



Press release

## **Frost & Sullivan applauds SHL Telemedicine for excellence in product innovation**

**Tel Aviv/Zurich, 6 April 2009** - SHL Telemedicine Ltd. (SIX Swiss Exchange: SHLTN), a leading provider and developer of advanced personal telemedicine solutions, informed today that the '2008 European Telemedicine Systems for Cardiac Monitoring Product Innovation of the Year Award' is presented to SHL Telemedicine in recognition of its next generation personal ECG device - the CardioSen'C™. This full 12 lead ECG personal digital cellular transmitter is a monitoring system that uses either cellular network (GPRS) or public switched telephone network (PSTN) to transmit real-time medical cardiological data remotely. It effectively fulfils the need for an end-user friendly system.

"The CardioSen'C™ is a revolutionary product that transmits digital encoded ECG data through the cellular network (GPRS) and allows for comparable ECG accuracy due to the elimination of background noise present when using acoustic transmission against many of the present generation wireless communication modalities such as WiFi or Bluetooth," notes Frost & Sullivan Research Analyst Abhishek Dutta. "In addition, the device enables medical professionals at the telemedicine centre to remotely operate and control the device, which promises calm, clear and effortless transmission on the part of the end user."

The CardioSen'C™ transmits in real time to SHL's telemedicine centre, providing a patient's full 12 lead ECG for the purpose of remote, real-time diagnosis of arrhythmia, ischemia, and myocardial infarction (MI). The ECG is then analysed by medical professionals at SHL's telemedicine centre.

"This, together with a clinical description given by the patient, provides medical professionals with the critical data needed to assess the situation and provide medical assistance, if necessary," says Dutta. "This telemedicine service helps to drastically reduce morbidity and mortality rates following an acute MI or other severe cardiac incidents."

SHL Telemedicine performed an extended six-month Acute Coronary Syndrome Israel Survey (ACSIS) with the objective of comparing the one-year survival rates of SHL telemedicine subscribers against ACSIS participants who survived hospitalisation after sustaining an acute MI. Results showed that in spite of having more risk factors than ACSIS subjects, SHL telemedicine subscribers had significantly higher survival rates at one-year compared to ACSIS patients.

"We are very pleased to receive this award, which is further evidence of our leadership and technological excellence in the field of telemedicine", comments Erez Alroy, Co-CEO of SHL Telemedicine.

The Frost & Sullivan Award for Product Innovation is presented each year to the company that has demonstrated excellence in new products and technologies within its industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

Frost & Sullivan Best Practices Awards recognise 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 Ltd.**

SHL Telemedicine Ltd. specialises in developing and marketing advanced personal telemedicine systems as well as providing comprehensive telemedicine solutions including medical call centres 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 Europe, mainly through PHTS in Germany, its fully owned subsidiary, and at its home market in Israel. In the US, certain SHL telemedicine products are distributed by Philips Healthcare. SHL is listed on the SIX Swiss Exchange (SHLTN, ISIN: IL0010855885, Security No.: 1128957). More information available at: [www.shl-telemedicine.com](http://www.shl-telemedicine.com).

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