

From clinic to home: the future of remote ultrasound

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Company name: Pulsenmore Ltd. Website: www.pulsenmore.com CEO name: Dr. Elazar Sonnenschein

CATEGORY: Medical Devices **SESSIONS** AI as an Equalizer: From Center to Periphery in Healthcare. Executive summary Pulsenmore (NASDAQ/TASE: PLSM) develops physician-supervised, at-home ultrasound connecting patients and clinicians via smartphone guidance and cloud review. It addresses maternal health and fertility markets through scalable remote care. Pulsenmore ES, a home prenatal ultrasound, is approved and commercialized in Israel, Europe, Australia, and recently the U.S. Pulsenmore FC, for home follicular monitoring in IVF, will soon be launched in Israel. **Business strategy** Commercialize device-plus-service models with provider and payer partners: deploy at-home ultrasound workflows that shift routine scans to the home, with remote guidance and clinician interpretation. Near-term revenue comes from clinical programs (prenatal, fertility) and site deployments; long-term revenue scales through health-system agreements and broader geographic expansion, leveraging the same connected platform across indications. **Core technology** A home-use ultrasound probe connects to a patient's smartphone; the app guides selfscanning and uploads scans to the cloud for clinician review and oversight. **Differentiation** is "connected, clinician-led" ultrasound at home, aiming to reduce in-person visits while maintaining clinical supervision and access controls. **Product profile / pipeline** Pulsenmore ES: FDA De Novo authorized home-use prenatal ultrasound system for lay users under physician access control. Pulsenmore FC: at-home follicular monitoring solution delivered with specialist oversight. U.S. commercial engagements are beginning postclearance. **What's next** With over 240,000 scans performed to date, Pulsenmore is focused on U.S. rollout of Pulsenmore ES following FDA De Novo clearance, expanding commercial sites and healthsystem collaborations, and executing the ramp-up for FC in Israel . **Ongoing development** includes enhanced guided self-scan workflows, AI-driven clinical support tools, and expansion into additional telehealth applications.