

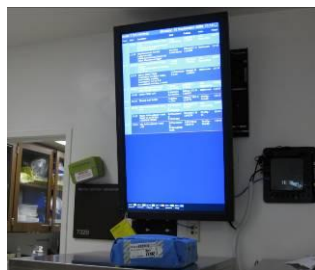
**Multi-axis Case Flow decision support**

**Pioneer in clinical Case Flow optimization**



**Control Station**

**Innovative decision support tools**



**Location specific situational awareness Boards**

**Issue detection, evaluation, and resolution**

### The Vision

Hospitals are complex systems, where day-by-day, even minute-by-minute decisions are being made without the availability of clear, up to date, and reliable information about what is happening hospital wide. MediViz Systems provides innovative managerial decision support tools, which address the fluctuations of *case flow* and variations in utilization of services within the different hospital departments. Unlike other available solutions based on a single-axis *patient flow* approach, MediViz's approach hinges on an integrative multi-axis *case flow* decision support platform, which integrates central and distributed control by pushing real time location specific information pushed to those people who really need it. A paradigm shift is being introduced by monitoring and managing all resources needed to allow a case to move from one point of care to the next.

### The Mission

MediViz's mission is to provide a range of innovative products that help solve critical, previously unaddressed needs, within high-acuity healthcare facilities. These products significantly increase revenues and improve operational efficiencies, productivity, and patient care, without requiring additional resources.

### The Challenge

Hospitals consist of a variety of self-contained units, such as the emergency department, the operating rooms, or the ICU. These services are made up of people, processes, and resources that are largely autonomous. Nevertheless, despite multiple interdependencies, no IT solutions are available to effectively manage real-time flow within and between these components. Managing and optimizing the flow on a hospital-wide basis as well as at the service line level presents a challenge MediViz tackles with its innovative systems.

### The Operating Rooms

The majority of U.S. hospitals' revenues are generated by surgical procedures, which account for more than 40% of their gross income. Despite usage of planning and scheduling programs, hospitals lack the ability to effectively manage their *surgical work day*, both routine and added-on, and particularly the *next hour* of the surgical day. Typically, during a surgical day, OR utilization is less than 65%, and merely 27% of the cases start on time. Additionally, inefficient use of time and resources greatly impacts case throughput, quality of care, and staff moral, leading to personnel attrition, which in turn results in high turnover cost.

Clinical and non-clinical events during the day of surgery can profoundly degrade smooth operations of the complex perioperative environment. The dynamics of perioperative events dictate constant schedule and resource allocation changes. Due to lack of timely and reliable status updates, the *OR Management Team's* (coordinators) response to change is often reactive; it lacks the ability to integrate OR utilization decisions into the wider context of the organization. The main sources of information are mostly gathered informally via extensive use of the phone, pagers, individual OR visits, and walk-in visits by staff presenting issues. Streamlining the flow of surgical procedures efficiently and effectively becomes a daunting task.

### The Solution

As a first step, part of the enterprise-wide solution, MediViz has developed **OR-Flow™** a *patent-pending* pioneering solution to manage *case-flow* within high-acuity hospitals. **OR-Flow™** introduces a novel method to accomplish the fundamental tasks of *information collection* and *problem detection, evaluation and resolution*. **OR-Flow™** features unique tools to allow real-time decision making and its simplified displays offer enhanced *situational awareness*. **OR-Flow™**'s core concept hinges on a *Control Station* the coordinators employ to execute their duties in a new way, without changing existing managerial policies. With the **OR-Flow™ Control Room module**, the coordinators collaborate with other hospital personnel. They evaluate the current situation, identify

**Bottom line improvement  
without augmenting  
resources**



**Unique appliances  
encourage real-time  
progress updates**

**Proactive "day of surgery"  
management**



**Closed-loop issue  
resolution**

**First customer's full  
system implementation  
due in Spring 2009**



**Multi-disciplinary team**

and prioritize problems, and anticipate upcoming issues before they become critical. Case-flow is thus streamlined through proactive issue resolution and prevention. As a result, **OR-Flow™** benefits the hospital's bottom line on any given day by increasing the number of surgical procedures done during normal working hours, without the need for additional resources.

**OR-Flow™ Main Components**

- Information gathering - Dedicated easy-to-use touch screen bi-directional devices provide personnel with a communication channel to report progress and status as well as problems that may impact the schedule.
- Situation Picture – **OR-Flow™** maintains an *Active Schedule* by updating the continually changing schedule of activities and distributes the situation picture to the perioperative staff via location specific Boards.
- Issue Resolution – A set of decision support tools and methodologies such as contingency planning, what-if scenarios, multi-hypothesis problem resolution, assists the staff to explore alternatives, select and implement a preferred course of action.
- Notification – Clinicians and hospital personnel with a need to know can subscribe to **OR-Flow™**'s *Notification Server*. Progress reports and schedule updates are sent to subscribers' communication devices, (e.g. pager, cellular phone, and e-mail).
- Analytics - A set of reporting tools generate performance indicators, both graphical and numeric used to improve planning, enhance overall perioperative performance, and increase efficiency...

**Value Proposition**

- Increase revenues by adding surgical cases per day
- Reduce costs
- Decrease patients' wait times and avoidable cancellations
- Enhance staff performance and satisfaction through efficient and effective coordination

**Collaboration with the Cedars Sinai Medical Center (CSMC)**

MediViz has a collaboration agreement with CSMC . A fully operational **OR-Flow™** pilot was successfully performed in Sep 08 and full installation implementation in five suites and 33 ORs is due to start in Spring 2009.

**The Company**

Established in March 2006, MediViz System Inc. is a privately owned start-up. The company is headquartered in Los Angeles, USA. Its R&D subsidiary is located in Rehovot, Israel. MediViz currently has 15 employees.

The company's founding team consists of multi-disciplinary professionals with over 200 man-years' experience in engineering, IT, and clinical activities. Its acquired expertise in complex real-time based systems, military war and situation rooms, as well as clinical OR involvement steers MediViz in developing and designing a variety of complex real-time based decision support systems.

**Management**

**Arieh L. Dränger** – President. 28 years of entrepreneurial experience. Founder of Nextel Systems, involved in turnkey solutions for military command and control centers. Co-founder of A2I, acquired by SAP in 2005.

**Gilad Moran** – CEO. Co-founder of Tici Software Systems, with 30 years of extensive experience in system development and software products. He is the recipient of the prestigious *Israel Defense Award*.

**Eitan Kenneth** – VP R&D. He has spent the last 25 years developing software systems and has extensive experience in managing large software development projects.

**Reynolds Saunders, MD** – Medical Director, 34 years of medical experience, Senior Anesthesiologist. Attending Anesthesiologist and Safety Officer for Anesthesia/OR at Cedars-Sinai Medical Center since 1987.

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