



**DermaDetect**



1846297492.34.  
1846297492.34.293.-86293  
1846297492.34.293.-86293

# ANNUAL REPORT

## 2019 – 2021

Table of Contents

■ Company

■ Sales

■ Marketing

■ Technology

# The Year In Review

## Message from the CEO -@Eugene

What a ride this has been! We overcame challenges, made significant technological progress, developed partnerships, launched products, complied with regulations, secured investments and so much more. Covid-19 brought about a change in the diagnostic model and DermaDetect successfully secured its position in the forefront of skin diagnostics. Over the last 2 years DermaDetect has undergone a complete transformation in terms of human resources, internal processes and technology and we are incredibly excited for what lies ahead.

## Company

### General

Relocated to Rehovot offices – Q3 2019

### Team

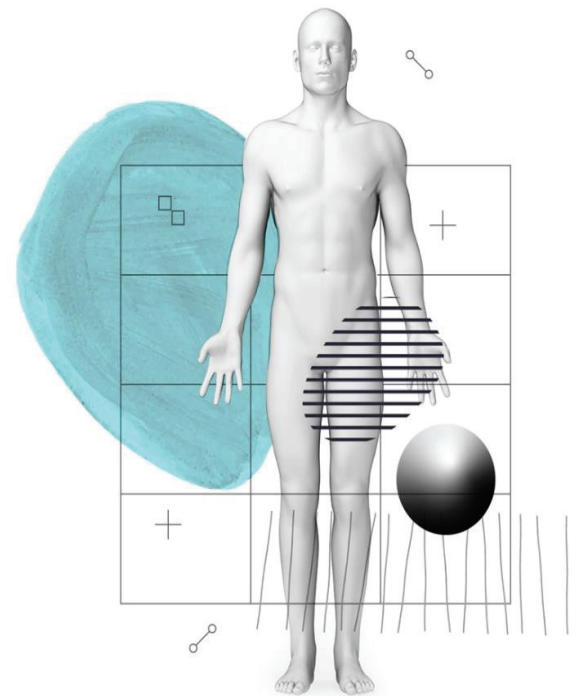
Growth from 2 employees in Q3 2019 – 11 employees in 2021

### Management Team

Customer Success Manager  
VP R&D  
CTO  
VP BizDev  
VP Marketing  
CMO

Yaara Hearn  
Daniel Chernenkov  
Ouriel Barzilay  
Ran Ken Tor  
Nathalie Beaudoin  
Tali Czarnowicki

Q4 2019  
Q1 2020  
Q3 2020  
Q1 2020  
Q1 2020  
Q3 2021



### Regulation & Compliance

- Gen1: CE/FDA Cleared
- HIPAA Compliant Q1 2021
- IStand –Submission: DermaAssess Q2 2021
- Technology Patent "Pending" status Q3 2019 (EU/USA)

## Products

Launch of additional products:

- DermaAssess Q1 2021 (Generating income)  
(System for remote dermatological assessment during clinical trials)
- MyDerma – Q2 2021  
(Application for asynchronous tele-dermatology)
- DermaManage **est. Q1 2022**  
(Skin toxicity side effects management for Biological/Oncological drugs)

## Marketing

Start of Activities Q1 2021

### PR Activities

Femi Partnership. PR in English and Hebrew  
Clinical Trial with Maruho. PR in English

Q2 2021  
Q2 2021



### Website

Launch of re-branded website  
(English/Hebrew)

### Marketing Content

Delivery of marketing materials to support:

- Sales funnel
- Investor relations
- Regulatory processes
- Clinical trials

### Marketing Activities

Nurtured relationships with Maccabi, Femi, Together, EHV and Medison, to develop mutual marketing activities

Complete revamp of messaging and branding

Attendance at WebSummit 2020 to generate leads/conduct market research

Published Scientific Research

Developed Branding Book

# Sales

## Strategic Partnerships —

- Conducted in-depth market research for USA and UK upon which we base our go-to-strategy (UK market/then US market)
- 10 Year contract with Maccabi, Israel's second largest health care provider, to supply the AI platform for Maccabi's on-line dermatology service currently serving 2.6M patients
  - Pilot Q3 2019 - Q3 2020
  - Contract Signed - Q3 2020
  - Start of Production - Q3 2020
- Contract with MII Labs (representative of Maruho LTD Japan), to launch DermaAssess which enables remote assessment of skin conditions during clinical trials. **Q1 2021**
- Exclusive partnership with Femi Premium LTD, Israel's largest professional medical and telemedicine services provider, to integrate its AI platform into the Femi network currently reaching 4.9 M patients. **Q1 2021**
- Agreement with Medison to collaborate on development and promotion of DermaManage, that assists with the management of skin toxicity side effects. **Q2 2021**
- Submitted and won the tender issued by Clalit Health Services for the provision of Asynchronous AI dermatological services. Pilot scheduled **Q1 2022**
- Partnership with Leumit Health Services to integrate our platform into their existing application **Q1 2022**

# Technology

DermaDetect's solution to asynchronous tele-dermatology has enabled the collection of tens of thousands of diagnosed cases and hundreds of thousands of images with associated clinical data. The accuracy improvement over time of AI-based diagnosis is displayed below. Adding clinical data in addition to images as inputs to the networks boosted accuracy (see blue and orange graphs).

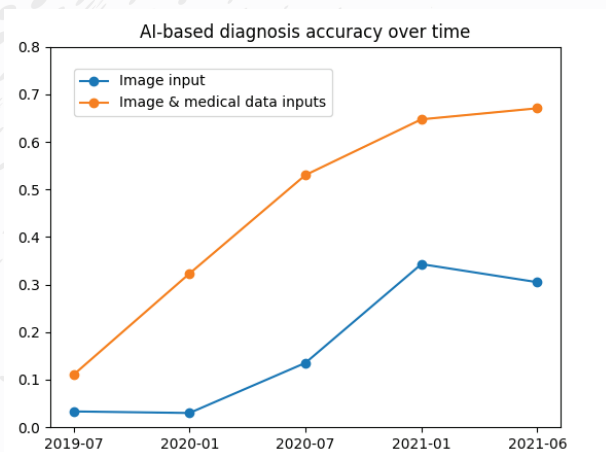


Table : Accuracy of networks trained and evaluated on the training data accumulated until the end of each semester since 2019, for the classification of 20 common acute skin diseases.

Number of diseases	Top-3 accuracy	Top-1 accuracy
12	97.1%	85.6%
20	88.7%	67.1%

Top-3 and top-1 accuracies are displayed for networks classifying 12 and 20 of the most common acute diseases.

## Achievements

- Dermatological image validity assessment
- Skin detection
- Lesion detection
- more..

## Scientific Articles

- Scientific publication at NeurIPS 2020 workshop

## Platforms and Infrastructure

- Easy client customization (features, look & feel) within regulatory framework
- Multi-tenant software enables customized content management for each HMO
- Easy adoption of customers' authentication system of choice (e.g. Azure AD, Okta)
- Full integration with clients dedicated EHR system (Maccabi Health Care)