

Table of Contents



Letter from Presenters	2
About the Sponsors, Hosts and Presenters	3
Agenda	5
Panel Discussions	6
Panelists	7
Israeli Companies	14

Letter from the Presenters

Dear Participants,

On behalf of the Government of Israel Economic Mission to the Midwest, the America-Israel Chamber of Commerce *Chicago*, the Center for Healthcare Innovation, and our sponsors, Brinks Hofer Gilson & Lione and the Illinois Science + Technology Park, we cordially welcome you to the 2012 U.S.-Israel Healthcare Innovation Conference in Chicago, Illinois.

The Conference provides a forum for discussing challenges, synergies, and opportunities for increased cooperation and business partnerships between the U.S. and Israel in imaging and radiology. The Conference will include panel discussions with industry leaders and researchers, as well as presentations from Israeli industry leaders.

Technological advances are changing the way we practice medicine, and the U.S. and Israel are on the forefront of innovation. By fostering collaboration, we bring together U.S. and Israeli universities, medical facilities, a highly skilled and dynamic work force, and an entrepreneurial culture. Given our shared strengths, it is natural that we come together today to promote business and scientific cooperation between our two countries.

Thank you for attending. We hope you find the Conference productive, interesting and valuable.


Sincerely,



Yariv Becher
Economic Consul
Government of Israel
Economic Mission to the
Midwest



Michael Schmitt
Executive Director
America-Israel Chamber of
Commerce *Chicago*



James Gillespie
President & CEO
Center for
Healthcare
Innovation

About the Sponsors, Hosts and Presenters

Sponsor and Host: Brinks Hofer Gilson & Lione



Brinks Hofer Gilson & Lione was founded in 1917 as the two-man patent law firm of Wilkinson & Huxley. Today Brinks has approximately 150 attorneys, supported by a full complement of scientific advisors, patent agents and paralegals. As one of the largest firms in its specialty, Brinks is at the cutting edge of intellectual property law. They litigate, counsel and prosecute in patent, trademark, copyright, trade secret, unfair competition, Internet and related areas of law. They routinely handle assignments in fields as diverse as electrical, chemical, mechanical, biotechnology, pharmaceutical, nanotechnology and computer technology, as well as in trademarks or brand names for a wide variety of products and services. Brinks also takes civic pride in providing pro bono legal services to those unable to pay in matters involving eviction, immigration, asylum and criminal matters, as well as non-profits in their intellectual property law matters.

Co-Sponsor: Illinois Science + Technology Park



The Illinois Science + Technology Park is a new regional catalyst designed to help transform Illinois from a scientific research hub to an economic engine for bioscience and nanotechnologies. Strategically located at the geographical center of the Chicago area's major universities, teaching research hospitals, pharmaceutical and medical device companies, the park will play an integral role in creating the coveted, high-quality scientific jobs that are driving the 21st Century economy.

Transformed from its prior role as a single-user pharmaceutical campus, the park offers up to 2 million square feet of state-of-the-art life science, laboratory, office and conference space for lease in renovated and to-be constructed buildings.

Presenter: Government of Israel Economic Mission to the Midwest



Government of Israel
Economic Mission to the Midwest

The Government of Israel Economic Mission to the Midwest is an office of the State of Israel that exists to promote trade and development between companies, government agencies and organizations in Israel and the U.S. Based in Chicago and covering a 14-state Midwest region, the Mission works to develop investment opportunities, R&D collaboration, manufacturing and distribution channels, and more, in virtually every sector of the Israeli economy, from healthcare to clean technology to IT and everything in between and beyond.

Presenter: America-Israel Chamber of Commerce *Chicago*



The America-Israel Chamber of Commerce *Chicago* (AICC) was founded in 1958 to develop business relationships between U.S. and Israeli companies. AICC, a 501(c)(6) not-for-profit trade association, connects its members into a global network that provides vital information and facilitates business contacts. Members include manufacturers, distributors, wholesalers, retailers, professional and business service providers, venture capitalists, investment bankers and R&D scientists. AICC assists U.S. and global companies to connect with Israel's numerous commercial, industrial and scientific capabilities. AICC also acts as a catalyst for specific business inquiries from U.S., global and Israeli companies. Over the years, hundreds of companies have found ways to grow their international trade.

Presenter: Center for Healthcare Innovation



The Center for Healthcare Innovation (CHI) is a non-profit research center committed to stimulating people, groups, and institutions to achieve excellence and innovation in the global life sciences industries, primarily biotechnology, medical devices, and pharmaceuticals. We aim to be the world's #1 source of rigorous, objective thought-leadership and solutions for the global life science ecosystem. Our core areas of focus include (i) lowering the cost of drug discovery, development, and deployment, (ii) making the clinical trial process more effective and efficient, (iii) optimizing the interface between providers, payers, and pharmaceuticals, (iv) leveraging data analytics to improve performance of the healthcare and life science industries, and (v) educating life science and healthcare leaders regarding cutting-edge ideas and practices.

