



Boston MedTech Advisors Entered Into Its 50th Engagement with Israeli Life Sciences Companies

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Dedham, MA - Boston MedTech Advisors, Inc., a consulting company that supports companies bringing medical technologies to market, announced today that it has entered into an agreement with its 50th Israeli client. Headquartered in Dedham and with offices in Israel and Germany, BMTA provides its clients with expertise in regulatory affairs, clinical development, reimbursement, market strategy and commercialization of innovative technologies. BMTA's clients include early and growth stage companies, those with established revenues and growing market presence. Israeli companies represent over a third of BMTA's activities.

BMTA has been active in the Israeli market since its founding 10 years ago. Many of the Israeli companies started working with BMTA early in their development and continue to collaborate with BMTA as they commercialize their technologies. "Our long-term presence in the U.S. market, our focus on establishing clinical adoption for innovative technologies in the rapidly changing U.S. and world markets, and our ability to interact with Israeli companies and investors position us in a unique place in the vibrant Israeli market," stated David Barone, a principal of BMTA and a strong promoter of expanding business relationships between Massachusetts and Israel, "Massachusetts has much to offer to Israeli life science companies and those taking advantage of the available resources often find that local relationships provide significant value".

Through their collaboration with BMTA, a number of Israeli companies have selected Massachusetts as their base of operation in the U.S. Other companies conducted clinical research in Massachusetts-based hospitals, or have established advisory, scientific or business collaborations with local leading experts. Zvi Ladin, a principal of BMTA, said at a recent meeting: "We constantly seek to expand the value we offer to our portfolio companies. We have expanded our services to include planning and management of clinical studies, which are tightly integrated with other services. Among our activities on behalf of Israeli companies we manage clinical research activities, which have led to regulatory clearances for new technologies that are now serving thousands of patients on a daily basis. We are in a unique position to help Israeli companies to advance from concept to sales, and in the process, help mentor Israeli companies and their boards, bridging language and culture gaps by leveraging the Israeli background of some of our BMTA team members."

"I have been involved through three different Israel-based medtech companies with BMTA, being supported in the development of market strategy, regulatory, reimbursement and other critical elements of our plans to commercialize our new medical technologies. BMTA experience, ability to identify the barriers and support the spectrum of activities that eventually lead to market acceptance, and their ability to effectively work with Israeli companies, is unique", stated Israel Schreiber, CEO of Ornim Medical, and past CEO of ITGI Medical (TASE:ITGI) and Itamar

Medical (TASE:Itamar). "Our collaboration with BMTA was among the reasons we set the U.S. headquarters for Itamar Medical in Massachusetts, and will consider doing the same with Ornim Medical" added Schreiber.

BMTA's collaboration with Israeli companies is further enhanced by other activities that expand collaboration between Massachusetts and Israel. Last month BMTA organized a seminar on recent changes in regulatory and reimbursement environment in the U.S. and their implications for medical device manufacturers. The seminar took place in Tel Aviv, Israel, and was attended by senior executives from 60 Israeli life science companies.

BMTA also played a key role in supporting and organizing the New England - Israel Business Council (NEIBC) Life Sciences Summits in 2010 and 2012, which brought together hundreds of Massachusetts-based leaders in science, industry, research and investment to interact with their Israeli counterparts, while discussing some of the most pertinent issues affecting the healthcare industry. NEIBC sponsors visits to Massachusetts by Israeli medical technology companies seeking local collaboration, and organizes events in Israel intended to present Massachusetts' extensive resources to the flourishing Israeli life science industry. David Barone, who also serves as the Chairman of the New England Israel- Business Council's Life Sciences Committee, said "it is very helpful to relate to specific examples of BMTA portfolio companies when discussing the advantages of Massachusetts for Israeli life science companies".

About Boston MedTech Advisors, Inc.

BMTA is a consulting and professional services firm supporting commercialization of new medical technologies and helping manufacturers achieve market adoption of new products, technologies and procedures. BMTA has offices in Dedham, MA, Germany and Israel. BMTA activities include market research, regulatory affairs, development of clinical evidence, assessment of reimbursement and economics of products and related procedures, marketing strategy and more. BMTA has consulted and assisted U.S. and offshore medical technology organizations, ranging from start-ups to Fortune 500 companies, as well as investors, tech transfer offices and healthcare providers. Additional information about Boston MedTech Advisors can be found on its web sites www.bmtadvisors.com and www.bmtCROgroup.com.

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