

## Press Release



### **TRIG MEDICAL LTD. PICKS UP *FROST & SULLIVAN* TECHNOLOGY INNOVATION OF THE YEAR AWARD FOR ITS PIONEERING LABORPRO**

**LONDON, UK; November 22, 2006:** The 2006 Frost & Sullivan European Technology Innovation of the Year Award is conferred on **Trig Medical Ltd.** of Israel in recognition of its advanced, innovative labour monitoring system - LaborPro. This integrated ultrasound and fetal monitoring technology provides accurate, objective, and non-invasive determination of fetal head station and position and is a simple, easy-to-use procedure that benefits the mother, the unborn baby, and the obstetrician during childbirth.

“The LaborPro will help plug the under met needs of end users in terms of information on fetal head station and position in relation to the pelvic inlet,” notes *Frost & Sullivan* Research Analyst Sangeetha Prabakar. “This technology provides objective and accurate information on the progress of labour by employing non-invasive ultrasound technology, thereby helping physicians make better decisions, enhancing the safety and comfort of the mother and baby and improving clinical outcomes.”

Currently head station and position during labor are assessed by a manual vaginal exam, which is inaccurate, invasive and uncomfortable for the mother. This complicates labour decision-making processes, while causing unwanted results, especially an increase in the caesarean section rate. It is in the context of such needs that the LaborPro technology is significant, since it allows easier and more accurate determination of fetal head station and position during labour.

“To achieve this, the system employs a combination of an off-the-shelf ultrasound, a personal computer-based controller, and magnetic position sensors to track fetal station and position,” elaborates Ms. Prabakar. “The system is based on electromagnetic position tracker and ultrasound imaging; using the position sensors and proprietary algorithms, the maternal pelvis is mapped, and the spatial position of the pelvic inlet is determined.”

An abdominal ultrasound transducer is calibrated with the positioning system, and the fetal head position and station are assessed by marking the bi-parietal diameter and occipitofrontal diameter, or by marking scalp tip and other landmarks such as eyes or nose bridge, in relation to the pelvic inlet. The technology, therefore, supports accurate identification of the fetal head station and position.

“The LaborPro is staff and mother-friendly and requires only basic training in ultrasound usage, obviating the need for an obstetric ultrasound expert,” adds Ms. Prabakar. “Moreover, the technology employs non-invasive, radiation-free pelvimetry as well as a single-step computerised digital examination. All labor progress tracking data including the fetal heart rate monitor are integrated in the LaborPro display and automatically recorded by the system, which helps reduce staff workload.”

LaborPro has already gained the European CE Mark and is conducting clinical studies for US FDA clearance. To boost commercialisation prospects, Trig Medical has established collaborations with several leaders in the field of obstetrics.

*Frost & Sullivan's* Technology Innovation Award is bestowed upon a company (or individual) that has carried out new research, which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture.

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