

ZOOM IN: *Elderly Health* Sharing-Caring-Implementing

STARTUP PRESENTER BOOKLET

2023

Welcome to HealthIL's Quarterly ZOOM IN Series



Our quarterly ZOOM IN Session is focused on the topic of
ELDERLY Health

Enclosed you will find information on the participating startups.

Startups are organized alphabetically.

The websites can be accessed by clicking on the logo.

We are happy to help with any introductions

Feel free to reach out to HealthIL for additional information:

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Topic Introduction

The aging population is a global phenomenon. The combination of increasing life expectancy and decreasing birth rates has led to a “paradigm shift” in the priorities and operations of healthcare systems.

Elderly populations around the globe utilize healthcare services significantly more than their non-elderly counterparts, which creates resource and budgetary strains on healthcare systems. The percentage of the population who are deemed “elderly” is expected to grow over the coming decades, and healthcare systems are rapidly trying to adjust to meet the increasing demand for elderly health.

For more information visit:

<https://www.healthil.org/interactions/zoom-in-elderly-health>

The Challenges

Management, Treatment and
Diagnosis of Complex and
Co-Morbid Patients

Accessibility, Access and
Adaptation of Medical
Services and Products to the
Elderly Population

Families and Caregivers of
Elderly Patients

Maintaining Independence
and Healthy Aging at Home

Reducing Care Provider
Burnout and Attrition

Care for Prevalent Clinical
Situations of Elderly
Populations

About HealthIL



HealthIL is the leading government-backed Healthcare Innovation Ecosystem in Israel, aiming to foster technological transformation in healthcare systems, both in Israel and globally.

Our mission is to improve healthcare through a holistic, challenge-centric approach to healthcare innovation by bridging the gap between the tech community and the public health sector.

HealthIL has more than 12K community members, over 1,000 Tech companies operating in the healthcare sector, hundreds of corporates, and government entities.

HealthIL is proud to be backed by the Israel Ministry of Health, the Israel Ministry of Economy, the National Digital Agency, the Israel Innovation Authority, and the Israel Innovation Institute.

For more information on opportunities that we can give to your organization, please contact: yoavf@israelinnovation.org.il

Startups by Challenge

	Co-morbid Patients	Accessibility, Access and Adaptation	Families and Caregivers	Maintaining Independence	Reducing Care Provider Burnout	Care for Clinical Situations
Co-morbid Patients	Ascento Medical, CogMe, Super Spectra	Cardiokol, Shomerosh		Papayoma, ActiveLungs, GaitBetter	ActualSignal	CardiacSense, Playwork, RespirAI
Accessibility, Access and Adaptation		ASAT		ActiveAging, EyeCan, ReadyBe, Tuned, Uniper, Effectivate, Essence	Selfit Medical	
Families and Caregivers			Mellie, Geel, GeoCare, OTheReality	SenterCare, AiGIA, MemoMate, Vitalerter	Bettercare, Reflectify	
Maintaining Independence				Climber, BoBo Balance, Groops, Beffi	Call Knut, Smart Hygiene, MEMOAPP, Watch My Health, Neteera, Olive	Cognishape, Mopair (Balanseat)
Reducing Care Provider Burnout						WizeCare
Care for Clinical Situations						NeuroAudit



Stage: Idea to MVP
Looking for: JV/Co-Dev, Pilot, Pre-Commercial Trial

ActiveAging is an early-stage Israeli startup that offers an end-to-end, AI-based management solution that generates and uses data insights to help Medicare Advantage health plans proactively and precisely target supplemental benefits to their aging member’s needs and preferences, all while continuously optimizing plans to reduce health risks and expenses, improve member retention, and 5-star ratings.



Stage: First Customer to Multiple Customers
Looking for: Observation Study / Research, Pilot, Pre-Commercial Trial

ActiveLungs is an A.I based app for pulmonary rehabilitation from home. The app is intended for chronic pulmonary patients(COPD) and the main goal is to prevent hospitalization and exacerbations by doing daily monitored, tailored made and updated PR program from home.

