

[309] PERSONALIZED VIDEOS FOR THE ELDERLY

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- **Investment Rational**
Medical information is confusing, resulting annual damages of over \$200B in the US. Our multidisciplinary team provides a unique B2B SAAS platform that allows automatic generation of personalized educational videos for patients, fully branded, easy-to-understand easy-to-use and available on any device, that reduce patient confusion, increase satisfaction and compliance. Our award winning platform is being used by top healthcare organizations.
- **Business Strategy**
Currently we focus on specialty medications that are high-cost, high-touch, high-complex, etc. which will compose approx. 40% of the pharma industry revenues by 2020. Our platform serves a variety of applications for pharma, such as: Patient Management, eDetailing, Medication Library and Clinical Trials. Additional applications includes working with providers and payers, such as: discharge procedures and more verticals (I.e. wellness)
- **Core Technology**
Our platform supports a variety of applications including: explaining proper use of medication, directing preparations for medical procedures, providing discharge instructions, and simplifying any other type of instructions. This is end-to-end solution handles writing dynamic screenplay, evaluating literacy, storyboarding, video production tools, QA, HIPAA security, real time cloud based video generation, and serving of personalized videos based on patient data
- **Product Profile/Pipeline**
We focus on building partnerships with healthcare organizations, primarily pharma companies, pharmacy chains and providers. The company's initial sales are ramping up to substantial requiring revenues as we see demand increase by our current clients and we are on boarding additional clients.

What's Next?

Our growth strategy consists on expending our R&D team in Israel to support a large scale of clients and on-boarding of experienced sales team in the US.