



## Short profile

### Gist MD

CHARITÉ/BIH-PARTNER WANTED!  
More information [here](#)

Medical field	Anesthesia
Product (name and type)	Personalized patient engagement platform for Pre-anesthesia, Digital Health
Growth stage	Proof of Concept
Founders	Dan Rolls, Ori Rogowski, Amir Beker, Orit Neudorfer, Idit Matot

#### Description of product:

The proposed solution is a cloud-based digital health software platform providing a customized interactive program designed to accompany the patient through the anesthesia process. The product is based on a “recombination technology” engine – GistMD core solution for generating customized content – which is composed of hundreds of Personalized Content Objects (PCO) in the form of animated video segments.

#### Project goal:

Clinic: Reduce risk and costs, increase patient engagement, shorten recovery time, reduce patient anxiety and pain, decrease analgesia consumption.

Company: product market fit adapted to Charité’s ecosystem.

#### Project type:

Develop a partnership structure to assess the product fitness for the institution, conduct pilots, assess benefits of the product. Interest in co-developing additional products.

Estimated duration: 15 months.



Eligible by the IIA



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