Agenda



8:00 A.M.: Registration, Breakfast and Networking

8:30 A.M.: Welcome

8:45 A.M.: Panel Discussion, Imaging and Radiology R&D

9:30 A.M.: Israeli Company Presentations

10:15 A.M.: Coffee Break

10:30 A.M.: Panel Discussion, Provider Perspectives

11:20 A.M.: Panel Discussion, Healthcare Equity and Investment

12:00 P.M.: Lunch, Networking and 1-on-1 meetings

Panel Discussions



Imaging and Radiology R&D

Moderated by Mr. Israel Raz, Vice President, Extera Partners

- **Mr. Arnaud Bernaert**, SVP Strategy, Business Development and Mergers & Acquisitions, Philips Healthcare
- **Dr. Christine Lorenz**, VP Collaborations, Siemens Healthcare
- **Mr. Hisashi Tachizaki**, General Manager of R&D Center, Toshiba Medical Systems
- **Mr. Nevin Zimmermann**, Chief Technology Officer, IT & Process Excellence, GE Healthcare

Provider Perspectives

Moderated by Ms. Helen C. “Kate” Liebelt, Manager, Audit and Enterprise Risk Services, Deloitte & Touche LLP

- **Dr. Brian D. Coley**, Radiologist-in-Chief, The Frederic N. Silverman Chair of Pediatric Radiology, Cincinnati Children’s Hospital Medical Center, Professor of Radiology and Pediatrics, University of Cincinnati College of Medicine
- **Dr. Ferenc A. Jolesz**, B. Leonard Holman Professor of Radiology, Director Division of MRI and National Center for Image Guided Therapy Department, Brigham and Women’s Hospital Harvard Medical School
- **Dr. David Paushter**, Chair of Radiology, University of Chicago Medical Center
- **Dr. Shimon Reisner**, Associate Director, RAMBAM Health Care Campus, Israel
- **Dr. Jim Thompson**, VP for Medical Affairs, McKesson
- **Mr. Don Woodlock**, Senior Vice President, Growth and Transformation Initiatives, GE Healthcare IT

Healthcare Equity and Investment

Moderated by Mr. Brian Friedman, Managing Director, First Analysis

- **Dr. James Foght**, Chairman of the Board, Illinois Ventures
- **Mr. Adam Koopersmith**, Partner, New World Ventures
- **Ms. Nina Nashif**, Managing Director at Sandbox Industries and Founder, Healthbox Accelerator
- **Mr. Neil Wyant**, Managing Director, Fir Hill, LLC, Everett Partners, LTD.

Panelists



Mr. Arnaud Bernaert, SVP Strategy, Business Development and Mergers & Acquisitions, Philips Healthcare

Arnaud is head of Global Strategy, Business Development, and M&A for Philips Healthcare, the \$11B in sales unit of Royal Philips. Based in Boston, his team also supports acquisition projects for Philips Lighting and Philips Consumer Lifestyle when targets have a footprint in Region North America.

Formally the SVP and CFO for Philips Home Healthcare Solutions, Arnaud joined Philips 6 years ago from Baxter Healthcare, where he acted as the European Regional Controller for Baxter's \$2.5 B Business.

A Finance MBA from HEC Paris by education, Arnaud has accumulated more than 15 years of an experience in the Healthcare industry, and more recently completed about 25 M&A transactions with a particular focus on targets in the space of home healthcare, clinical decision support, imaging and image guided intervention and treatment.

Dr. Brian D. Coley, Radiologist-in-Chief, The Frederic N. Silverman Chair of Pediatric Radiology, Cincinnati Children's Hospital Medical Center, Professor of Radiology and Pediatrics, University of Cincinnati College of Medicine

Dr. Brian D. Coley received his undergraduate degree from Yale University, before completing his medical education and residency at the University of California at San Diego. Following his pediatric radiology fellowship at Cincinnati Children's Hospital Medical Center (CCHMC), he was the Assistant Director of Radiology and Chief of Ultrasound at Nationwide Children's Hospital in Columbus, Ohio. In August of 2011 he returned to CCHMC as Radiologist-in-Chief and Professor of Radiology and Pediatrics. Dr. Coley is the author of over 90 scientific papers and multiple book chapters. He has active leadership roles in many organizations, including the American College of Radiology, The Society for Pediatric Radiology, and the American Institute for Ultrasound in Medicine.

