



Media Advisory

Governor Patrick to Join Launch of EarlySense Patient Safety Technology and Address Patient Safety Symposium at MetroWest Medical Center, Tuesday, September 6th at 1 p.m.



Framingham, MA, August 30, 2011 – Governor Deval Patrick and the Massachusetts Life Sciences Center will join with the senior management of EarlySense and MetroWest Medical Center to launch the hospital’s new patient safety and quality of care initiative, leveraging innovative technology developed by EarlySense Ltd., on **Tuesday, September 6th at 1:00 p.m.** at MetroWest Medical Center in Framingham.

Following a ribbon-cutting ceremony and a product demonstration, Governor Patrick and Life Sciences Center President & CEO Dr. Susan Windham-Bannister will join leading industry experts in a symposium discussing **“Advances in Patient Safety in Acute Care Hospitals and Long Term Care Facilities.”** Refreshments will be served.

EarlySense’s innovative, contact-free, patient monitoring solution detects and alerts on early warning signs of patient deterioration. This potentially helps hospital teams prevent tragedies and reduce cost of care – and is in line with the objectives of the recently announced “Partnership for Patients” \$1 Billion initiative of the Center of Medicare and Medicaid Quality of Care Initiatives and Joint Commission Safety Guidelines. In just the last year, there have been more than 50 documented cases where alerts provided by the EarlySense system helped nurses and doctors save lives and secure better patient outcomes. Several case studies will be cited during the seminar.

The event marks the first commercial installation of the EarlySense solution in Massachusetts and follows the recently announced decision by the company to locate its US headquarters in the state. EarlySense plans to announce where in Massachusetts it will locate its new U.S. headquarters on September 6.

WHEN: Tuesday, September 6, 2011, 1:00 p.m. - 3:00 p.m.

WHERE: MetroWest Medical Center, Medical Arts Building, McPherson Hall, 85 Lincoln Street, Framingham, Massachusetts

Seminar Participants:

- **Deval Patrick**, Governor of the Commonwealth of Massachusetts
- **Susan Windham-Bannister, Ph.D.**, President & CEO of the Massachusetts Life Sciences Center
- **Andrei Soran**, CEO, MetroWest Medical Center
- **David Bates, M.D.**, Chief Quality Officer and Chief of the Division of General Internal Medicine, Brigham and Women's Hospital, Professor of Medicine at Harvard Medical School, Executive Director of the Center of Patient Safety Research and Practice
- **Eyal Zimlichman, M.D.**, Research Associate, Center for Patient Safety Research and Practice, Brigham and Women's Hospital and Harvard Medical School, Lead Researcher, Department of Clinical Affairs, Partners Healthcare, past Assistant to the CEO, Sheba Medical Center, Israel.
- **Harvey Brown, M.D.**, Clinical Professor of Medicine, David Geffen School of Medicine at UCLA

Media Contacts:

Angus McQuilken, VP for Communications
Massachusetts Life Sciences Center
Phone: 617 921 7749
Email: amcquilken@masslifesciences.com

Beth Donnelly, Director
Community Relations
MetroWest Medical Center
Phone: 508-383-1096
Email: beth.donnelly@mwmc.com

Marjie Hadad, Media Liaison
EarlySense
Phone: 617-939-9514
E-mail: marjie.hadad@earlysense.com