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Stage: Pilot to First Customer
Looking for: Observational Study / Research, JV / Co-Dev, Pilot, Pre-Commercialization Trial

At ActualSignal, we are determined to revolutionize Parkinson's care. We are currently developing a full-stack digital platform that integrates computer vision and wearable data to generate new clinical insights. Our platform puts patients and caregivers in charge of their health and empowers clinics to provide superior care to more patients.



Stage: MVP to Pilot
Looking for: Observational Study / Resesarch ,JV / Co-Dev, Pilot, Pre-Commercialization Trial, Commercialization

Health data platform empowering individuals to organize, monitor and monetize their medical information.

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As Simple As That

Stage: Pilot to First Customer
Looking for: Pilot

ASAT makes all digital content understandable to all people



ASCENTO MEDICAL
 Defeating dementia, supercharged by AI

Stage: Pilot to First Customer
Looking for: Observational Study / Research, JV / Co-Dev, Pilot, Pre-Commercialization Trial

A clinical Decision Support Solution for Alzheimer's remediation

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Stage: MVP to Pilot
Looking for: Observational Study / Research, JV / Co-Dev, Pilot

A conversational medical AI pet robot, aimed at improving brain health and wellness of elderly population, mainly those suffering from loneliness and its related mental and cognitive states. Unstructured and structured conversations coupled with a variety of interactive realtime tools and biomarkers.



Stage: Late Stage Growth
Looking for: Commercialization

Bettecare is a super friendly platform created to manage professional caregivers. The platform gaps lanugage barriers, eliminates paperwork and allows managing time, shifts and individual careplans. The platform is designed to support Institutions for elder care, Homecare agencies and 24/7 care managed by families. Bettercare enjoys the support of Israel MOH and enjoys a high growth rate.

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Details to be distributed after event

Stage: Pilot to First Customer
Looking for: Pilot, Commercialization

Call Knut is a service that calls elder persons to make sure that they are ok. A family member subscribes through a smartphone app and can decide if the service shall ask a set amount of questions, make sure that the elder relative is taking their medicine or just call to make conversation about current events and the weather.

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Stage: First Customer to Multiple Customers
Looking for: Pre-Commercialization Trial, Commercialization

Details to be distributed after event

CardiacSense develops a state of the art sensors that allow over 99% sensitivity and specificity for screening of heart arrhythmias and detection of deterioration of chronically ill people.

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Stage: First Customer to Multiple Customers
Looking for: Commercialization

The Climber intended to assist people with difficulties to climb easily the stairs at their apartment. It is the only escalator for home use.



Stage: MPV to Pilot
Looking for: Observational Study / Research, JV / Co-Dev, Pilot, Pre-Commercial Trial

CogMe is a digital health startup that aims to improve health outcomes by reducing cognitive and physiological decline in older adults, initially focusing on delirium in an inpatient setting. Using AI, CogMe provides a comprehensive solution that analyzes cognitive and physiological indicators of the individual patient to predict, detect and intervene to prevent cognitive decline.

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Stage: First Customer to Multiple Customers
Looking for: Pre-Commercial Trial, Commercialization

For people over 60, who wish to remain sharp, engaged and relevant as they age, Cognishape offers a unique cognitive training program that takes place in real life and is delivered via AI-based conversational tech. The training program is based on proven techniques from OT and Neuropsychological Rehabilitation, and already shows real-life efficacy.



Stage: Late Stage Growth
Looking for: Pre-Commercialization Trial, Commercialization

Effectivate offers a personalized, engaging, and efficient brain training platform, For 55+ active adults who want to preserve their cognitive abilities.

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Stage: Late Stage Growth

Looking for: Observation Study / Research, JV/Co-Dev, Pilot, Pre-Commercial Trial, Commercialization

Details to be distributed after event

Essence SmartCare was established to answer the needs of the senior population by creating innovative technologies that enable people to enjoy the comfort of aging at home with full confidence, ensuring their own well-being and peace of mind for their loved ones.