Dr. James Foght, Chairman of the Board Illinois Ventures

James L. Foght, Ph.D. is the Managing Partner of Foght Enterprises, L.L.C., where he focuses on international business advisory services. Dr. Foght also serves as Chairman of Illinois Ventures LLC, a seed and early-stage technology investment firm focused on research-derived companies in information technologies, physical sciences, and life sciences, with a particular emphasis on those deriving from research conducted at the University of Illinois and other regional research institutions and federal laboratories. He also serves as a Board Member of Illinois Emerging Technology Funds and their Investment Committee. Dr. Foght also serves as Board Member and is responsible for business development for Pinnacle Biologics, a global biopharmaceutical company specializing in revitalizing healthcare therapies by promoting, developing, and managing innovative approaches to the global commercialization of products in the oncology and specialty areas. Dr. Foght is Chairman of the Board of PharmaIN, Inc. (Seattle, Washington).

Dr. Foght earned his M.S. and Ph.D. in organic chemistry with minors in biochemistry and microbiology from the University of Illinois and holds a B.S. from the University of Akron. He acts as an Advisor to the Chemistry Departments to both universities. Dr. Foght is a Board Member of TurtleWill, a charity supporting tribal self-help activities in Africa. Dr. Foght is a former Board Member for Cambridge Antibody Technology (Cambridge, UK), Acrux Limited (Melbourne, Australia), Ovation

Pharmaceuticals (Lincolnshire, Illinois) (now Lundbeck Inc.) and African Wildlife Foundation (Washington, DC and Nairobi, Kenya).

Mr. Brian Friedman, Managing Director, First Analysis

Brian Friedman is a Managing Director in Investment Banking at First Analysis. First Analysis is a 30 year established research driven investment bank and venture capital fund, currently investing from its 12th fund. Prior to joining First Analysis in 2010, Mr. Friedman was an Executive Vice President and Co-Head of Investment Banking at National Securities Corp, where he managed more than 40 capital markets and M&A transactions. As a founder and managing director of Robotics Ventures, a subsidiary of National Securities, he led investments into successful companies such as Mako Surgical and iRobot. Prior to his time at National, he was an associate at Liberty Hampshire Co. (now Gugenheim Partners). Mr. Friedman holds a Bachelor's degree in finance from the University of Iowa and a J.D./MBA from IIT Chicago Kent College of Law.

Dr. Ferenc A. Jolesz, B. Leonard Holman Professor of Radiology, Director Division of MRI and National Center for Image Guided Therapy Department, Brigham and Women's Hospital Harvard Medical School

Dr. Jolesz is the B. Leonard Holman Professor of Radiology in the Department of Radiology at Brigham and Women's Hospital and Harvard Medical School. As the Director of Advanced MR Imaging at the Harvard Neurodiscovery Center and the Director of the Magnetic Resonance Imaging Division and the Image-Guided Therapy Program at the Brigham, he both oversees and participates in clinical practice and translational research.

A native of Budapest, Hungary, Dr. Jolesz completed his medical training (including a Residency in Neurosurgery) before moving to the United States in 1979. Following his arrival in Boston, he served as a Research Fellow in Neurology at the Massachusetts General Hospital and in Physiology at Harvard Medical School. By 1985, he had completed a Residency in Diagnostic Radiology and a Fellowship in Neuroradiology at the Brigham and Women's Hospital.

Dr. Jolesz is a member of the Institute of Medicine of the National Academy of Sciences. He received the Outstanding Researcher Award from the Radiological Society of North America and the Gold Medal of the International Society for Magnetic Resonance in Medicine. He is also an honorary member of the Hungarian Radiological and Neuroradiology Society and a member of the Hungarian National Academy of Sciences. In addition, Dr. Jolesz holds an honorary doctorate in medicine from Semmelweis Medical School and Kaposvar University in Hungary. He also received a Fulbright Scholarship.

In 2006, the Ferenc A. Jolesz Chair in Radiology was established. The endowment was granted to Clare Tempany, MD.

Mr. Adam Koopersmith, Partner, New World Ventures

Adam joined New World Ventures in 2004 and primarily focuses on bringing to market novel SaaS applications, interactive marketing solutions and interactive health applications. Prior to joining New World Ventures, Adam held various senior operating and business development roles at Sportvision (the world's leader in technology-based enhancements for live sports programming, and a New World Ventures portfolio company), helping the company grow from the "business plan" stage to eight figures in annual revenue. Prior to Sportvision, Adam worked at Berkshire Partners, a leading private equity investment firm with \$11.0 billion of capital under management. His experience at Berkshire included investment evaluations and closed transactions in several industries, including business services, retail and manufacturing, in addition to significant work helping portfolio

companies achieve their strategic objectives. Before joining Berkshire, Adam worked as an investment banker for Alex Brown (now Deutsche Bank) and participated in a broad range of merger and acquisition and public equity transactions for mid-sized companies.

Adam currently serves on the Boards of Advantage Optics, Alliance Health Networks, Firm58, HyperQuest, Kontiki and Sittercity, and works closely with Retrofit. Adam also serves on the Investment Committee for the Illinois Innovation Accelerator Fund (i2A) – a seed-stage investment fund, and on the Board of Excelerate Labs, a mentor-driven seed investment program based in Chicago. Adam graduated with a B.S. in economics with concentrations in finance and international management from the Wharton School at the University of Pennsylvania and his M.B.A. from the Kellogg School of Management with concentrations in organizational behavior and decision sciences.

