

22.02.35.2

MEDICAL

Health Care  
Doctor  
Hospital  
Pharmacist  
Nurse  
Dentist  
First Aid  
Surgeon  
Emergency

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# MeDeduce

## Telling the Clinical Story

May 2016

# The Team



**Michal Olshak**  
**CEO**

M.B.A, over 15 years in the healthcare industry in BD and commercial positions



**Dr. Nissim Harel**  
**Founder**

Ph.D. in CS from Georgia Tech., researcher and visionary entrepreneur



**Dr. Refael Barkan**  
**Founder**

M.D. (Neurologist), Ph.D. (Neural Computation), researcher and visionary entrepreneur

# Our Partners



**Prof. Ran Balicer**

Director, Health Policy Planning  
& Director, Clalit Research  
Institute at Clalit Health Services



**מור יישום מחקרים בע"מ**  
Mor Research Application LTD.

**Mor Research Application LTD.**

The Technology Transfer Company of  
Clalit Health Services

# Multimorbidity: 'The New Normal'

- >50% of 45+ old have NCD multi-morbidity
- 3 of 4 members aged >65 are multi-morbid

## Designing Health Care for the Most Common Chronic Condition—Multimorbidity

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Mary E. Tinetti, MD

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Terri R. Fried, MD

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Cynthia M. Boyd, MD, MPH

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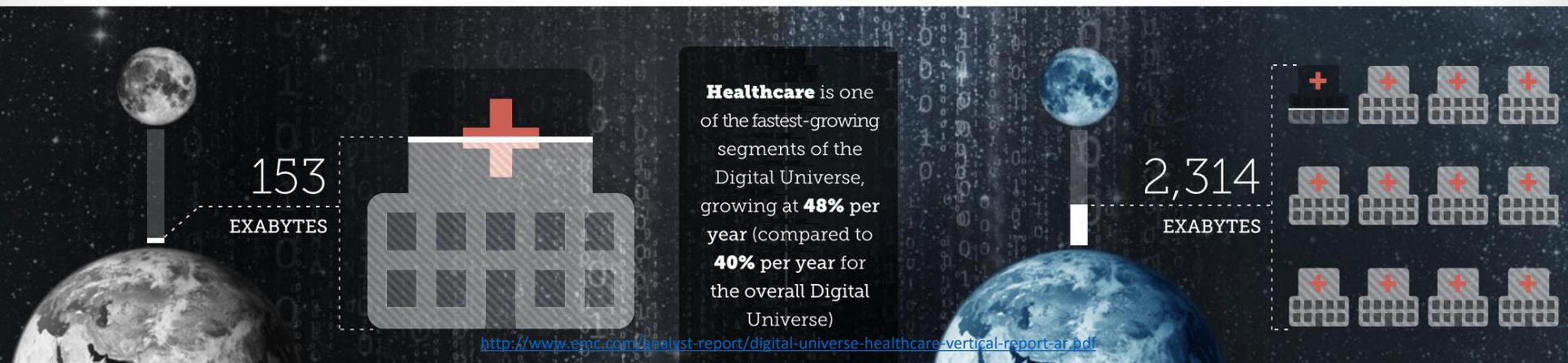
JAMA, June 20, 2012—Vol 307, No. 23  
Corrected on June 19, 2012

# The Challenge – Medical Data Tsunami

- Healthcare is one of the fastest growing segments of the digital universe, growing at 48% annually.
- Therefore, today's biggest challenge is no longer to acquire and collect data but rather to digest it and understand its meaning swiftly and efficiently.