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Stage: First Customer to Multiple Customers
Looking for: Commercialization

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Details to be distributed after event

Stage: MVP to Pilot
Looking for: Pilot

Groops, is dedicated to improving the well-being of older adults. Our innovative digital space brings older adults together, enabling them to engage in meaningful relationships through video groups, enriching their everyday lives. Groops is a dual-language product (English and Hebrew) available on mobile and desktop. We are ready to launch field pilot with older adults.

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Stage: First Customer to Multiple Customers
Looking for: Pilot, Pre-Commercial Trial, Commercialization

A platform & Service to support Family caregivers

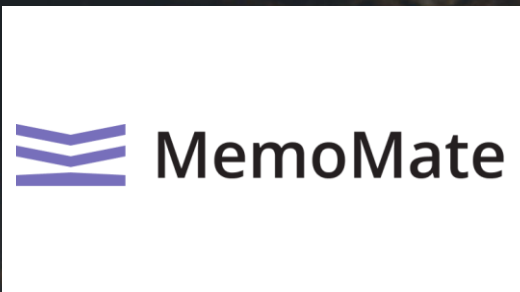


Stage: Late Stage Growth
Looking for: Pre-Commercialization Trial

MemoApp is a groundbreaking technology that offers a promising solution for individuals who suffer from Alzheimer's and other forms of dementia. The MemoApp system helps patients restore their functionality and independence, enabling them to overcome significant challenges in their daily lives, whether they are at home or in health institutions.

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Stage: MVP to Pilot
Looking for: Pilot, Pre-Commercialization Trial

MemoMate creates deeper connections between seniors and caregivers. Our AI autobiographer engages seniors in meaningful conversations, transforming their stories into autobiographies, while simultaneously tracking their mental health. This approach not only enhances caregiver engagement and motivation but also reduces staff turnover. Recently funded, MemoMate redefines person-centered care.

Details to be distributed after event

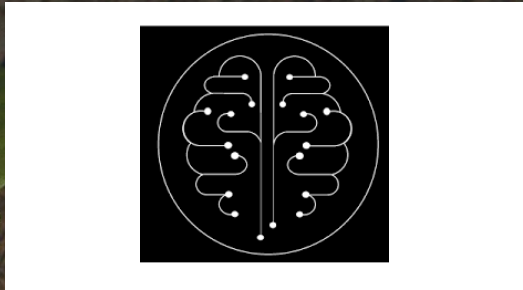
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Stage: First Customer to Multiple Customers
Looking for: Pilot, Pre-Commercialization Trial, Commercialization

Neteera's FDA-cleared continuous & contactless vital signs and bio-data monitoring platform provides better patient monitoring both for the crisis ridden healthcare system and home health. Our sensing platform eliminates the need for device manipulation, removal of clothing, and caregiver presence. Neteera's technology is camera-free and based on a safe, sub-THZ micro-radar on chip sensor.



Stage: MVP to Pilot
Looking for: Pilot, Pre-Commercialization Trial

NeuroAudit is an instant cognitive boost patch for Alzheimer's disease.

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Stage: Pilot to First Customer
Looking for: Pre-Commercialization Trial

Olive Diagnostics has developed the worlds only 100% passive, continuous urinalysis system that mounts to any toilet. Due to the passive nature of the device the analysis is performed everytime a person uses the toilet. The information is stored in the users profile and is used to detect diseases before the prior to feeling symptoms, so diseases and conditions can be addressed faster & easier.



Stage: Pilot to First Customer
Looking for: JV / Co-Dev, Pilot

OtheReality is optimizing the human experience in healthcare through an AI and XR-based Empathy Management Platform. This platform boosts, maintains, and monitors healthcare employees' empathy skills.

