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GE Healthcare enters homecare segment with strategic investment in Israeli startup

13 May 2022 | News

$50 million equity investment to accelerate global adoption of technology in rapidly expanding market of homecare and telemedicine service

GE Healthcare has entered into an agreement to invest up to $50 million in Israeli startup Pulsenmore, marking another strategic step forward in enabling precision health.

This investment is aimed at accelerating global adoption of Pulsenmore's homecare ultrasound solutions and will also support their goal to pursue U.S. FDA clearance and commercial expansion.

In addition to its equity investment, GE Healthcare will also partner with Pulsenmore to distribute its products in Europe and other markets.

The complete product offering includes a handheld ultrasound device that docks with the user's smartphone; a mobile app for the patient to conduct offline/online consultation with a clinician; a web application for clinician-side interaction with the platform; and a software API enabling integration of Pulsenmore's online services with organization health records. The periodic fetal ultrasound scanning and consultation enabled by the Pulsenmore device can be offered as an online clinician-guided telecommunication service or as an offline application-guided service.

Additional applications and devices are currently under development by Pulsenmore, including remote follicular monitoring for women undergoing in-vitro fertilization (IVF) as well as remote monitoring for chronic heart failure (CHF) and end-stage renal disease (ESRD). The Pulsenmore prenatal ultrasound platform has already been implemented successfully across Israel in partnership with the country's largest HMO, Clalit Health Services. Most recently, physicians at Israel's Sheba Medical Center have been using the device to conduct prenatal ultrasounds on refugees at the Ukraine border as part of a new 'virtual hospital' that has Israeli medical staff caring for people injured or displaced in the conflict.