



Media release

**SHL's US subsidiary Raytel Cardiac Services recipient of Frost & Sullivan's 2007 North American Award for Market Leadership in the cardiac monitoring and diagnostic services market**

Tel Aviv/Zurich/Palo Alto, Calif. ,15 August 2007 – SHL Telemedicine Ltd. (SWX: SHLTN), a leading provider and developer of advanced personal telemedicine solutions, informed today that Frost & Sullivan has selected SHL's US subsidiary Raytel Cardiac Services (RCS) as the recipient of the 2007 North American Award for Market Leadership in the cardiac monitoring and diagnostic services market.

In presenting this Award, Frost & Sullivan commends RCS for its dominant presence in the pacemaker services segment and its significance in the other ambulatory monitoring segments.

"Through its continued commitment to providing quality services, RCS continues to be the sole dominant player in the pacemaker monitoring segment," notes Frost & Sullivan Research Analyst Zachary Bujnoch. "As outpatient monitoring evolves into even more of a necessity for the treatment and diagnosis of heart conditions, having a strong presence in the pacemaker and ICD monitoring segment as well as the other ambulatory segments is crucial."

Frost & Sullivan noted that:

- Pacemaker monitoring is an established service market segment in ambulatory monitoring. These services stem from the need to routinely get checkups on implanted pacemakers. As some checkups can be accomplished simply over the phone, it has created a market for service providers to be an easy source of revenues for hospitals and clinics.

"RCS has capitalized on this need by providing a superior service and has established itself as the leader in the market," explains Bujnoch. "RCS offers various value-added components to its services, for example, the large variety of options in payment and service." Beginning with basic data acquisition from the device, RCS's services include the interpretation of the report by a consulting physician, if requested. Moreover, RCS has gained recognition for maintaining the highest level of quality of technicians and reporting services. It also provides everyday notification to physicians to meet the prescribed criteria for their services.

- RCS also participates in other ambulatory monitoring segments, which include event and holter monitoring. It has a strong presence in these market spaces as well, recently having invested resources in a proprietary new testing platform which improves turn-around time and test acquisition. This platform will support a new unique line of digital cellular arrhythmia technology, including an ambulatory continuous monitoring service expected to be available in the next several months.

While RCS has not gained market leadership in these segments, it is the overall leader in the ambulatory cardiac monitoring market. This is largely due to its standing in the pacemaker monitoring segment and the large breadth of quality services it offers.

"Instead of seeking to reinvent the wheel in ambulatory monitoring, RCS has focused on doing its job correctly," remarks Bujnoch. "More specifically, it has channeled its efforts toward providing quality services in the pacemaker monitoring segment and is now the foremost player in the market by a wide margin."



- The Frost & Sullivan Award for Market Leadership is given to the company that has exhibited market share leadership through the implementation of market strategy. The recipient has displayed excellence in all areas of the market leadership process, including the identification of market challenges, drivers and restraints, as well as strategy development and methods of addressing these market dynamics.
- Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

#### **About SHL TeleMedicine**

SHL TeleMedicine Ltd. is a leading provider and developer of advanced personal telemedicine solutions to individuals and to the healthcare community. As a leading provider of remote health services in cardiology and in other medical areas, SHL maintains business operations in the US, Europe and Israel. SHL is listed on the SWX Swiss Exchange, symbol SHLTN. For more information please visit our web site on [www.shl-telemedicine.com](http://www.shl-telemedicine.com).

#### **About Raytel Cardiac Services**

Raytel Cardiac Services is a division of Raytel Medical Corporation, a wholly owned subsidiary of SHL-Telemedicine Ltd. Raytel Cardiac Services is the leading provider of remote implanted device monitoring and cardiac diagnostic testing in the United States. For more information about Raytel Cardiac Services, visit [www.raytel.com](http://www.raytel.com).

#### **About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.awards.frost.com](http://www.awards.frost.com).

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