EarlySense Launches in Europe the Most Advanced Contact-free Patient Monitoring System at Medica 2011

Duesseldorf, Germany, and Ramat Gan, Israel, October 31, 2011--- EarlySense announced today that the Company will launch its contact-free patient monitoring system in Europe at MEDICA in Duesseldorf, November 16 - 20, 2011. Live demonstrations of the EarlySense system will be available at the EarlySense booth (Hall 16 / Booth G37) throughout the conference.
The company also announced today it will hold a press meeting at the EarlySense booth on Thursday, November 17 at 3 p.m. and a special Patient Safety Workshop on Friday, November 18 at 3 p.m. in Hall 3/CCD Sued, Room 12. The workshop will be hosted by company CEO Mr. Avner Halperin and patient safety industry expert Eyal Zimlichman, M.D., a researcher from the Center for Patient Safety Research and Practice, Brigham and Womens Hospital and Harvard Medical School in Boston, MA, USA. Both will be available for interviews by the press at this time.

The EarlySense system automatically and continuously records and documents a patients cardiac, respiratory and motion parameters using a contact-free compact sensor placed under the patients mattress and which never touches the patient. The system alerts the nursing staff, when thresholds are crossed. The system also alerts, if there are significant changes in a patients condition, if a patient needs turning in order to avoid pressure ulcers or if a patient has left or fallen off the bed.

All patient information is displayed on a bedside monitor, at the nurses station and on a large screen display in the department. In addition, in order to ensure timely care, nurses receive alerts on their hand held devices.

The EarlySense system is FDA cleared and has a CE mark for hospital and home use.

EarlySense CEO Mr. Avner Halperin stated, "Changes in heart and respiratory rates are the first indicators of patient deterioration. By catching these changes early, medical teams can proactively intervene and provide care that will help keep patients out of intensive care and improve their recovery time. Both of these outcomes ultimately lead to financial benefits for the hospital as well. In addition, the system facilitates effective management of patient care through its management and communication tools. No other system in the market offers the same benefits as the EarlySense system, which is quickly becoming the industry gold standard."

Clinical studies in the U.S. and Europe have shown that the EarlySense system has helped medical teams to reduce the number of patient falls by 62%, and hospital-developed pressure ulcers by 74.7%. The EarlySense system was successfully launched in the U.S. earlier this year.

About EarlySense
EarlySense is bringing to market an innovative technology designed to advance proactive patient care to enable better patient outcomes. The companys flagship product is an automatic, continuous, contact-free, patient monitoring solution that monitors and documents a patients vital signs and movement. There are no leads or cuffs to connect to the patient, who has complete freedom of movement and is not burdened by attachments. The system is currently installed at several medical centers in the United States and Europe and is now beginning sales in Canada. For additional information, please visit www.earlysense.com [1].

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[1] http://www.mdtmag.com/www.earlysense.com