



**FOR IMMEDIATE RELEASE**

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### **DiACARDIO NAMED VENTURE+ FORUM PITCH COMPETITION WINNER AT HIMSS17**

Orlando, FL and Arlington, VA (February 21, 2017) – The [Personal Connected Health Alliance](#) (PCHAlliance) announced DiACardio Ltd. as the winner of its 11th annual [Venture+ Forum](#) (#HITventure) pitch competition for startup companies at the 2017 HIMSS Annual Conference & Exhibition (#HIMSS17).

Seventeen startup companies delivered live pitch presentations to a panel of leading providers, investors and academic and medical innovators during a day-long event focused on entrepreneurship, the latest health tech investment trends and current market opportunities. Venture+ Forum provides a platform for networking and connecting startups with healthcare providers, investors and strategic partners to advance the adoption of innovative, evidence-based digital health technology solutions.

[DiACardio Ltd.](#) invented an image processing technology, based on advance pattern recognition and machine learning algorithms, that fully and automatically mark, track and find parameters physicians are looking for when evaluating medical images. DiACardio's initial focus is "Ultrasound of the Heart" images. Its LVivo platform uses algorithms to enable accurate, automated detection of the borders of the heart's ventricle walls, and precisely track their movement over the duration of the echo imaging video. This platform makes the process faster, easier and less expensive than today's subjective manual and semi-automatic static evaluation methodologies. DiACardio's tools obtained FDA and CE approval.

"We are very pleased to be recognized at HIMSS17 as an innovative company that is improving care delivery in an era of value-based care," said Hila Goldman-Aslan, CEO, DiACardio. "Our technology enables a fully automated and dynamic analysis of the heart in action, that can be performed in seconds. We are offering healthcare providers a more accurate, less time-consuming automated tool in order to better diagnose and treat their patients."

Presenting companies were selected based on criteria for having demonstrable impact on improving health care delivery and outcomes. The Venture+ Forum fosters business-building opportunities, cutting-edge collaborations and support for the adoption of innovative, evidence-based and outcomes-driven health technology solutions.

Howard Burde Health Law, LLC, along with Ziegler Healthcare Corporate Finance, were sponsors for the 2017 Venture+ Forum.

"We are seeing game-changing entrepreneurship and growing investment in the healthcare market, as well as significant advancements in personal health technologies. PCHAlliance is pleased to showcase innovation and support early stage companies," said Alison Drone, Director of Partnership Development and Special Projects, Personal Connected Health Alliance at HIMSS. "Our congratulations to DiACardio. And, our thanks to an exceptional panel of judges, for their insight and guidance in promoting the next wave of companies who are changing how we manage health and wellness."

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### **About HIMSS**

HIMSS is a global voice, advisor, convener, and thought leader of health transformation through the best use of IT with a unique breadth and depth of expertise and capabilities to improve the quality, safety, and cost-effectiveness of health and healthcare. Through its network of over 1 million professionals, including 64,000-plus members, HIMSS advises leaders, stakeholders and influencers globally on IT best practices to ensure decision-makers have the right information at the right time to make the right decisions. [HIMSS North America](#), [HIMSS Analytics](#), [Personal Connected Health Alliance](#), [HIMSS Media](#) and HIMSS International ([HIMSS Europe](#), [HIMSS Asia](#) and [HIMSS Middle East](#)) are the five business units of HIMSS. A not-for-profit headquartered in Chicago, Illinois, HIMSS has additional offices in North America, Europe, United Kingdom, and Asia.

### **About the Personal Connected Health Alliance**

The [Personal Connected Health Alliance](#) (PCHAlliance) aims to make health and wellness an effortless part of daily life. The PCHAlliance, a non-profit organization formed by HIMSS, believes that health is personal and extends beyond healthcare. The Alliance mobilizes a coalition of stakeholders to realize the full potential of personal connected health. PCHAlliance members are a vibrant ecosystem of technology and life sciences industry icons and innovative, early stage companies along with governments, academic institutions, and associations from around the world. To support its vision, PCHAlliance convenes the global personal connected health community at the annual Connected Health Conference, the premier international event for the exchange of research, evidence, ideas, innovations and opportunities in personal connected health. The Alliance publishes and promotes adoption of the [Continua Design Guidelines](#). Continua is recognized by the International Telecommunication Union (ITU) as the international standard for safe, secure, and reliable exchange of data to and from personal health devices. PCHAlliance accelerates technical, business, policy and social strategies necessary to advance personal connected health through its flagship Academy for Healthy Longevity to promote lifelong health and wellness.

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