Ms. Helen C. “Kate” Liebelt, Manager, Audit and Enterprise Risk Services, Deloitte & Touche LLP

Kate is a seasoned healthcare strategy, risk and compliance consultant whose clients include domestic and international hospitals, healthcare systems, as well as pharmaceutical and medical device companies, and not-for-profit associations. Kate serves as Vice Chair of the Center for Healthcare Innovation's Strategy Group. As 2011 President of the Chicago Health Executives Forum, the largest chapter of the American College of Health Executives, she coordinated education, networking, and advancement opportunities for more than 1,900 greater Chicago-area hospital, insurance, and pharmaceutical executives. Kate also serves on the national editorial board of the American College of Healthcare Executives, serves as national sponsorship chair for Women in Bio, and serves on the board of Biologue Chicago, a networking organization for life sciences professionals. In 2012, she founded the Healthcare Leaders Innovation Forum, a platform for healthcare industry networking and international exchange.

Dr. Christine Lorenz, VP Collaborations, Siemens Healthcare

Dr. Lorenz is currently Vice President, Collaborations, North America, Siemens Medical Solutions USA, Inc., responsible for governance and coordination of collaborations with Siemens' research partners, with a focus on multi-modality research and projects addressing healthcare system-wide challenges.

Prior to joining Siemens, Christine obtained her PhD in biomedical engineering and held several faculty positions in radiology, cardiology, and biomedical engineering at Vanderbilt University and at Washington University in St. Louis, and was granted tenure in cardiology at Washington University. Her specialty was cardiovascular imaging, specifically with MRI, using imaging to study cardiovascular pathophysiology. During this period she also worked closely with multiple industrial partners to develop and improve medical imaging applications for commercialization.

She joined Siemens Medical Solutions in the United Kingdom in 2000 as a Senior MR Scientist, and has since held a series of R&D management positions with Siemens Healthcare in Germany and Siemens Corporate Research in the USA. From 2003-2012, her team's work was focused on developing procedures for image-guided minimally invasive procedures, with emphasis on MR and X-Ray guided procedures, and her group collaborated with a wide variety of academic and industrial partners in this field. She and her group were also responsible for managing research relationships with a number of institutions in the US as well as in Europe for Siemens Healthcare, with a focus on translating research results into improved products for Siemens. In May 2012 she took on her current position, bringing her past history in academic medicine, industrial R&D, and academic-industrial partnerships to apply across Siemens Healthcare.

Ms. Nina Nashif, Managing Director at Sandbox Industries and Founder at Healthbox Accelerator

Nina Nashif is a Managing Director at Sandbox Industries, a start-up foundry and early-stage venture capital firm, where she leads new business development and strategic initiatives. She is also the Founder and CEO of Healthbox, a business platform created to stimulate global innovation and entrepreneurship in the health care industry. Healthbox is one of the first of its kind focused exclusively on the healthcare industry.

Nina is best known for her expertise in creating entrepreneurial ventures and leading high performing teams to achieve results. Her background includes more than ten years of global business experience within very different organizational settings. Prior to joining Sandbox, she was on the executive leadership team of Sg2, a private healthcare analytics and consulting firm, where she founded and led the international division based in London, England. While at Sg2, she worked with both the public and private health care sectors in more than ten countries around the world, including the United Kingdom, United Arab Emirates, Thailand, Singapore, Hong Kong and Australia. Her professional experience also includes tenure as a consultant to the leadership team of the Health Authority Abu Dhabi, Director of Market Development in the International Services Division of The Methodist Hospital in Houston, Texas and Co-Founder of a Turkish cotton textile business in New York/Istanbul.

Nina received her undergraduate degree from the University of Illinois at Urbana-Champaign and her Master of Science in Health Administration from Washington University School of Medicine in St. Louis, Missouri.

Dr. David Paushter, Chair of Radiology, University of Chicago Medical Center

Dr. Paushter is the Professor and Chair of the Department of Radiology at the University of Chicago. Prior to his time at Chicago, Dr. Paushter was the Chair and Medical Director in the Department of Radiology at MacNeal Hospital, and was the Section Chief in Abdominal Imaging at the Cleveland Clinic. Dr. Paushter received his B.A. from the University of Rochester, and his M.D. from Case Western Reserve University before a residency in Diagnostic Radiology at the Cleveland Clinic and a fellowship in Abdominal Imaging from Georgetown University. Dr. Paushter is a Fellow with the American College of Radiology and the American Institute of Ultrasound in Medicine. His current national involvement with the American College of Radiology focuses on quality assurance and efficiency in imaging as well as healthcare economics.

