

## **ORTHOCRAT TO LAUNCH ON-LINE SERVICE FOR STORING AND SHARING PRE-OPERATIVE DATA AT AAOS**

### **Highly-Secure Orthoweb Bridges Information Gap Between Clinics and Hospitals**

TEL AVIV, Israel - March 4, 2008 – Orthocrat Ltd, a leading provider of orthopedic pre-operative digital templating software, will launch its unique Orthoweb on-line service at the annual meeting of the American Association of Orthopedic Surgeons (AAOS) this week in San Francisco (Booth #349, Hall A).

“This is a real step forward in bridging the workflow gap between private clinics and hospitals,” said Zeev Glozman, co-founder of Orthocrat Ltd. “Instead of bringing cds or devices that need to be hooked up to hospital computers, surgeons can just log onto the Internet and download surgery plans into the operating room with a few clicks. Everybody wins because Orthoweb is much more efficient.”

Orthoweb allows orthopedic surgeons from private clinics, who often have little or no access to existing hospital PACS (Picture Archiving and Communication Systems), easy access to their patients' files through its highly-secure Internet service that stores pre-operative data and images needed during surgery.

Orthoweb will also include an automated system for surgeons to request and book operating rooms by simply e-mailing a patient's file to a hospital, rather than undertaking the time-consuming process of faxing or mailing pre-operative data and images.

Orthoweb is an add-on service for surgeons, hospitals and research centers currently using Orthocrat's ground-breaking Traumacad digital software, which provides tools to accurately measure and plan for implants needed in hip, knee and trauma surgeries.

“Our goal is to develop Orthoweb into a premiere network where physicians and researchers all over the world can share their ideas, their questions and their breakthroughs,” said Dr. Adam Ehrenraich, an orthopedic surgeon and product manager with Orthocrat. “This is about creating an on-line community of specialists who together will advance their field.”

Orthocrat will showcase both its groundbreaking Traumacad software as well as demonstrate Orthoweb at the meeting of the AAOS in San Francisco's Moscone Center from March 5<sup>th</sup> to March 7<sup>th</sup>.

#### **About Orthocrat**

Orthocrat was founded in 2003 by Zeev Glozman, an entrepreneur, and Dr. Doron Noman, the Deputy Director of the Department of Orthopedics and Traumatology from the Rambam Medical Center in Haifa, Israel. The company's mission is to advance the orthopedic community to a 100% filmless work mode. Orthocrat's flagship software product, Traumacad, enables surgeons to accurately measure implant sizes from digital images, making their surgeries more efficient and effective. Traumacad has been installed in over 700 hospitals, research centers and clinics in the US, Europe and Israel.

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