

EarlySense Welcomes Transformational Healthcare Executive and Hospital Patient Safety Advocate Mr. Paul Levy to the Company's Advisory Board

The Associated Press

WALTHAM, Mass.--(BUSINESS WIRE)--Feb 26, 2013--EarlySense Ltd., the market leader in Proactive Patient Care Solutions™, announced today that former CEO of Beth Israel Deaconess Medical Center, patient safety advocate and author of the popular blog Running Mr. Paul Levy has joined the company's advisory board.

EarlySense has introduced to the market a contact-free, continuous patient safety solution that may alert clinicians of potential adverse patient situations. This includes identifying changes in vital signs that may provide early warning signs of patient deterioration and, using advanced motion analysis, may indicate risks of falls and pressure ulcers. This empowers clinicians by allowing them to titrate their care to the individual patient, potentially enabling better outcomes and fewer adverse events. Of significance, the system measures heart rate, respiration rate, patient movement while in bed, as well as patient bed entries and exits using a sensor that is placed under the mattress of a bed and which never physically touches the patient. (See short overview video.) "Several compelling aspects of the EarlySense system caught my attention. First, the EarlySense system is contact-free, with no leads, which many times may be the source of problems within a care environment. Secondly, the results for all of the monitored patients are presented in a concise and simple graphical display. And thirdly, when a parameter is out of range, a visual alarm is posted on the ES screens at the bedside, the nursing station, other central locations, and also to the nurse's handheld device. Distracting noises are avoided. It seems to me that this is a good approach and potentially a big deal," said Mr. Levy.

Mr. Levy served from 2002 to 2011 as the President and Chief Executive Officer of the Beth Israel Deaconess Medical Center (BIDMC) in Boston, one of the world's preeminent academic health centers. Mr. Levy first received recognition at BIDMC in 2002 for organizing a turn-around that saved the hospital from financial disaster. Mr. Levy is a strong advocate for quality and safety improvement and transparency of clinical outcomes. He is also the former Executive Dean for Administration at Harvard Medical School (HMS), where among other responsibilities he helped coordinate collaborative ventures between HMS and its affiliated hospitals.

Mr. Levy continued, "EarlySense's approach is also unusual in the respect that its system has strong potential to cover its own costs (or more), and it can easily be integrated into the fabric of life on a hospital floor or unit. We are all excited and interested in new technologies that can improve quality, safety, and outcomes in healthcare. It is with great enthusiasm that I join the company's Advisory Board."

“An outstanding company is built around great people and superior technology. EarlySense is proud to have the best of both. We have a first rate, in-house team, world class partners, such as Welch Allyn, and stellar advisors including the most valuable contributors to patient safety in the healthcare industry such as Dr. Robert Wachter, Dr. David Bates, and, as of today, the esteemed, Paul Levy. With the guidance of these experts, the company will continue on its path to further develop the EarlySense system, which has already helped medical teams to save hundreds of lives and hospitals to save money. Indeed, the EarlySense patient monitoring system is on track to becoming a standard of care,” said Avner Halperin, CEO of EarlySense.

About EarlySense

EarlySense has brought to market an innovative technology designed to advance proactive patient care and enable clinicians to achieve better patient outcomes, by assisting in preventing adverse events from occurring. 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 cumbersome attachments. The system was initially designed to monitor non-ICU ‘lower risk’ patients on medical surgical floors who are usually monitored by nursing staff approximately once every four 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). For additional information, please visit www.earlysense.com.

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