Mr. Israel Raz, Vice President, Extera Partners

Israel Raz is an accomplished senior executive with over 20 years of global experience leading business strategy, product and business development, go-to-market planning, and global commercialization of innovative medical devices for diverse markets for companies ranging from startups to Given Imaging and GE Healthcare.

Israel has extensive experience in Radiation Oncology, Gastroenterology, Nuclear Medicine, PET/CT, Molecular Imaging, Cardiovascular Ultrasound, Cardiac and Neurological Surgical Monitoring, Neurodiagnostics, Epilepsy and Sleep Monitoring, and Hearing Assessment. Israel's industry experience was preceded by academic teaching and research at Northwestern University.

Israel holds an M.A. in Audiology from Tel-Aviv University School of Medicine, a Ph.D. in Speech & Hearing Sciences from the University of Kansas, and an Executive MBA from The Kellogg Graduate School of Management at Northwestern University.

Dr. Shimon Reisner, Associate Director, RAMBAM Health Care Campus, Israel

Professor Shimon Reisner is a graduate of the Sackler Faculty of Medicine at Tel Aviv University. He is Israeli Board Certified in Cardiology and Health Administration.

Professor Reisner obtained clinical training in Cardiology at Rambam Medical Center in Haifa and at the University of Rochester Medical Center in Rochester, New York.

Until 2004, he headed the Noninvasive Cardiology Unit at Rambam Medical Center. In 2005, he joined the executive staff of Rambam serving as the first Head of the R&D department and later as the Associate Director of the hospital. In 2008 he completed M.H.A. degree at the University of Haifa.

Professor Reisner's main research and clinical interests are in the fields of novel methods in cardiac imaging, valvular heart disease ,and cardiomyopathies and health economics.

He is a Retired Colonel from the Israel Defense Forces Medical Corps and is very experienced in medical management under emergency conditions.

Dr. Jim Thompson, VP for Medical Affairs, McKesson

Jim Thompson, MD is a Physician Executive with McKesson Provider Technologies in their Product Management Organization. His role in Product Management includes industry analysis, governmental regulations and strategic directions for McKesson, as well as working with existing customers who have a McKesson environment. He has current specialty certification from the American Board of Internal Medicine and the American Board of Emergency Medicine. His clinical career began in Internal Medicine and from 1986-2005, he was a staff Emergency Physician at Central DuPage Hospital. Past positions include Assistant Professor of Medicine at Loyola University Medical Center, Director of Central DuPage Hospital Urgent Care Centers, and from 1997-2009, Medical Director of Informatics at Central DuPage Hospital. During Dr. Thompson's tenure at Central DuPage, he installed an enterprise Electronic Health Record system built around a central data repository, ultimately installing McKesson's Horizon Clinicals as the core. Central DuPage is now a top-100 Hospital, garnering a 100 Most Wired award almost every year. Dr. Thompson has made a number of presentations at national gatherings of physicians and other health leaders, including several at HIMSS, HFMA, AHA Leadership Summit National Conference and Northern Illinois CIO conference.

Mr. Hisashi Tachizaki, General Manager, R&D Center, Toshiba Medical Systems

Mr. Tachizaki has worked in medical imaging for over 23 years. He received his Master's degree of Mechanical Engineering at Tohoku University in Japan in 1989 in biomechanical research. Following graduation, he joined Toshiba Corporation and worked as a mechanical engineer developing continuous rotating gantries for Toshiba's premier CT systems. He later worked as a CT system engineer and he lead the development of Toshiba's multislice CT system. After 12 years as CT engineer, Mr Tachizaki worked with Toshiba America Medical Systems in the United States, involved in research projects that validate Toshiba's CT products in the medical community as well as CT product marketing. He returned to the CT development department in Japan after 4 years and he lead the CT systems development projects as well as CT research projects in the global medical community. With over 22 years of experience in CT engineering and research, he moved to Research & Development Center of Toshiba Medical Systems Corporation and now leads R&D works and clinical research projects as General Manager, R & D Center and Clinical Application Research Center, Toshiba Medical Systems Corporation.

Mr. Don Woodlock, Senior Vice President, Growth and Transformation Initiatives, GE Healthcare IT
Don Woodlock is a Senior Vice President for GE Healthcare IT, a \$1B+ segment of GE Healthcare. GE Healthcare IT is a global leader in delivering information technology solutions that support high-quality and cost-effective care through business, clinical and imaging applications covering settings from the physician office to the integrated delivery network.

Don is responsible for driving key growth and transformation initiatives for the company including Digital Pathology, Image Exchange, emerging market development, and product management transformation. For the previous five years, Don was responsible for a several hundred million dollar business serving multiple hospital departments including radiology, cardiology, pathology, labor and delivery, ICU, and ORs with advanced clinical IT solutions. This business is the market share leader and serves 4,000 customers in 50 countries with over 1,500 passionate employees across the globe. Don is has the transformation to agile software development across this global, multi-location, 500+ product developer organization.

