



**Mission Statement:**

**Securing personal health** through comfortable, smart-digital garments, providing hospital quality vital signs for continuous tele-monitoring and alerts, while maintaining users' life-style.

**The need:**

Most people want to preserve their health, while avoiding the "penalty" of medical checks or any limitation to their life-style. However, these conflicting needs create a situation where most fatal or life-quality-degrading events are detected late, when medical treatment is less effective and more expensive. The no. 1 cause of such events is heart-related, worldwide.

There is a need, therefore, for a cardiac health monitoring system that will continuously check the health status of an individual, covering a significant portion of the wide spectrum of heart-related health hazards that might cause a significant life style change/limitation, providing the needed alert as early as possible – all this with no significant limitation to the normal life and with very high reliability. Preferably, no invasive intervention should be needed for the system, nor should limiting wearable devices be needed, as the system's major goal is to allow the individual to continue his/her normal life, until a potentially dangerous health situation arises. The strongest need is for people who suffered a first-time heart event, 33% of whom require repeat hospitalization within a few months.

**Technology & Products:**

The Master Caution® system is a continuous seamless health monitoring and alert system. Based on a unique wearable Smart-Garment with proprietary embedded textile-sensors, its command and control unit (a regular mobile smartphone application), continuously analyzes the sensors' outputs and determines whether an alert should be issued. The alert may be personal or by remote monitoring 24/7 services in the cloud. Main events covered: Arrhythmias, Ischemia and Acute Myocardial Infarction. Sensors include **intensive care quality** 12-15L ECG and other. We aim to target the predominant heart-respiratory related events that are also associated with reduced Quality of Life in which an early intervention might significantly make a difference. Advanced adaptive algorithms enable automatic dynamic personalization and accurate alerts with very low false alarms. The undershirt is designed for comfortable continuous wearing, with various male and female styles. It is machine washable and containing rechargeable battery that lasts 24-72 hours.

**Market & competition:**

In the USA, there are more than 5M relevant hospitalizations annually, with a repeat hospitalization need for 1.5M people within 3 months. The cost exceeds \$240B. Also, there are more than 9M physician visits with heart-related diagnosis, 10% of which are 1<sup>st</sup> time events. In China, 3.5M annual deaths are heart-related events; 33% of the survivors experience another heart-attack within 9 months; **250M people** are at risk.

Unlike invasive devices that offer both diagnosis and active intervention, Master Caution® is non-invasive and very easy to adopt, and thus is a natural "first step" before more drastic solutions.

Unlike commercially available wearable devices which are fitness oriented or tele-medicine services with partial coverage (1-5L only), requiring active actions and life-style adjustments, the Master Caution® system provides independent, passive, **intensive care quality monitoring** without affecting regular daily behavior.

**Business Model:**

Products are sold to service providers (hospitals, short- & long-term care centers etc.) in B2B model. The company will introduce a revolutionary B2C model: users may purchase by Internet, get service by local entities (pharmacies, home-care services) and an on-line UBER-like cardiologist's e-service available 24/7. Users pay monthly fee, usually covered by their health insurance.

**Team:**

**Israel Schreiber**, CEO, one of the most experienced medical-devices' leaders, with USA-China-EU-Japan-Korea proven successes, is leading the company with **Dr. Yoram Romem**, Chairman, a highly experienced hi-tech executive in the international arena and Expert Systems professional.

**Dr. Gary Sagiv**, leveraging his successful worldwide medical-devices commercialization experience, CCO.

**Prof. David Hasdai**, Head of Cardiac Intensive Care, Beilinson medical center, Medical Director.

**Amos Shattner**, experienced manager of leading textile & hi-tech global companies, Director & CFO.

The **Active Scientific Board** - a gallery of outstanding Scientists and Physicians:

**Prof. Aaron Ciechanover**, Nobel Prize laureate, Technion

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**Prof. Yechezkel Sidi**, Head of Internal Medicine, Sheba medical center

**Prof. Jacob Glazer**, Head of Health Economics, Tel-Aviv University



**Industry:**

Wearable Medical Devices  
Smart Clothing  
Telemedicine  
mHealth, eHealth

**Company Launch Date:**

August 2010

**Intellectual Property:**

10 patents Granted/Allowed  
20 patents in process  
FDA 510(k) Clearance  
CE Approval

**Current Stage:**

Clinical test Israel, Ireland  
Start sales to partners  
Beta site USA 1Q18

**Market size:**

USA \$12B  
Worldwide \$60B

**Contact Information:**

[www.healthwatchtech.com](http://www.healthwatchtech.com)

Email:

[yoram.r@healthwatchtech.com](mailto:yoram.r@healthwatchtech.com)