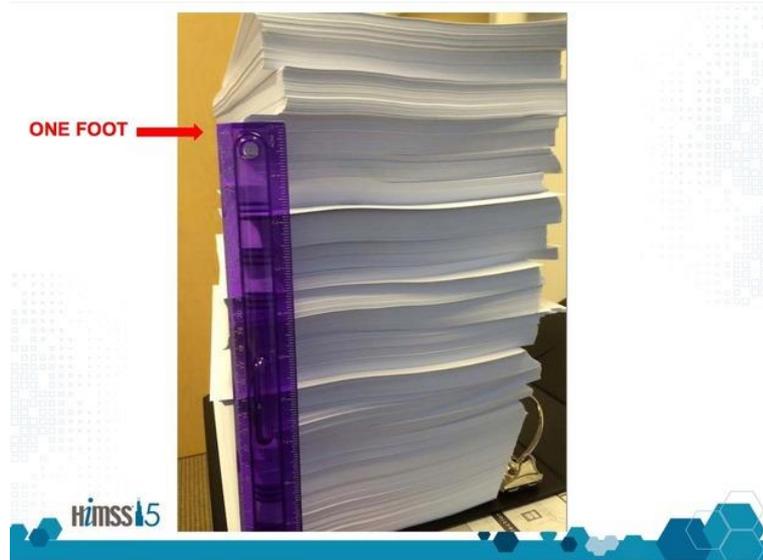
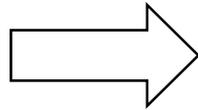
2013

2020



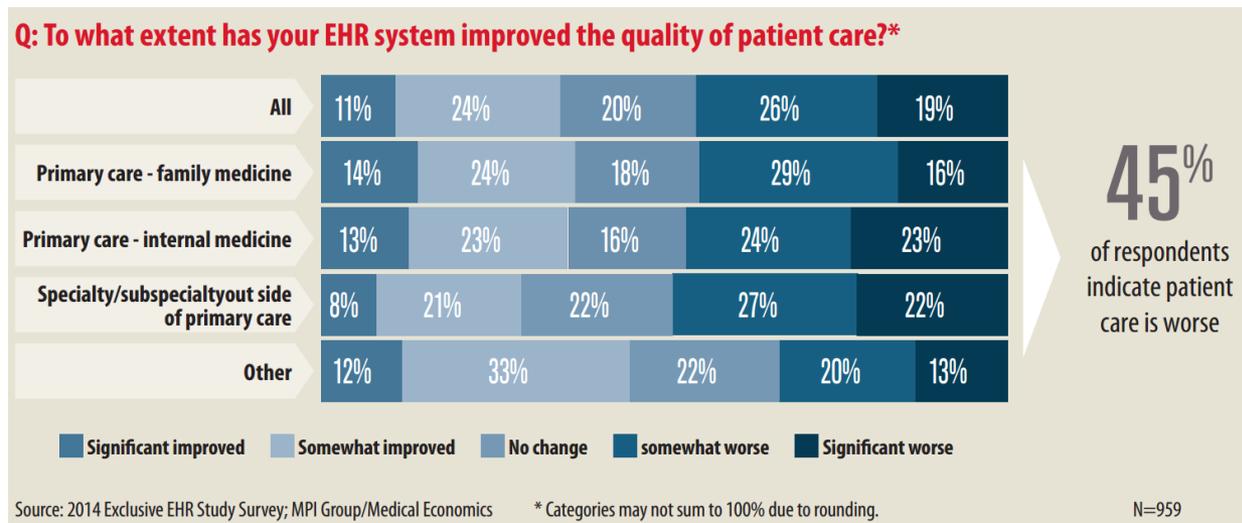
# The Challenge

- This is an image of a printed EMR of a single patient.
- It is more than a foot high and is more than 3,000 pages in length, due to both the complexity of the data entry system and the practice of reentering basic data.



