months. Near future goals include completion of an Israeli clinical study with a leading pharma company& healthcare company. Pro-IV is in discussion with a strategic partner in Europe. Agreement is expected next quarter. The company is currently raising funds to support the above activities.