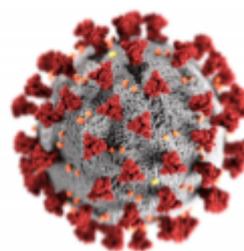




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COVID-19 Updates



COVID-19: The Day After - Information and Healthcare Trends

07/04/2020

Although we are still in the midst of a global medical and economic crisis, the end of which is not currently in sight, it is already clear that when the storm ends and the virus is under control, almost no aspects of our lives will be exactly as they were before the pandemic broke out.

It seems that almost all the services we have been using since the crisis has escalated – shopping, education, medicine and more – are becoming online services, and this will accelerate existing trends in many areas such as autonomous vehicles and delivery robots, multi-participant conferences and meetings etc. The same is true for interpersonal communication, both physical and virtual. The use of screens, previously viewed as creating distance and isolation, are currently the medium giving us a sense of solidarity and connection with our family and relatives, and to keep us from feeling alone in the face of the restrictions on movement and social distancing rules imposed on us all.

Working from home, remote learning, being satisfied with little and focusing on truly essential needs and activities, improvement in air quality and water sources, and a sharp decline in noise levels, have come into our lives in recent times, and some will probably stay with us to some degree later on as well.

One of the strongest impacts of the global coronavirus outbreak will be on the healthcare system and the medical services industry – both due to the great damage caused by the virus, as well as the huge opportunities that may be created.

The collapse of healthcare systems groaning under the strain of the spreading pandemic, in the most advanced countries, has intensified the growing recognition in recent years that the world of medicine and healthcare is in need of far-reaching changes to meet their mission to provide people with the proper and high-quality care they deserve. The need to treat people outside the hospital, to enable remote monitoring and treatment, to use sophisticated and speedy machine learning and

artificial intelligence systems to diagnose and support decision-making, and to treat patients with focused and personalized care that is adapted to their individual conditions and situation, has turned from an aspiration to an acute and urgent need.

The special times we are in also highlight that reliable and good information, and established and responsible information management practices, are more important than ever. Responsible management of information, making sure that the information is complete, relevant and reliable, protecting it and using it for good causes and promoting humanity are not only the right and fair thing to do, but are really necessary for getting more informed results.

The Israeli hi-tech community is especially well-situated – with its unique combination of top-notch research and medical institutions, extensive, long-established digital medical databases held by a limited number of establishments, and entrepreneurs with exceptional creativity and determination alongside first-rate technological capabilities – to take advantage of this unique and extraordinary opportunity to become one of the world leaders in the field of digital health and its various derivatives.

The expected global momentum in the field of MedTech, which the outbreak of the coronavirus pandemic will certainly accelerate, will lead to increased development and reliance on digital healthcare, creating tremendous opportunities for anyone engaged in the field in general and in Israel in particular.

Those who will step up their investments in the field, and initiate the development of new and innovative tools and methods, are likely to be at the forefront of the efforts to cope with the world's anticipated health and welfare challenges, with a huge potential for economic and commercial success.

I have no doubt that Israeli entrepreneurs and experts from all relevant fields will pick up the gauntlet and serve as an extraordinary and sustained economic growth engine for the country. We are here to assist and advise anyone who is active in the field, and to walk hand in hand with them (virtually, until otherwise instructed) from the stage of establishment and initiation, helping them determine the architecture of their products and the services, and their business strategy, to achieve breakthrough and success.

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