



About Kesem Health

Kesem Health is a connected health company improving the convenience, accuracy, and validity of data in support of the diagnosis and management of urological conditions. Kesem Health's iUFlow™ is a fully automated and easy to use bladder monitoring device, implemented on a smart phone platform. Kesem Health's vision is to position the iUFlow™ as the gold standard management tool for urological conditions, through the integration of data analytics & AI.



ANDHealth+ Impact

The ANDHealth panel has worked with Kesem developing its digital health strategy and business model. Through ANDHealth+ a deep third-party review of the EU opportunities for Kesem Health was conducted, which informed Kesem's EU market expansion strategy.

In addition, ANDHealth member Planet Innovation performed a manufacturing and cost of good review for the iUFlow™ device to inform the hardware development strategy in order to gather high quality data for the digital arm of the business. The ANDHealth+ Program also supported a review by Curve Tomorrow on Kesem Health's accompanying app, providing feedback and recommendations for improving the usability and design being.

Testimonial

I believe ANDHealth has delivered great value to Kesem Health, assisting Kesem Health in developing and maturing our convergence of digital technologies with health, healthcare, living, and society to enhance the efficiency of healthcare delivery in the field of urology.

This program provided access to senior panel members, digital health expertise, and diverse industry knowledge, which otherwise would not be accessible to us. ANDHealth+ particularly supported Kesem Health in achieving greater understanding of the EU marketplace and identifying EU market opportunities. During the program, Kesem Health has achieved CE Mark and TGA approvals, patent grants (USA), serviced over 9000 registered users, and is now positioned to raise an additional round of financing.

Gil Hidas, CEO, Kesem Health



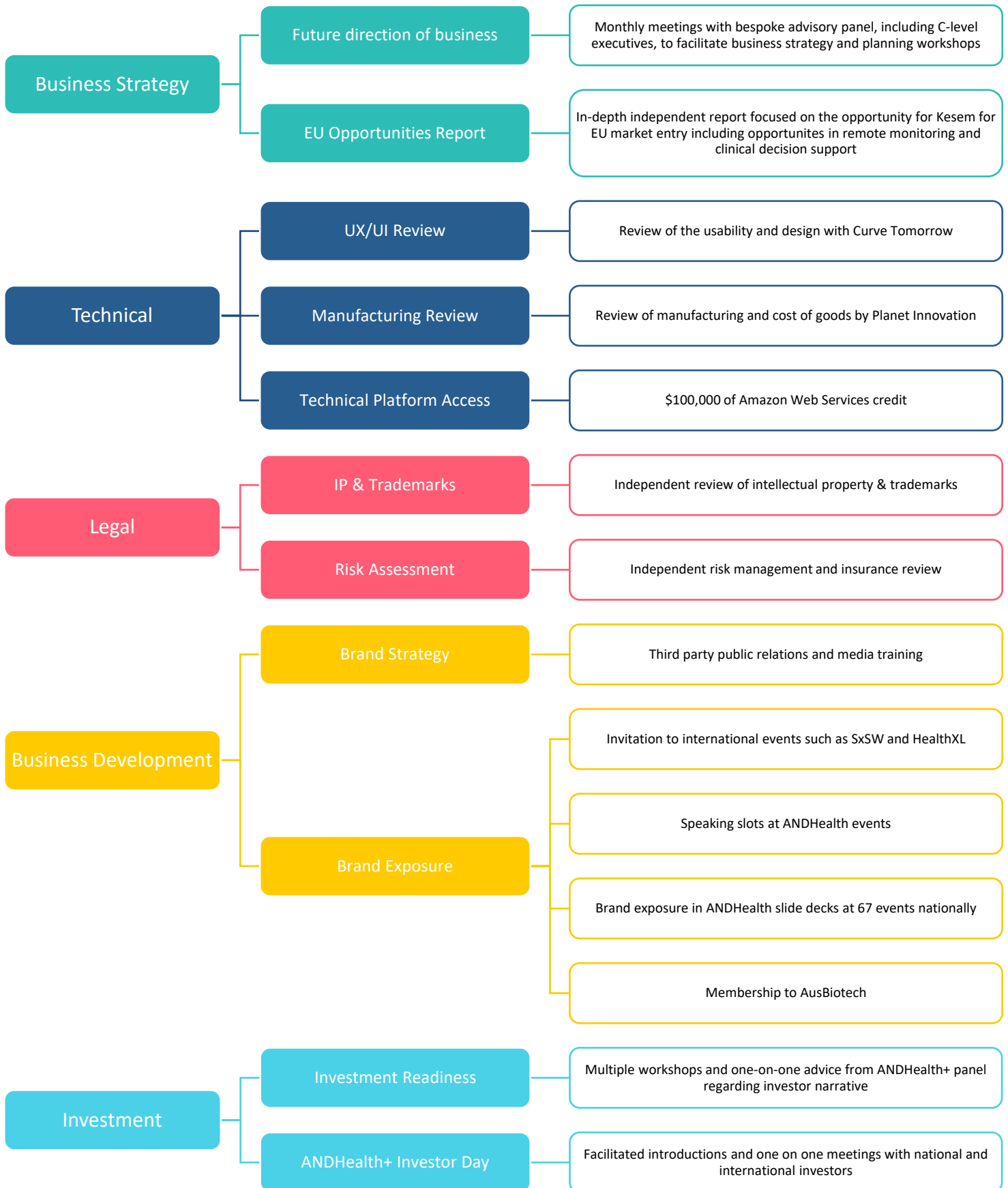
Kesem Health Milestones

Milestones	Before ANDHealth+ 2018 Program	After ANDHealth+ 2018 Program
Digital Health Business Strategy	○ ○ ○ ○ ○	● ● ● ○ ○
Hardware: Cost of Goods Validation	● ○ ○ ○ ○	● ● ● ● ○
Business Narrative	● ● ○ ○ ○	● ● ● ○ ○
Legal Strategy	● ○ ○ ○ ○	● ● ● ○ ○
EU Market Entry Strategy	● ○ ○ ○ ○	● ● ● ● ○
Investor readiness	● ○ ○ ○ ○	● ● ● ○ ○

*Note: Kesem Health has agreed to all sentiments outlined in this case study



Challenges addressed during ANDHealth+



*Note: Kesem Health has agreed to all sentiments outlined in this case study