Don has served in the Healthcare IT space for over 20 years in nearly all segments of the market including managed care systems, revenue cycle management, electronic medical records for inpatient and ambulatory environments, departmental clinical systems, and image management and workflow systems.

In addition Don is the most popular video lecturer on System Dynamics in the world – currently with over 35,000 views.

Don holds a Bachelor of Science in Electrical Engineering from the Massachusetts Institute of Technology. He currently lives in the Chicago area with his wife and two children. His hobbies include running, playing guitar and spending time with his family.

Mr. Neil Wyant, Managing Director, Fir Hill, LLC, Everett Partners, LTD.

Neil Wyant is the Managing Director of Everett Partners, Ltd., the venture investing arm of the Kanfer family and the Managing Director of Fir Hill, LLC, a venture services business. He serves as a Director of several early stage companies including Omek Interactive, Ltd., P-Cure, Ltd., HeadSense, Ltd. and Great Lakes Pharmaceuticals, Inc. and is Chairman of the Targetech Innovation Center, a technology incubator in Netanya, Israel. In addition, he also serves as a Board member of the Ohio Venture Capital Association.

Mr. Wyant is an experienced entrepreneur and commercialization expert. He has been involved with technology commercialization for over 25 years. His experience ranges from the protection of intellectual property, licensing, and new venture formation, to prototype demonstration and the sale of new products and services. He has been a manager or advisor for companies in a variety of industries including advanced imaging, health services, alternative energy, and food technology. His work experience also includes over six years as a manager of the licensing and venturing arm of the University of Chicago where he was responsible for building and managing a portfolio of intellectual property for the University of Chicago and Argonne National Laboratory. Prior to his technology commercialization work, Mr. Wyant held various sales and marketing positions at a multi-national industrial gas company.

Mr. Wyant holds B.S. degrees in chemical and biomedical engineering from Northwestern University and an M.B.A. in marketing and finance from the University of Chicago.

Mr. Nevin Zimmermann, Chief Technology Officer, IT & Process Excellence, GE Healthcare

In this role, Nevin is developing a strong partnership between infrastructure and the P&L teams, while driving operational excellence, system architecture and technical innovation. He also leads the team responsible for supporting hosted solutions for more than 200 customers globally with annual revenues of \$90M.

Prior to this, Nevin was the IT Integration Leader for the Abbott integration, and before that he was the Chief Information Officer for Global Diagnostic Imaging. He joined GE Healthcare in 2004 as the CIO for Technologies.

Nevin joined General Electric Company in 1999, serving in roles of increasing responsibility at several divisions, including NBC, Consumer, and Industrial where he earned his Master Black Belt certification.

Prior to joining GE, Nevin worked for Chemical Bank, Merrill Lynch and Pepsi. Nevin holds a B.S. in Business Management with a Minor in Computer Science from Ithaca College.

Nevin spends his free time with his wife Margo and their two boys, Jake and Josh, and enjoys jogging, biking and skiing.

Israeli Companies



Aspect Imaging: Aspect Imaging is the world leader in the design and manufacture of compact, high-performance MRI systems

Check-Cap: Check-Cap is developing an ingestible imaging capsule that utilizes X-rays to screen for pre-cancerous polyps and colorectal cancer, or CRC.

InSightec: InSightec is the pioneer and global leader in MR guided Focused Ultrasound Surgery (MRgFUS).

Medic Vision: Medic Vision specializes in universal add-on turnkey solutions for image enhancement in diagnostic imaging.

P-Cure: P-Cure Ltd. is developing and marketing an innovative patient-focused solution for the Proton Therapy (PT) market, reducing costs of building and operating proton treatment centers and improving patient outcomes.

Trig Medical: Trig Medical's products leverage position tracking and ultrasound imaging technology to give physicians, nurses and midwives images and information to improve care, focusing in labor and delivery.



Aspect Imaging is the world leader in the design and manufacture of compact, high-performance MRI systems. It's world-class M2™ compact high-performance MRI imaging system enables unique applications of MR imaging in markets where conventional MRI is too expensive, too complex to install and operate, and limited due to its large footprint and need for a shielded facility. Because the M2 has virtually no fringe magnetic field, the instrument can be wheeled anywhere in a working lab, clinic, core imaging facility or even behind a pre-clinical animal barrier. Aspect's **clinical program** plans to use the M2 to perform high-throughput, high-quality MR screening of patients' wrists anywhere in a hospital because the system is safe and requires no shielding, specialty power or cooling. For **advanced industrial markets**, Aspect's M2 platform provides unmatched real-time quantitative results for rheological applications in agricultural, food processing, biofuel and process control verticals. In addition, Aspect also produces a state-of-the-art NMR platform with the same benefits of the M2 system for inline and bench-top measurement and real-time analysis of liquid composition that is essential in crude oil, FCC and petrochemical production. In the **pre-clinical market**, Aspect Imaging's M2 high-performance permanent magnet and gradients are used in Bruker's industry-leading 1-Tesla compact ICON™ system for pre-clinical research as well as Mediso's nanoScan® integrated whole-body pre-clinical PET-MR and SPECT-MR systems. In addition, the M2 compact high-performance MRI imaging system is also being marketed for 3D MR-based histology applications where requirements for exquisite results, affordability, portability, safety and ease-of-use are easily met by the M2 platform.

