

**Dr. Avi Tsur, MD, MBA** is a pioneering leader in women's health care innovation, specializing in Obstetrics, Gynecology, and Fertility at the Sheba Medical Center. As Director of Obstetrics and Gynecology at Sheba Beyond, he established the world's first telemedicine-based maternal-fetal clinical unit, replacing traditional high-risk antepartum hospitalization with intensive remote care powered by cutting-edge technology. He also leads the Sheba Women's Health Innovation Center, a joint effort of ARC and Sheba's Department of Obstetrics and Gynecology, driving industry-academia collaboration to transform the women's health journey.

Dr. Tsur's key contributions include: Elucidating the molecular mechanism of pravastatin in preventing pregnancy complications such as preeclampsia and fetal growth restriction (Mentored by Prof. David K Stevenson during his Stanford fellowship); Developing the first machine learning-based shoulder dystocia prediction model with Prof. Dvir Aran (then a postdoc at UCSF); Serving as the primary medical inventor of the *Lioness*, a mechanical device for preventing spontaneous preterm birth, commercialized by PregnanTech; Advancing remote fetal monitoring in collaboration with Nuvo, PulseNmore and Datos; Co-founding Shela Health to drive maternal-fetal precision medicine with Sharon Handelman Gotlib, Prof. Yoram Louzoun, and Prof. Omry Koren (Bar-Ilan University); contributing to the digital transformation of the labor and delivery assessment as an advisor to Ciconia Medical; Redefining fertility care through hybrid drugs as an advisor to Remepy; Improving early detection of severe hypertension in a study leveraging Biobeat Medical technology to reduce eclampsia, placental abruption and maternal mortality.

Inspired by mentors like Prof. David Stevenson (Stanford University) and the late Dr. Benny Zeevi (founder of the Israeli Femtech Ecosystem), Dr. Tsur is dedicated to mentoring medicine students, OBGYN residents, MFM fellows, and industry entrepreneurs, shaping the future of AI, machine learning, and remote care in women's health.