



For Release

Hadasit's and Ramot's LuboCollar, Designed to Help Save the Lives of Trauma Patients, Proves 100% Effective in Clinical Study

*Hadasit and Ramot will exhibit LuboCollar and other groundbreaking medical technologies at the ILSI-Biomed Israel 2008 Conference, 7th National Life Science & Technology Week, at the David Intercontinental Hotel in Tel Aviv, May 27-29, 2008.*

Jerusalem and Tel Aviv, Israel, May 21, 2008 --- Hadasit, the technology transfer company of Hadassah University Hospitals, and Ramot at Tel Aviv University Ltd., the technology transfer company of Tel Aviv University, announced today that the Lubo Cervical Collar, designed to help save lives in trauma situations, has demonstrated to be 100% effective in a preliminary efficacy study. The IRB approved study was registered with the National Institute of Health (NIH) and operated under the guidelines of both the NIH and the Israeli Ministry of Health.

"We now know that LuboCollar is not only safe but that it also works. LuboCollar enables medical personnel to quickly and safely evacuate from the field semi-conscious and unconscious patients, who can't breathe on their own. It simultaneously secures the spine and equally if not more importantly, prevents suffocation. The introduction of LuboCollar is likely to lead to the establishment of new guidelines and a new era in the management of these patients," said Dr. Omri Lubovsky, a physician in the Department of Orthopedic Surgery at Hadassah University Hospital.

Trauma is the number one killer of people between the ages of five and 40. All injured patients in trauma are at risk for cervical spine instability and air blockage. Though existing cervical collars ensure cervical spine stabilization, they do not protect the airway of the patient, which is opened by invasive means in necessary situations. LuboCollar is designed to protect the neck and to maintain an open airway in a non-invasive, simple and quick to operate manner. It does so by using a "jaw-thrust"-like knob to maneuver the mandibles, pushing them forward in the direction of the chin.

"Ten generally healthy people, between the ages of 18 and 60, who were scheduled for fracture surgeries at Hadassah University Hospital, were enrolled in the efficacy study. Results showed that LuboCollar was 100% successful in securing the airways of the seven patients who lost muscle tone after receiving general anesthesia. To generate more safety data, LuboCollar was also employed during the surgeries of the three

patients who were able to breathe independently after anesthesia. In all cases, no adverse side effects were reported. We are now waiting for approval from the Ministry of Health of Israel to extend enrollment numbers in order to further study the efficacy of the product,” said Dr. Yuval Meroz, an anesthesiologist at Hadassah University Hospital and part of the clinical team of the LuboCollar study.

“LuboCollar is one of many examples of promising medical technologies in development at Hadasit available for licensing. Our scientists and physicians are inspired daily by their own experiences to create devices and pharmaceuticals that will help improve healthcare worldwide. Just last week, in a series of panels at Facing Tomorrow: the Israeli Presidential Conference 2008, the leaders in the life science community discussed the future of medicine in the world. Hadasit is a committed and integral part of this future. We are next looking forward to hosting friends and potential partners at our exhibit at the ILSI-Biomed Israel Conference in Tel Aviv, from May 27-29, 2008,” said Dr. Rafi Hofstein, CEO of Hadasit, the director of the medical track at Facing Tomorrow: the Israeli Presidential Conference 2008 and one of the pillars of the Israeli life science industry.

#### **About Hadasit**

Hadasit ([www.hadasit.co.il](http://www.hadasit.co.il)), the Technology Transfer Company of Hadassah Medical Organization (HMO) in Jerusalem, Israel, promotes and commercializes HMO’s continuously generated intellectual property (IP) and R&D capabilities. IP generated by HMO has already gained global recognition due to Hadasit’s successful enterprising of Hadassah’s biomedical technology, including novel therapeutics, diagnostics and devices. For additional information or to schedule an interview, please contact Marjie Hadad, Media Liaison, Hadasit, at +972-54-536-5220 or e-mail [marjie@netvision.net.il](mailto:marjie@netvision.net.il).

#### **About Ramot at Tel Aviv University Ltd.**

Ramot ([www.ramot.org](http://www.ramot.org)) is the technology transfer company of Tel Aviv University. Ramot fosters, initiates, leads and manages the transfer of new technologies from university laboratories to the marketplace by performing all activities relating to the protection and commercialization of inventions and discoveries made by faculty, students and other researchers. Ramot provides a dynamic interface connecting industry to leading-edge science and innovation, offering new business opportunities in a broad range of emerging markets. For more information, please contact Ramot at +972-3-640-6608 or e-mail: [mail@ramot.org](mailto:mail@ramot.org)