Contact:

Robert Sandler
SVP, Marketing Aspect Imaging
T. 416.274.8166
E. rsandler@aspectimaging.com

www.aspectimaging.com



Check-Cap is developing an ingestible imaging capsule that utilizes X-rays to screen for pre-cancerous polyps and colorectal cancer, or CRC.

Check-Cap is a young and dynamic medical device company focused on the development of gastrointestinal imaging devices.

Founded in early 2005, Check-Cap recruited a team of world-class experts in physics, software engineering, electronics, mechanics and physiology.

Check-Cap is developing an ingestible imaging capsule that utilizes X-rays to screen for pre-cancerous polyps and CRC. The technology doesn't require bowel cleansing necessary for other screening methods, such as colonoscopy, CTC, and other currently-available capsule-based technology. The patient-friendly solution is designed to be attractive to physicians and patients, thereby increasing the number of people willing to undergo screening for CRC. The Check-Cap imaging capsule is being developed to create a 3D reconstructed image of the colon and to detect clinically significant polyps with a very high degree of sensitivity. The imaging capsule, which will be swallowed by the patient, is designed to be propelled by natural motility through the gastrointestinal tract and excreted naturally with no need for retrieval for data collection.

Unlike other CRC screening methods, this process will not disrupt a patient's normal activities or require fasting.

www.check-cap.com

Israel address:

Abba Hushi Ave., P.O.B 1271, Isfiya 30090, Israel.

Tel: 972 (4) 8211258

fax: 972 (4) 8211267

U.S. address:

c/o Thomas Sax

181 West Madison, suite 3500, Chicago, Illinois 60602

Tel: 1-312-261-2114

fax: 1-312-261-1114



Founded in 1999, InSightec Ltd. is privately held by Elbit Medical Technologies, General Electric, MediTech Advisors, and employees. InSightec developed the breakthrough MR guided Focused Ultrasound technology and transformed it into the next generation operating room. Headquartered in Israel, the company has over 120 employees and has invested more than \$150 million in research, development, and clinical investigations.

The company's system ExAblate has won several awards for innovation, including the Wall St. Journal Technology Innovation Award and the European Union's IST grand prize. Time Magazine recently included it among the 50 best inventions.

The ExAblate system is the first system to use the MR guided focused ultrasound (MRgFUS) technology that combines MRI and high intensity focused ultrasound to thermally ablate tumors inside the body non-invasively. The uniqueness of MRgFUS in its ability to monitor treatment outcome and control treatment parameters to achieve the planned outcome in real time.

At the present time, the system is used to treat multiple commercially approved and research applications including uterine fibroids, pain palliation of bone metastases, breast cancer, prostate cancer, liver tumors as well as various brain disorders like essential tremor and neuropathic pain.

Corp. Office:

5 Nachum Heth St.
Tirat Carmel 39120, Israel
T: 972 4 8131313, F: 972 4 8131322

US Office:

4851 LBJ Fw., Suite 400
Dallas, TX
T: 214 630 2000, F: 214 630 2900

info@insightec.com | www.insightec.com

MEDICvision

IMAGING SOLUTIONS

The Company Medic Vision, established in 2006 in Israel, specializes in medical imaging solutions. Medic Vision's proprietary algorithms and technology provide fast and precise image enhancement for CT and other platforms.

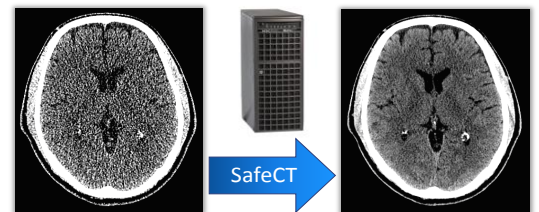
The Market CT radiation has become a major health concern. CT exposes patients to the highest radiation doses, significantly increasing the possibility of fatal cancer, especially for children. Over 10,000 CT scanners are currently in use in the USA (30,000 worldwide) performing ~80 million CT scans yearly. The US FDA defined the reduction of CT radiation as radiology's top priority.

The Problem CT Vendors offer dose reduction solutions for their new top-of-the-line models only, yet, the majority of the current installed base is left without a suitable solution.

The Solution Medic Vision's FDA-cleared SafeCT is a turn-key solution that enables a dramatic dose reduction in CT scans without compromising image quality or diagnostic information.