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Details to be distributed after event

Stage: First Customer to Multiple Customers
Looking for: Observational Study / Research, Commercialization

PLAYWORK is an innovative Big Data technology for transforming everyday occupational & physical therapy equipment into smart "gamified" rehabilitation products. Our first portfolio product is the PLAYBALL - a smart physio/therapy ball that comes with internal sensors and interactive AI/BigData software for therapy games and performance monitoring.

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Stage: MVP to Pilot
Looking for: Observation Study / Research, JV/Co-Dev, Pilot, Pre-Commercial Trial

ReadyBe™ is the world’s 1st accessible mobile Interface to organize, schedule, and manage healthcare. ReadyBe™ is designed to improve communication and facilitate the delivery of emotionally and socially intelligent hospitable healthcare experiences between patients and providers.



Stage: Idea to MVP
Looking for: JV/Co-Dev, Pilot

RespirAI Medical develops an innovative AI-driven wearable platform that empowers chronic respiratory and cardiac patients to monitor their health at home and enabling early detection of exacerbations. This reduces hospital admissions, significantly improves patient outcomes and ultimately save patients' lives.

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Stage: Pilot to First Customer
Looking for: Observation Study / Research, JV/Co-Dev, Pilot, Pre-Commercial Trial, Commercialization

Selfit is a digital robotic care startup focusing on aging population. We have developed a unique human-machine operating system, based on a therapist robot, for common age-related disorders (Neurological, Orthopedics, Geriatrics). It is a new way of interaction which is used in various settings from hospital care to home care and replaces human therapists when needed. <https://youtu.be/9uj7Yh3HL2>



Stage: MVP to Pilot
Looking for: JV / Co-Dev, Pilot

SenterCare is developing a behavioral monitoring system designated to help elderly people stay healthy and age safely in the convenience of their own home.

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Stage: Pilot to First Customer
Looking for: Pilot, Pre-Commercial Trial, Commercialization

Details to be distributed after event

Enabling the elderly, the disabled, and patients to achieve excellent bathroom hygiene while enhancing independence, dignity, and safety.

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Stage: MVP to Pilot
Looking for: JV/Co-Dev, Pilot

Super Spectra is a biomed startup with a long-term focus on developing a non-invasive detection system for Alzheimer's disease. We believe that our technology has the potential to revolutionize the diagnosis and of this disease. In the short term, we are focused on creating a non-invasive continuous monitoring technology for glucose levels in the bloodstream.



Stage: Pilot to First Customer
Looking for: Observational Study / Research, Pilot, Pre-Commercialization Trial, Commercialization

Tuned provides an AI software solution, making OTC hearing aids accessible and smarter, improving people's hearing quality with easy-to-use products at affordable prices. Tuned users experience a seamless, fast, and user-friendly setup process to calibrate and tune their hearing aids over the air.

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Stage: Late Stage Growth
Looking for: Pre-Commercial Trial, Commercialization

Uniper-care is a leading provider of integrated digital solutions for the Seniors. Uniper is building a world in which every senior can age at the place they call home for as long as they wish Happy, Healthy and Independent. Uniper interactive platform creates a personalized experience by leveraging it's rich experience in terms of social engagement and health prevention with seniors.`



Stage: Late Stage Growth
Looking for: Pre-Commercialization Trial, Commercialization

VITALERTER is a successful digital healthcare company from Israel, which has designed a cost effective contactless remote health monitoring and care management solutions for long term care facilities and home care operators.

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Stage: Pilot to First Customer
Looking for: JV / Co-Dev, Pilot, Pre-Commercialization Trial, Commercialization

WMH is all-in-one solution comprised of IoT devices and off-the-shelf smartwatches that offers complete low cost monitoring package with real-time alerts, and advanced dashboard ensuring safer, and easier aging in place or nursing home.



Stage: Late Stage Growth
Looking for: Commercialization

WizeCare is an Everything-Rehabilitation digital platform. Our Software-as-a-Medical Device improves clinical outcomes (proven in clinical studies). It is based on (1) movement tracking to assess and diagnose patients in real-time and (2) AI to create patient profiling, provide predictive analytics, and determine patients' risk of falls.

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