Patient Safety Industry Expert Dr. David Bates Joins EarlySense’s Medical Advisory Board

The Associated Press

WALTHAM, Mass.--(BUSINESS WIRE)--Oct 24, 2012--EarlySense Ltd., the market leader in proactive patient care solutions, announced today that Dr. David Bates has joined the company’s medical advisory board. Dr. Bates is an internationally acclaimed expert in patient safety. He is well known for using information technology to improve clinical decision-making, quality-of-care, cost-effectiveness, and outcomes assessment in medical practice.

Dr. Bates is Senior Vice President for Quality and Safety and Chief Quality Officer for Brigham and Women's Hospital in Boston, MA. He maintains his positions as Chief of the Division of General Internal Medicine and Primary Care at Brigham and Women's Hospital, Professor of Medicine at Harvard Medical School, and Professor of Health Policy and Management at the Harvard School of Public Health, where he co-directs the Program in Clinical Effectiveness. He also serves as Medical Director of Clinical and Quality Analysis, Information Systems for Partners Healthcare System.

“Information technology and advanced sensing capabilities are key to delivering more efficient, safer patient care. Patient monitoring technologies in particular are crucial to increasing the level of patient safety on the medical surgical floors of hospitals and rehabilitation centers, where patients have traditionally not been continuously monitored. Being able to do this in a contact-free manner, without leads or cuffs attached to the patient, may be especially useful,” said Dr. Bates.

He continued, “I actively follow the progress of the various companies developing patient monitoring technologies, including EarlySense. Clinical data suggest that the EarlySense system helps medical teams to proactively respond to early signs of deterioration and secure better patient outcomes. I am delighted to join the company’s MAB,” said Dr. Bates.

Dr. Bates has not only brought to the forefront the severity of obstacles facing patient safety today, but he has also devised a plan to address and overcome them. He has conducted many studies on how computerized, evidence-based guidelines can improve quality and efficiency. Dr. Bates has been recognized for several years by Modern Healthcare magazine as one of the “100 most powerful” individuals in U.S. health care. He has more than 400 peer-reviewed publications.

“EarlySense has had both the pleasure and the honor of welcoming several prominent and successful leaders from business as well as from the medical technology and patient safety industry to its team this year, including Mr. Peter Soderberg, Dr. Robert Wachter and Mr. Tim O’Malley. We are very proud to have Dr. Bates, a true visionary in the field, join this esteemed list and look forward to working closely with him and benefiting from his guidance in further developing our

system and proving its economic and clinical value for medical teams worldwide," said Avner Halperin, CEO of EarlySense.

Dr. Bates is a graduate of Stanford University and the Johns Hopkins School of Medicine. He began his fellowship in general internal medicine at Brigham and Women's Hospital in 1988, and he received an M.Sc. in Health Policy and Management from the Harvard School of Public Health in 1990. He has been elected to the Institute of Medicine, the American Society for Clinical Investigation, the Association of American Physicians and the American College of Medical Informatics. He serves as external program lead for research in the World Health Organization's Global Alliance for Patient Safety. He is the editor of the Journal of Clinical Outcomes Management, and the associate editor of the Journal of Patient Safety.

About EarlySense EarlySense is bringing to market an innovative technology designed to advance proactive patient care and enable clinicians to achieve better patient outcomes. The company's flagship product, the EarlySense system, is a continuous, contact-free, patient monitoring solution that monitors and documents a patient's vital signs and movement using a sensor that is placed underneath a bed mattress. There are no leads or cuffs to connect to the patient who has complete freedom of movement and is not burdened by any irritating attachments. The system is designed to monitor non-ICU 'lower risk' patients on medical surgical floors who are usually monitored by on-duty nurses once every four to five hours. The system is currently installed at hospitals and rehabilitation centers in the USA and Europe. It is also commercially available in Canada. EarlySense Inc. is headquartered in Waltham, MA. Investors include: JK&B, Pitango Venture Capital, Etgar Challenge Fund, ProSeed VC Fund (TASE: PRSD), Docor International Management, Noaber, and Bridge Investment Fund, and Peter Soderberg, managing partner of Worthy Ventures Resources, LLC and former president and CEO of Hill-Rom Holdings, Inc. (NYSE: HRC).

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