The Technology Medic Vision's proprietary patented volumetric iterative image reconstruction algorithms dramatically enhances the SNR (Signal-to-Noise Ratio) of low-dose CT images generated by CT scanners, offering dramatic CT dose reduction with no trade-off in terms of image quality and diagnostic value.

- Product Benefits**
- Answers radiologists' top concern: reduces CT radiation & improves patients safety
 - Image quality of the processed low-dose studies equivalent or better than that of conventional full-dose CT, with no compromise in diagnostic data.
 - Cost-Effective – no need to replace exiting CTs by new high-end products capable of reducing radiation doses.
 - SafeCT simultaneously serves any number and any type of CT scanners connected on the network. No CT left behind.
 - Seamless integration into the department workflow. No technologist intervention. No anatomy-specific or pathology-specific settings required.



Reference Customers SafeCT was first released in July 2011. Today, Medic Vision has a substantial number of reputable reference sites, including UPMC (Pittsburgh, PA), MGH (Boston, MA), Mayo Clinic (Rochester MN), Cedars-Sinai (Los Angeles, CA), IHS (San Diego, CA) and others. To date, over 100,000 patients were scanned with low-dose CT protocols using SafeCT.

Contact Mr. Eyal Aharon, CEO, +972-54-800-4500, eyal@medicvision.com, www.medicvision.com

P-Cure

innovation for all

P-Cure Ltd. is developing and marketing an innovative patient-focused solution for the Proton Therapy (PT) market that can significantly reduce costs associated with creating and operating proton treatment centers and significantly improves patient outcomes. The advantage over all incumbents is: a) a system which moves the patient and not the proton beams; b) utilizing proprietary software to position the patient for maximum efficacy of treatment (P-ART).



P-Cure integrated solution

The Proton Therapy Challenges

With a cost of between \$150 and \$200M, proton centers are expensive and take several years to build. As a result, there are only 10 centers in operation in the U.S. and less than 40 worldwide. Current technology for delivering proton beam therapy involves three-story high gantry systems weighing close to 200 tons, and smaller fixed-beam systems that treat a limited number of indications. Most existing centers include both configurations, with the majority being gantry treatment rooms.

The P-Cure Solution

The P-Cure solution affords increased flexibility for fixed-beam settings, with the ability to treat a significantly larger number of indications. This reduces the need for the larger and expensive gantry systems, with a corresponding increase in patient throughput. As a result, customers benefit from significant reductions in construction, equipment, and facility costs.



Gantry – Massive, expensive

The system includes an integrated solution with on-line 3D imaging, robotic patient positioning, and on-line treatment plan adaptation.

The entire workflow is managed by P-ART™, the proprietary patient positioning system offering the following benefits:

- Increased flexibility and patient throughput for fixed-beam settings.
- On-line 3D imaging with high quality soft tissue information. More accurate characterization of tumor location and orientation, increased treatment efficiency and effectiveness.
- On-line treatment plan optimization which takes into account tumor changes with each visit.
- Integrated and streamlined workflow controlled by P-ART™, potentially requiring one operator.

Contact : Elka Nir Elka@ELeadIN.com, www.p-cure.com



Trig Medical, Inc. is an Israeli-based health technology company specializing in labor progression management and interventional ultrasound guidance. LaborPro, is a labor and delivery progression management system that provides noninvasive, ultrasound-based, accurate assessment of critical parameters during labor and delivery. Trig's second product, the TrigGuide™ system, enables physicians to independently position both the needle and ultrasound transducer for the safest target access and best imaging during ultrasound guided interventional procedures.

Key Features

- Free hand in-plane and out-of-plane guidance
- Prospective needle path planning for optimal approach
- Real time display of needle position throughout the procedure
- Compatible with virtually any ultrasound system and interventional device
- Short learning curve

Interventions Have Never Been Easier

With the TrigGuide system, physicians simply attach a sensor to the biopsy needle or any other interventional tool and to the ultrasound transducer. TrigGuide then overlays easy-to-read graphics on the real-time ultrasound image, showing how to position the needle in three-dimensional space.

The system registers the needle in line with the target before it penetrates the skin, predicting the precise path the needle should take to the lesion.

After the needle is inserted, physicians receive real-time feedback showing the exact position of the needle at all times, enabling them to perform 3D verification of the needle tip position.

Optimize Your Approach

The TrigGuide system generates an overlay on the ultrasound image, providing guidance directly to the target lesion. Employing advanced 3D targeting technology, TrigGuide supports both the conventional 'In-Plane' as well as 'Out-of-Plane' approaches.

The ability to approach target area from virtually any direction provides complete optimization of both imaging angle and insertion path.

Physicians are free to select the best approach prior to needle insertion. Lesions in complex locations can be accurately and safely accessed Out-of-Plane. As a result, the Out-of-Plane approach may be easier and quicker for many applications.

www.trigmed.com