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Press Release Announcement:

Sheba Medical Center and IMNA Solutions announce a strategic partnership to promote their Personalized Nutrition Commercial Project.

Sheba Medical Center and IMNA have signed a new partnership. This strategic partnership aims to promote a novel personalized nutrition commercial project.

As technology plays an increasingly critical role in every aspect of healthcare, the development of digital solutions is mandatory to support healthcare providers in assessing and treating their patients, whether in-person or remotely, and in optimizing patients' health outcomes.

The personalized Interactive nutritional **A**ssessment, **C**ounseling and **E**ducation (**I-ACE**) digital platform was developed by investigators from the Gertner Institute at Sheba Medical Center. The I-ACE system is based on a unique approach to lifestyle assessment and management that includes engaging healthcare team-members and their patients/clients in shared decision-making and using the Pareto principle and a simulation process to identify and select an essential, targeted set of dietary changes that will help the patient/client to meet his/her treatment goals. It focuses on the individual's health status, lifestyle preferences, and challenges; and provides both patients/clients and healthcare team-members with unique insights into individual needs and personalized pathways to better manage, or prevent the development of, nutrition-related chronic diseases and their complications. It, in turn, aims to reduce the burden of future healthcare expenditures and to optimize quality of life. Dietitians, nutritionists, health coaches, corporate wellness programs, and retailers will use the platform, in partnership with their patients or clients, to craft personalized, stepwise, sustainable healthy lifestyle (nutrition and physical activity) plans.

IMNA applications use highly secure, patented, and award-winning communication technology, which prevents breaches and cyber-attacks. They are being implemented and utilized by worldwide strategic partnerships, leading medical institutions, and private customers. They are fully certified by strict international HIPAA and GDPR standards and complies with FDA's guidelines during the COVID-19 pandemic. The integration of the I-ACE platform in IMNA's application creates a unique synergy and new opportunities in the world of personalized nutrition and healthcare. Therefore, the partnership will lead to a significant advancement in preventing, tracking and managing diet-related chronic conditions.

"Nutrition-related chronic diseases represent one of the leading global health challenges and make a substantial contribution to poor health, disability, healthcare expenditures and mortality worldwide," says Prof. Ofra Kalter-Leibovici, Director of the Cardiovascular Epidemiology Unit at the Gertner Institute, who, together with Dr. Kathleen Abu-Saad and Ms. Arnona Ziv, developed the I-ACE platform which supports clients/patients, in their long-term journey of adopting and maintaining healthy lifestyle behaviors.

"The partnership with IMNA extends the reach of the I-ACE platform beyond the clinic and directly into the hands of the clients/patients, via user-friendly web/mobile apps; enabling them to input and update crucial lifestyle data at their convenience prior to clinic visits," says Prof. Kalter-Leibovici. "This significantly increases the time for the client-provider team to engage in personalized healthy lifestyle education and action program building during the clinical encounter. The merging of the IMNA and I-ACE platforms also increases the connectivity of the client/provider team between clinic visits.

The IMNA-Gertner Academic Group partnership will provide tools with game-changer potential for more effectively addressing the challenges of chronic disease prevention and management."

“It is a tremendous honor for IMNA to establish a partnership with Sheba Medical Center, one of the leading hospitals worldwide,” says Israel Haikin, Founder and CEO of IMNA Solutions.

“The I-ACE platform, created by Sheba’s experienced and knowledgeable researchers, is based on the notion that nutrition is no longer an isolated domain within the chronic disease field. The partnership with Sheba will allow us to bring to the market the missing link between personalized nutrition and customized medicine so that every chronic patient can receive full care in the physical, mental, and nutritional senses,” says Israel Haikin.

“With understanding and addressing the role of nutrition when treating chronic conditions, IMNA’s P³ (Personalized Patient Pathway) platform will allow physicians to better treat chronic illnesses such as diabetes, cardiovascular disease, Crohn’s disease, and cancer.”

About Sheba Medical Center and the Gertner Institute:

Sheba Medical Center at Tel Hashomer serves as Israel's top-notch national medical center and a foremost global center for medical education. It is recognized as one of the best healthcare institutions globally, ranked 9th place on Newsweek's Top Ten Best Hospitals in the World list, and is considered a major medical-scientific research powerhouse that collaborates internationally with biotech and pharmaceutical industries to develop new drugs, treatments, and technologies.

The Gertner Institute is a leading national research organization dedicated to the study of epidemiology and health policy and guides the development of national health policy in Israel. It has conducted extensive epidemiological research on major chronic diseases.

About IMNA Solutions:

IMNA Solutions, founded in 2014, is a software development company that has created a patented, highly secured data collection and patient management platform.

The robust platform provides a patient-centric approach to managing medical conditions for healthcare providers and researchers seeking to improve quality and level of care, while reducing administrative tasks and costs.

IMNA's breakthrough technology identifies the most clinically relevant data and delivers actionable insights to help providers tailor their care and optimize treatment outcomes for chronic care patients. It also improves data collection and reduces participant abandonment rates in clinical trials by facilitating the ultimate handshake between research teams and their patients.

IMNA Solutions invites all who are ready to transform their lives to explore our holistic approach to wellness. We are here to help you meet your goals through a personalized wellness plan focusing on your individual needs and challenges.

Please contact us at info@imnasol.com