



For the first time, the company will manage and coordinate all stages of diagnosis and treatment for hospitals. In light of the growing evidence of the link between cardiovascular disease and obstructive sleep apnea (OSA), Itamar Medical Ltd. (TASE:ITMR) is expanding its business model by offering a comprehensive sleep apnea management solution to cardiologists, who seek to create a streamlined pathway for effective treatment. Itamar Medical markets the WatchPAT™ home sleep test and now offers a solution to manage the entire OSA care continuum for hospitals and clinics.

As part of its Total Sleep Solution™ (TSS) offering, Itamar will utilize its nationwide network of independent diagnostic testing facilities (IDTF), durable medical equipment (DME) service providers and sleep physicians. Also utilized will be Itamar's cloud-based IT platform solution, the CloudPAT™, which encodes and transmits WatchPAT test results directly to physicians and their staff. The company believes this strategy further emphasizes the competitive advantages of the WatchPAT device.

Itamar will officially launch the service at the "Heart Rhythm Society 2015" (HRS) event, May 13-16 in Boston. HRS is the annual conference of the Heart Rhythm Society, an international organization that focuses on the area of irregular heart activity. The organization's mission is to improve cardiology research, education, and regulation of medicine in the field of irregular cardiac activity.

"This expansion and our ability to provide comprehensive solutions for sleep apnea to cardiologists is centered around our unique and easy to use WatchPAT technology and firmly positions Itamar as an important player in a growing global market," said Gilad Glick, CEO of Itamar Medical. "The Total Sleep Solution is a growing business opportunity; addressing a significant unmet need in the cardiology space, while contributing to improve the clinical outcomes of cardiovascular procedures. This approach allows us to offer more inclusive and convenient services to both patients and their physicians."