**[224] OBJECTIVE PAIN MONITORING**

**Mira Altmark-Sofer1, 1 1**

* **Investment Rational**

Pain is the most common reason for medical consultation with associated healthcare costs exceed $600 billion. Still, there are no clinically accepted tools to objectively assess pain. Medasense has developed a proprietary platform-technology to objectively assess pain aiming to improve clinical outcomes. The patented, scientifically validated technology will be commercialized in Q4/2016, initially for the critical care setting.

* **Business Strategy**

Medasense is initially targeting the $4 Billion hospital critical care market. Short-term revenues will be generated from selling Medasense's proprietary PMD-200 monitor and single-use probes. Medium-term products will support module integration into third-party patient monitoring/infusion-pump systems (strategic licensing/marketing partnerships revenues). Long-term applications will target outpatient and homecare settings.

* **Core Technology**   
  Considering the complex nature of pain, Medasense technology uses a unique multi-parametric approach and advanced statistical modeling (a proprietary artificial-intelligence algorithms) to convert complicated data into a patient's “Signature of Pain”- a real-time pain Index which enables clinicians to personalize and optimize pain medication treatment and thus improve patient outcomes.
* **Product Profile/Pipeline**   
  Medasense's flagship product "PMD-200™" is an objective pain monitoring system for the critical care setting (where patients under general anesthesia can't communicate their pain). It consists of a non-invasive finger probe and the PMD-200™ monitor, which uses a composite algorithm to determine an individual’s pain index. The system was proven to be more accurate than any other commercial technology available.
* **What's Next?**   
  Short-term goals (2 years): Clinical efforts will concentrate on expanding clinical validation and usability studies, getting a CE mark for the PMD-200 system (for the critical care setting) followed by FDA submission. Marketing efforts will concentrate on pilot marketing in beta-sites and sales in Europe. R&D efforts will concentrate on expanding product applications and technology miniaturization.