

## **SOMATIX STRENGTHENS ITS LEADERSHIP TEAM WITH THE APPOINTMENT OF CHIEF MEDICAL OFFICER**

**Dr. Charles K. Herman will support Somatix's growth in the  
remote patient monitoring market**



NEW YORK, NY – January 29, 2019 – Somatix, a provider of a wearable-assisted, gesture detection RPM (Remote Patient Monitoring) platform, today announced the appointment of Charles K. Herman, M.D., M.B.A., as Chief Medical Officer. Dr. Herman, a seasoned senior medical executive, entrepreneur, and award-winning researcher and author, brings over a decade of experience in a highly respected and successful health system as well as in healthcare consulting and innovation.

Dr. Herman serves as Chief Medical Executive in the Lehigh Valley Health Network in Pennsylvania, where he is involved in business development, strategy, and clinical value analysis across its Pocono campuses. He is a trusted advisor and consultant to several venture capital and private equity firms, has a proven track record of leadership in the business of medical innovation, and has helped bring several medical devices, healthcare information technology, and biotechnology companies' products to market.

"I look forward to joining this capable leadership team. I believe that Somatix's vision and innovative approach will become a critical tool for monitoring patients across the continuum of care." Said Dr. Herman "Working with a revolutionary company like Somatix allows me to leverage my medical experience and business expertise in the fields of advanced digital health and machine learning."

The appointment highlights Somatix's ongoing commitment to harness wearables, real-time gesture detection and Big Data analytics to redefine Remote Patient Monitoring, to improve medical outcomes, enhance efficiency, and reduce costs.

"Dr. Herman's proven domain expertise and understanding of the healthcare value chain, will be instrumental as we continue on our growth and move towards a successful commercialization phase," said Eran Ofir, Somatix's CEO & co-founder "In his role, Dr. Herman will act as a liaison between the company and medical professionals, and will help us solidify our financial value to health care providers, on top of our technological advantages, such as a lower total cost of ownership and reduced cost of adverse events and readmissions through our state-of-the-art, next generation remote patient monitoring platform."

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### **About Somatix**

Somatix is a provider of a wearable-assisted gesture detection RPM (Remote Patient Monitoring) platform for cost-effective healthcare and wellbeing enhancement. Our technological core – the Somatix real-time gesture detection solution – leverages existing sensors in smartwatches, smartbands and IoT connected devices. It additionally employs adaptive Machine Learning and Big Data analytics to analyze massive volumes of gesture data, for precise recognition of a range of physiological and emotional indicators – all to facilitate personalized health intervention.

Somatix's digital health solutions, ultimately, enables providers, hospitals, and elderly caregivers, among others, to increase



## NEWS RELEASE

treatment adherence and improve the lives of those under their care.

For more information, please visit [www.somatix.com](http://www.somatix.com). Please follow us on [LinkedIn](#) and like us on [Twitter](#).

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