**[106] SELF-MANAGEMENT AND BEHAVIOR MODIFICATION AS A MEANS OF IMPROVING PERFORMANCE IN CHRONIC DISEASE PATIENTS**

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**Investment Rational**
LabStyle Innovations creates innovative mobile and digital tools that empower and engage users to lead healthier lives. The company is positioned as a major player in the mHealth industry; an industry currently expected to reach $31B by 2020\*. LabStyle’s solutions deliver the ability to combine and analyze consumer health data with the goal of personalizing treatment and advancing medical knowledge, in any field of chronic disease care and prevention. The Dario Smart Diabetes Management Solution is proven example of the company’s ability to create a successful user-centric experience for testing and monitoring a variety of bodily fluids allowing users to manage a broad range of health related conditions quickly and easily through smart mobile devices.

**Business Strategy**
Dario was granted U.S. FDA marketing clearance in December 2015 and is set to launch in the first quarter ‘16 in the U.S. LabStyle has been granted patents, and is pursuing additional applications - covering the specific processes related to blood glucose level measurement as well as more general methods for rapid body fluids testing using mobile devices and cloud-based services. Dario™ is currently available throughout the world. Sequential quarterly revenues are growing rapidly, reflecting strong market adoption.

**Core Technology**
LabStyle  is transforming the quality of diabetes care with a platform for connecting medical devices for ongoing data collection, analysis and support tools.  Dario™ empowers people with diabetes to take charge of their health with access to both real-time and historical blood glucose data. Dario™ is a platform that combines an all-in-one, blood glucose meter, smart phone application (iOS & Android), website application and treatment tools to support decisions by patients, doctors and healthcare systems. The stylish and compact self-monitoring system combines a lancet to obtain a blood sample, a proprietary disposable test strip cartridge and a smartphone-driven glucose meter.