



PRESS RELEASE – FOR IMMEDIATE RELEASE

Attention: Health Editors

BIGDATA TLV 2019:

April 16th Event Will Focus on How Medical Big Data is Changing Patient Care Around the Globe

Israel is not only a world leader within the realm of "Start-Up: Nation" innovation, it is also a BIG DATA superpower, especially within the health and medical sectors.

The forthcoming BIGDATA TLV event (<https://bigdatatlv.com>), which will be held in Tel Aviv's Wohl International and Exhibition Convention Center on April 16, will focus exclusively on this growing field, which is dedicated to public health and reducing mortality among patients.

BIGDATA TLV will be helmed by Dr. Eyal Zimlichman, Deputy Director, Chief Medical Officer, and Chief Innovation Officer at Sheba Medical Center, Tel Hashomer (the largest hospital in the Middle East) and Dr. David L. Reich, President and Chief Operating Officer of The Mount Sinai Hospital in New York. In addition, two of the world's top healthcare professionals, Dr. John Halamka (Harvard Medical School) and Dr. Joel Dudley (PhD, Director of the Institute for Next Generation Healthcare, Associate Professor of Genetics and Genomic Sciences and Population Health Science and Policy at Icahn School of Medicine at Mount

Sinai, and Executive Vice President of Precision Health at Mount Sinai Health System), will be keynote speakers at the event.

Background...

Big Data in medicine is already used by doctors as a tool to define patients' diseases and finding ways to cure or prevent them. This is done by comparing the patient's specific details and data to millions of similar cases worldwide.

The data is collected by sophisticated algorithms from all the information on the web and in scientific publications around the world. Recently, the Israeli government also approved access to personal data stored by local HMO's (health maintenance organizations). In daily practice, the comparative data appears on the doctor's computer screen while the patient is sitting opposite them. The doctor receives the information, which has already been analyzed, including the characteristics of the disease, as well as the accumulated global information on ways to treat the disease.

Moreover, when it comes to drugs, BIG DATA provides doctors with critical info about whether the prescription given to the patient is indeed for the correct medication, by comparing the effect of the drug in millions of similar cases locally and around the world. This is also an integral part of developing "personalized medicine" based on "predictive analytics", where history and genetics can actually foresee diseases and even epidemics. The use of Artificial Intelligence (AI) and algorithms also enables researchers to conduct scientific analyses and provide up-to-the-minute information to doctors, saving hospitals time and money, as well as giving doctors the tools to keep patients healthier and out of the hospital.

Journalists who wish to interview Dr. Zimlichman, Dr. Reich, Dr. John Halamka or Dr. Joel Dudley prior to or during the BIGDATA TLV Conference can contact me at:

Elaine Harrison
media@bigdatatlv.com
+44 7814099799