



The Israel Export & International Cooperation Institute

Life Science



Israel Healthcare IT Mission to Ohio

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Many Israeli companies in the field of life science have developed cutting edge technologies used by Israeli hospitals and healthcare providers, and Israel is known throughout the world as a center for innovation and technology, particularly in life sciences.

With the goal of bringing this cutting edge technology to North America, a delegation from the Life Sciences branch of the Israel Export and International Cooperation Institute (IEICI) attended the Ohio-Israel Healthcare IT Mission in January.

Over the period of a week, a series of meetings were orchestrated by David Furst, Director of the Life Sciences Industry of the IEICI and SGI headed by Howard Gudell and David Silk based in Cleveland, USA.

The Ohio-Israeli Healthcare IT Mission effectively put 13 Israeli companies (Bircon, Civnet, Cognifit, Contact Vision, dbMotion, eWave, ExactCost, iMDsoft, ITRR, Labonet, Medic4All, Polytex, and Rambam Trauma department) together with the prospective clients who might buy their products and services at the major healthcare institutions across northeastern Ohio.

"This was not just a delegation," said Furst, "It was an event. In four days we visited three cities - Cleveland, Beachwood, and Akron. The event proved to be highly successful for the Israeli high tech industry in general, and specifically for the Life Sciences sector."

Akron, Ohio is a major partner with the Targetech Innovation center (a Technology Incubator in Natanya, Israel). In both the Cleveland suburb of Independence, and in Akron, mayors, presidents of commerce, legislative aides, and people intricately involved in both legislative functions for the state and healthcare attended the meetings and open sessions. They are definitely moving toward an Israeli picture of patient centric healthcare in the area (Ohio).

"Dr Michaelson, head of the trauma unit, and Ms Gila Hyams, Director of Nursing and Trauma Coordinator at Rambam held lectures on the subject of dealing with Mass Casualties situations in hospitals," said Furst.

"Hundreds of doctors attended the lectures. The response was extremely positive, and as a result, a delegation of doctors from the US is expected to arrive in Israel to attend a week of practical training on the topic of trauma systems and mass casualty situation."

The week was exceptional in both the types of organizations that the delegates met with and the level of the people they spoke to. Israeli delegates met with top officials from area hospitals, medical and research institutions, healthcare providers, venture capital organizations, insurance companies and others involved in healthcare IT products and solutions.

Local government and business leaders hope to persuade the Israeli companies that the Akron-Cleveland market is an ideal region to locate to because of its concentration of hospitals, universities and manufacturing strengths in polymers and advanced materials.

According to David Furst, Israeli companies were struck by Ohio's willingness to invest in bioscience and health care. "The response received from those participating in the delegation was incredibly positive. They were exposed to entities with strong influence in the local medical industry, including CEOs of companies, hospitals and mayors, as well as Ohio's Deputy Governor," said Furst.

DbMotion Ltd., an Israeli medical informatics company, is used by Israel's biggest healthcare organization, Clalit Health Services, to link healthcare providers at Israeli hospitals, clinics, pharmacies, labs and imaging centers. Dr. Ran Goshen, dbMotion's chief medical officer, felt optimistic about the visit, commenting that he

is confident a transaction will transpire in the not-too-distant future.

It was noteworthy that while dbMotion went in to every situation being the best known Israeli company (the company has a division in Atlanta as well as an \$84 million initiative with the University of Pittsburgh Medical Center), every one of the prospects were viewed as being perfect for Ohio in the long run.

Talor Sax, director of healthcare IT for eWave, was impressed by the bioscience infrastructure in Northeast Ohio.

Yossi Mazel, vice president of sales and marketing for CogniFit, an Israeli company that provides brain exercise software for the elderly, feels positive about the company's MindFit software being marketed to America's aging baby boomer population, and also commented on being impressed with the potential in the area.

Israel boasts 900 Life Science companies, more than half of which are developing or making medical devices, and the rest are involved in biotechnology and pharmaceuticals