

ORTHOCRAT TEAMS UP WITH WEBOPS TO ADVANCE ORTHOPEDIC PRE-SURGERY PLANNING

Strategic Partnership Increases Orthopedic Surgical Efficiency and Accuracy

TEL AVIV, Israel - March 4, 2008 – Orthocrat Ltd, a leading provider of orthopedic pre-operative digital templating software, announced today a partnership with WebOps Mobile, an online service that streamlines the supply and service chains of medical device companies.

Through the Orthocrat and WebOps software integration, surgeons, technicians and medical device suppliers can use a wireless Bluetooth or PC-connected scanner and a mobile handheld device to securely and accurately embed patient x-rays and data to a surgical case record in WebOps. To prepare for surgery, surgeons can then easily access their cases on WebOps from a PC using the integrated TraumaCad digital templating software. Orthopedic implant distributors can quickly provide the necessary implants and resources to hospital operating rooms by accessing final reports generated by TraumaCad in real-time through the WebOps server using a mobile handheld device.

“For the first time orthopedic distributors can see in real time what implant materials Traumacad users need and deliver the materials in record time,” said Gordon Ford, CEO of WebOps. “Orthopedic surgeons and device companies can finally be freed from the inefficiency and inaccuracy of manual phone, fax and paper-based procedures.”

Orthocrat’s Traumacad software 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 U.S., Europe and Israel.

“Our partnership with WebOps is a win-win for everyone involved in the planning of complicated orthopedic surgeries,” said Zeev Glozman, co-founder of Orthocrat. “Patients, surgeons and sales-representatives can rest assured that every step of the surgical plan created through TraumaCad digital software is carried out efficiently and accurately.”

Orthocrat will showcase its groundbreaking Traumacad software along with WebOps at the meeting of the AAOS in San Francisco’s Moscone Center from March 5th to March 7th, booth #349, Hall A.

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 U.S., Europe and Israel.

About WebOps

Since 2005, WebOps Mobile has been providing software solutions to solve the challenges of “real-life orthopedics” (RLO) that affect the representative, distributor, manufacturer, hospital and surgeon. Developing the first comprehensive service and supply chain application for the orthopedic medical device space, WebOps continues to innovate with digital templating and handheld mobility. WebOps Mobile software is applicable for all companies concerned with lot traceability that engage in complex case management (reconstructive orthopedics, neurology, cardiac, spine, cranial/facial and trauma surgeries).

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Media Contact:

Ruder Finn Israel for Orthocrat

Jordana Miller

Tel: +972-544-676-979

Email: jordana@ruderfinn.co.il