



PRODUCT: **Cala Trio™**

COMPANY: Cala Health

THERAPEUTIC AREA & INDICATION:
Neuroscience

ABOUT THE PRODUCT

Cala Health's lead product, Cala Trio, is the first non-invasive targeted therapy that reduces hand tremors for adults living with Essential Tremor. A prescription therapy, it is a wrist-worn device calibrated to treat a patient's unique tremor symptoms. When activated, Cala Trio gently stimulates the nerves in the wrist to disrupt the tremulous activity in the brain, without the need for invasive brain surgery or medication. The easy-to-use and effective Cala Trio can be prescribed through an in-person consultation or telemedicine appointment. Therapy is conveniently delivered to the patient's home, and Cala educates patients based on how they learn.



PRODUCT: **CUSTOMFLEX® ARTIFICIALIRIS**

COMPANY: Clinical Research Consultants, Inc.
and HumanOptics AG

THERAPEUTIC AREA & INDICATION:
Ophthalmology

ABOUT THE PRODUCT

The CUSTOMFLEX® ARTIFICIALIRIS is the world's first and only FDA-approved treatment for aniridia, an eye disorder with complete or partial absence of the iris (the colored part of the eye around the pupil controlling the amount of light entering the eye) from eye injury, trauma or congenitally in the ~1 in 50,000 to 100,000 babies born annually in the U.S. without an iris in their eyes.

The CUSTOMFLEX® ARTIFICIALIRIS is custom made for each eye. Using a photograph, colorized silicone is "painted" onto the device to closely mimic the natural eye's color and pattern. The surgically implanted device restores the eye's appearance and alleviates the debilitating light sensitivity and visual symptoms of aniridia.



**PRODUCT: Magtrace® and Sentimag®
Magnetic Localization System**

COMPANY: Endomag

THERAPEUTIC AREA & INDICATION:
Oncology

ABOUT THE PRODUCT

Magtrace® and the Sentimag® localization system help any breast cancer patient or any hospital to access the highest standard in breast cancer staging. For patients who have identified a tumor, it is important for their surgeons to understand whether cancer has spread to other parts of the body by checking lymph nodes near the armpit to determine the 'stage' of the disease. The Magtrace® lymphatic tracer is used for this detection and subsequent removal. The Sentimag® system detects Magtrace® signal in the lymph nodes and enables surgeons to be precise in their surgical removal, sparing patients from complications such as lymphedema.



PRODUCT: **reSET® and reSET-0®**

COMPANY: Pear Therapeutics

THERAPEUTIC AREA & INDICATION:
Substance use disorder

ABOUT THE PRODUCT

Pear Therapeutics has created a new landscape for treating disease areas with significant unmet needs and established an entirely new class of therapeutics, Prescription Digital Therapeutics (PDTs). Our lead products, reSET and reSET-0, were the first pieces of software authorized by FDA to treat disease. With an estimated 20.3 million Americans suffering, substance use disorder is a public health problem. With FDA market authorizations of both reSET and reSET-0, a new treatment paradigm for substance use disorder and opioid use disorder has evolved in conjunction with advances in medical technology. For more information and important safety information, visit <https://www.resetforrecovery.com/>.



PRODUCT: **ProAir® Digihaler®**

COMPANY: Teva Pharmaceutical Industries

THERAPEUTIC AREA & INDICATION:
Pulmonary respiratory disease

ABOUT THE PRODUCT

GINA (Global Initiative for Asthma) suggest 45% of asthma patients have uncontrolled asthma¹. In the US, 1.8 million emergency visits were associated with asthma in 2016², and in 2017, the disease resulted in 3,564 deaths³. Inhaler technique and non-adherence are associated with inadequate disease control. ProAir® Digihaler® is the first and only, FDA-approved, fully integrated device that can automatically and passively capture detailed inhaler-use data on adherence and technique and report back to patient and healthcare professional to enrich dialogue and decision-making.

Background - References

1. Price D et al, NPJ Prim Care Respir Med. 2014; 24: 14009
2. Sastre J et al. World Allergy Organ J 2016; 9: 13
3. Cost of Asthma on Society. Available at: <http://www.aafa.org/page/cost-of-asthma-on-society.aspx>. Accessed: December 2016