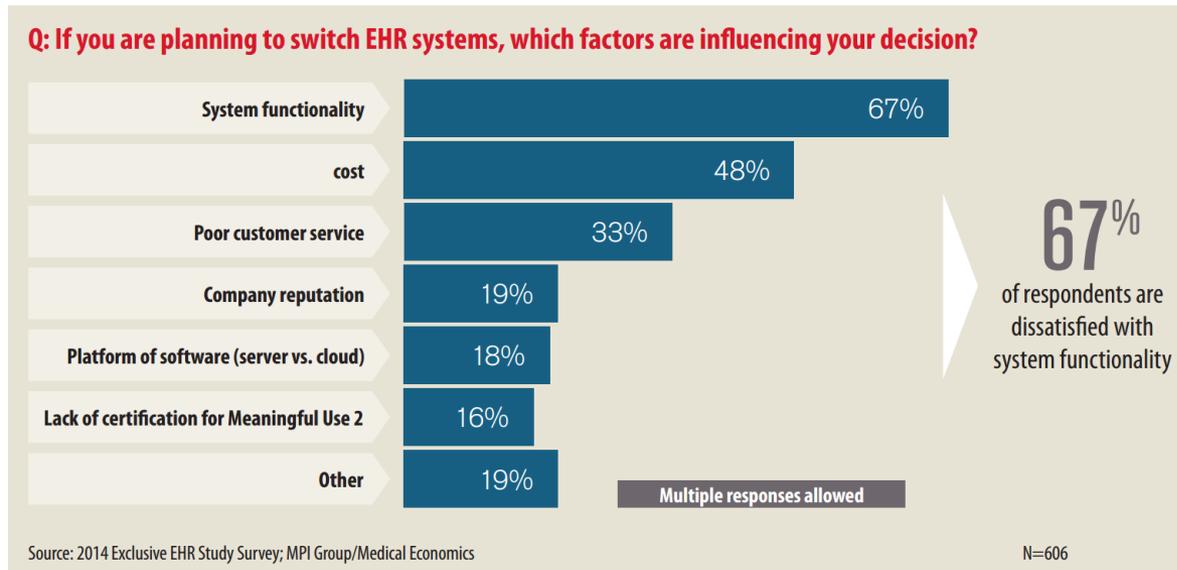
# The Problem

- In a survey conducted in 2014 by MPI Group 45% of the physicians indicated that their EHR system made patient care worse.



# The Challenge

- Two-thirds of physicians complained about the EHR poor functionality, even more than about the financial burden.



# Our Solution

Fusing clinical data into a short intuitive story, presented on a single view;



**Clear**



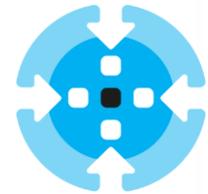
**Visual**



**Concise**



**Real-Time**



**Personalized**

Facilitating: (1) Integrated Care (2) Multi-morbidity Management (3) Clinical Decision Support (4) Personalization of Care (5) Online Visits

# The Innovation



**Transform medical data  
into clinical stories anyone can  
understand and act upon**

# Integrated Care Module

- Fostering utilization of physician's limited time resources
- Streamlining the physician work:
  - Minimizing errors
  - Promoting quality of care
  - Improving convenience & usability
- Enabling communication among the medical staff



# The Technology

- Creating **Scenario Oriented Language** – concepts, algorithms and medical know-how
- Data points ▶ summarization + integration ▶ contextualization ▶ clinical storytelling ▶ visualization
- **Data is compressed without loss of meaning.**
- Through a comprehensive process, medical data is turned into consumable information.

# Company Profile

- Sector: Healthcare IT
- Founded: Q4 2012
- Founders: 2
- Employees: 3
- Partner: Mor Research Application LTD.
- Intellectual Property (IP) status: PCT
- Product development stage:
  - Proof of concept v
  - Alfa – in process
- Technological pilot v
- Processed 36,000 patients' data of Leumit Health Services diabetes patients
  - A paper under the title: “Achievement of partial combined control of major diabetes targets in primary care correlates with development of chronic complications in T2DM patients—A real life data” was published in Primary Care Diabetes on December 2015
- Processed 30,000 patients' data of Clalit Health Services diabetes patients
  - Data is being analyzed for a scientific publication



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**Thank you!**