

EyeControl- Inspiring communication spearheading the Brian's health

Or Retzkin

Company name EyeControl \* Website [www.eyecontrol.co.il](http://www.eyecontrol.co.il) \* CEO name- Or Retzkin

CATEGORY: Medical Device & Digital Health

\* SESSIONS: Unlocking a new era in brain health innovation

o Executive Summary We are addressing acute care communications and delirium management, and unmet healthcare needs are estimated at over \$100B in US annual costs. By providing the first kind of personal companion to the patients during their journey from heavy sedation to full awareness, we provide communication tools and interventions to improve patient care, family experience, and clinical outcomes.

o Core Technology What is the technology, its uniqueness, and its value proposition? EyeControl implements disruptive technologies that connect acute care patients with their surroundings. Our eye-tracking wearable and innovative platform empowers comprehensive, round-the-clock, bi-directional connectivity between patients with communication difficulties, their families, and medical teams. The company's valuebased care approach of personalized communication is intended to mitigate cognitive decline and ICU Delirium, diminish healthcare costs, and shorten the length of hospital stays.

o Company's pipeline and status: Growing via 3 pillars during 2024-2025: • Commercial implementations: implementing the solution at the acute care settings via Clalit as a supplier, hospitals in Israel and 1st US sites. During the war the company was privileged to support soldiers in the ICU environment. • Clinical activities: Demonstrating the benefit of the technology to be the 1st technology reducing ICU Delirium via clinical trials (Multicenter: Beth IsraelBoston, Beilinson, Assuta) and Johns Hopkins University hospital (funded by the BIRD and NIH grant) • Strategic partnerships – EHR integrations, nurse call solutions, ventilator manufactures etc.'.

o Business Strategy Briefly describe how the company will apply its core technology, generate shortterm and long-term revenues. & What's Next? EyeControl's devices are FDA-listed and CE-marked as communication solutions. Our healthcare facility product is

commercially available in Israel under Clalit. In parallel, it is undergoing clinical trials at US and Israeli hospitals, validating its efficacy in being the first technology platform mitigating ICU cognitive decline via communication. The company is growing the commercial activity and the clinical activity via a cross pollination process – sales via IL market and US implementations during 2024. Grow via larger Hospital chains in the US during 2025 while in parallel completing the 1st kind of clinical trials demonstrating ICU Delirium reduction and connecting with strategic partners to scale the solution.