

Making sure that the right patient receives the right drug at the right time and in the right sequence

BACKGROUND

More people die from medical errors than from breast cancer, motor accidents or AIDS. In the U.S. alone, up to 98,000 people die each year as a result of medical errors that cost the U.S. healthcare system around \$29 billion per year.

The majority of hospitalized patients receive IV fluids. Potentially harmful errors — including incorrect medication, dosage, or transfusion blood type, — occur in about 33% of the IV cases. A slight IV error can cause illness or even death.

TECHNOLOGY & PRODUCT

PRO-IV's **IMMAGES™ (Infusion Monitoring and Management System)** platform technology monitors and manages intravenous infusions in order to prevent errors in infusing medications and transfusing blood. IMMAGES is the **only** technology that prevents and/or locks the infusion process when the wrong medication or blood type is being used. The innovative system is comprised of four key components:

1. **Disposable valve** – located anywhere on the infusion/transfusion stream
 - When the valve is closed, it prevents the flow of medication or blood into the patient.
 - The disposable valve is placed inside electronic controller.
2. **Reusable Electronic Controller**
 - The controller opens the valve on instruction from the handheld device (HHD) after both the patient and the medication are verified.
 - Only the controller can open the valve.
3. **Fully programmed, reusable, electronic handheld device**

The medical staff uses the HHD to verify the patient and medication by scanning the barcode on the medication bag and the patient's ID bracelet. The system then:

 - Verifies the dose, prescription, and timing of medication.
 - Instructs the controller to open the valve.
 - Stores patient and medication information.
 - Communicates with other information systems in the hospital.
 - Records the activities performed by staff or caregiver.
4. **Drug Flow Monitor and Controller**
 - The drug flow monitor continually monitors the drug flow rate and notifies staff when there are problems.
 - It controls flow to a preset flow rate (in development).

BUSINESS DEVELOPMENT

The Company is in discussion with potential strategic partners in the H.I.T. and infusion pump fields in the US and Europe.

MARKET POTENTIAL

Approximately two billion intravenous infusions and blood transfusions are performed each year in the United States and Europe.

INTELLECTUAL PROPERTY

Three patents that cover the entire Pro-IV system are in the national phase.

DEVELOPMENT STATUS

PRO-IV will have a complete working IMMAGES prototype in Q1 2011.

ProIV Medical

Prof. Jacob Nusbacher, MD, CEO

Mobile: +972-52-224-9558

Email: jack@pro-iv.co.il

Web: www.pro-iv.co.il



KEY PERSONNEL

Michal Devir, M.D., Board Chairperson, Founder.

Physician with extensive experience in management and biotechnology investments; headed a number of start-up biotech companies

Professor Jacob Nusbacher, M.D., CEO, Founder. World-renowned immune-hematologist; academic career in transfusion medicine; former National Director of Canadian Red Cross Blood Services

Pierre Sharvit, D.V.M., Founder. Veterinarian who conceived the Pro-IV concept; former scientist at Weizmann Institute; consultant to biotech start-ups

Gershon Goldenberg, B.Sc. Founder. Electrical engineer, entrepreneur, and co-founder of several biotech start-ups

FUNDING

Seeking to raise \$750,000 for clinical trials and regulatory activity