

## [285] DEMOCRATIZING HEALTHCARE: EMPOWERING PROACTIVE CARE AT HOME

**Avner Halperin<sup>1</sup>, <sup>1</sup> Earlysense**

- **Investment Rational**  
EarlySense's unique contact-free, continuous monitoring solutions are used in medical facilities worldwide, and have monitored, in total more than 450,000 patients. The company is rapidly increasing its installed base and expanding its target markets, with new product launches including *InSight* for skilled nursing facilities and *LIVE* for homes, solidifying its leadership in monitoring across the continuum of care.
- **Business Strategy**  
EarlySense works with direct channels and strategic partners including Samsung, Philips, Welch Allyn and iCon Health and Fitness. In addition, recent partnerships with American Well on telehealth services and myHealth Sentinel for Southeast Asian distribution are helping to expand global reach. EarlySense aims to leverage its clinically-proven technology with its partners' expertise to deliver sensors across the continuum of care.
- **Core Technology**  
EarlySense's patented solution is based on a piezoelectric sensor placed under a bed mattress or chair cushion. The system wirelessly monitors heart and respiratory rates as well as movement, stress and sleep, uploading the data to a server for analysis. Caregivers are alerted if something is amiss, with false alarm rates 100x lower than traditional sensors.
- **Product Profile/Pipeline**  
Products cover three main markets. Hospital market potential includes over 3 million beds, where EarlySense provides a comprehensive solution. The skilled nursing facilities market includes millions of at-risk patients in non-clinical environments such as assisted living and rehab facilities. The consumer market includes chronic and aging populations as well as sleep and wellness-minded consumers looking for smart solutions.

### **What's Next?**

EarlySense has successfully rolled out a complete line of clinically-proven monitoring systems. As new partnerships and implementations emerge, EarlySense expects to see increased adoption of its solutions. In Q4 2017, the company will release a new women's health consumer product empowering women and putting them in control of their health, fertility and wellness.