Cracking the Code

2025

SIT

Systematic
Inventive
Thinking

SIT is a global management consultancy that harnesses the power of Innovation to make organizations more successful.

Our Promise

We help companies surpass their business goals, both immediate and long-term, through the effective use of innovation.

To do so, we use our proprietary method, also called **SIT – Systematic Inventive Thinking®,** to provoke novel thinking and manage the organizational change needed for its implementation.

Who We Are

A group of 50 people from diverse professional and cultural backgrounds, sharing a passion for innovation and for helping organizations and the people within think and act with more agility

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SIT in Numbers

$23B

YOY growth has been derived from our work

$3B

Productivity savings, in addition to growth, have significantly impacted our clients' margins

1200

Patents – and counting – have been registered

95,000

People have changed their mindsets and now function more agilely in their organizations

29

Years of innovation since 1995 makes us (one of) the first innovation consultancies in the world

12,000,000

Miles have been traveled to serve our clients face to face

77

Countries have stamped our passports along the way

13

Languages spoken by our consultants, facilitators, and trainers helps us bring the language of innovation to your organization

1,600

Organizations have benefited from working with us

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Some of Our Clients

Where We Teach

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Some of Our Clients in Healthcare

Innovating the Future of Healthcare

Global Perspectives

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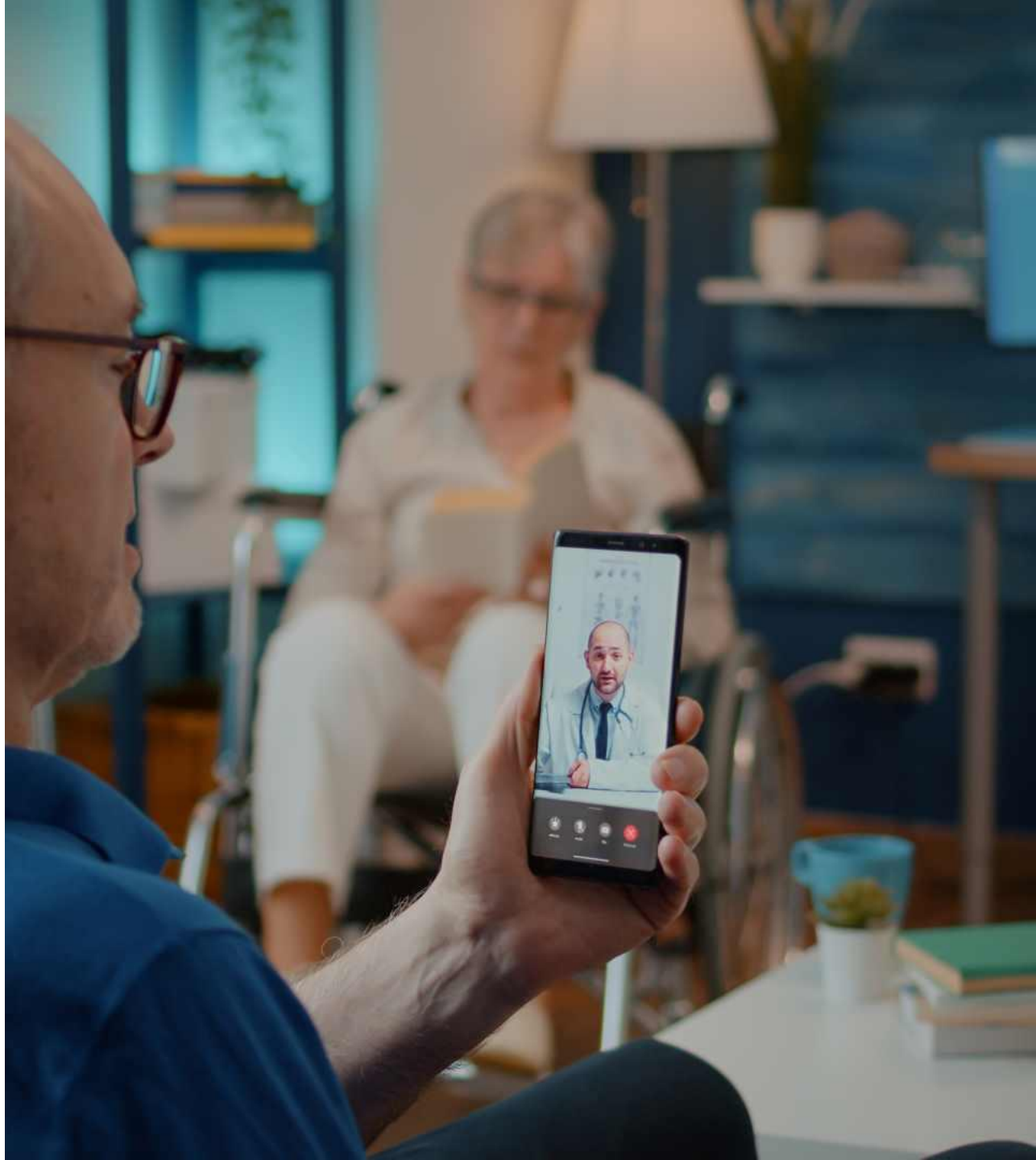
Topics

- Moving Home
- Workforce & Licensing Models
- AI
- VR Therapeutics
- Community Engagement

Moving Home

Smartphones as healthcare tools, enabling diagnosis & treatments that once required hospitalization and specialists' time



Healthy.io

Israel-based **Healthy.io** has developed an FDA-cleared app and test kit that enable users to conduct a clinical-grade urine analysis at home, simply by photographing test strips using a smartphone camera. This effectively transforms a phone into a portable diagnostic device. The solution is already in use by the UK's National Health Service (NHS) for **patients with chronic conditions like diabetes and hypertension**, helping eliminate the need to ship samples to a lab.

In a recent NHS evaluation, the home-testing solution led to a 71% increase in test adherence and reduced the need for in-clinic testing, saving clinical staff time and improving early detection of kidney damage.

The company also offers **AI-powered smartphone apps that analyze skin lesions for signs of melanoma and conduct vision tests**—both of which can be done remotely. These tools are designed to expand access to care, especially in underserved or rural populations, and reduce unnecessary clinic visits.

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Healthy.io

Our Tech

Using colourimetric analysis, computer vision, and AI we transform the smartphone camera into a clinical-grade medical device. Our computer vision algorithms and unique calibration method can analyse urine tests and chronic wounds using a variety of devices and under different lighting conditions, making testing as easy as snapping a picture.

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Healthy.io

Regulatory status:

Urinalysis app is FDA-cleared (Class II device)

Also CE-marked and approved for use by the UK NHS

Impact highlights:

+71% test adherence (NHS data)

56% of users completed the test within 3 days of receiving the kit

Reduced lab workload and improved early diagnosis

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Healthy.io

PocDoc

Healthy Heart Check service – a simple **finger-prick** blood test that can be done at home, together with a smartphone app that **analyzes cholesterol levels and assesses the risk of heart disease**.

In a 2024 pilot supported by the UK's National Health Service (NHS) in rural areas, **over 90% of invited patients completed** the home test – an **unprecedented participation rate** compared to previous NHS screening programs (for example, mail-in bowel cancer tests typically see about 69% participation).

This dramatic rise in participation highlights how using accessible technology like a smartphone can encourage more people to engage in **preventive health** screenings.

Patients identified by the app as high-risk are immediately referred for follow-up care and treatment pathways – enabling early intervention that can save lives.

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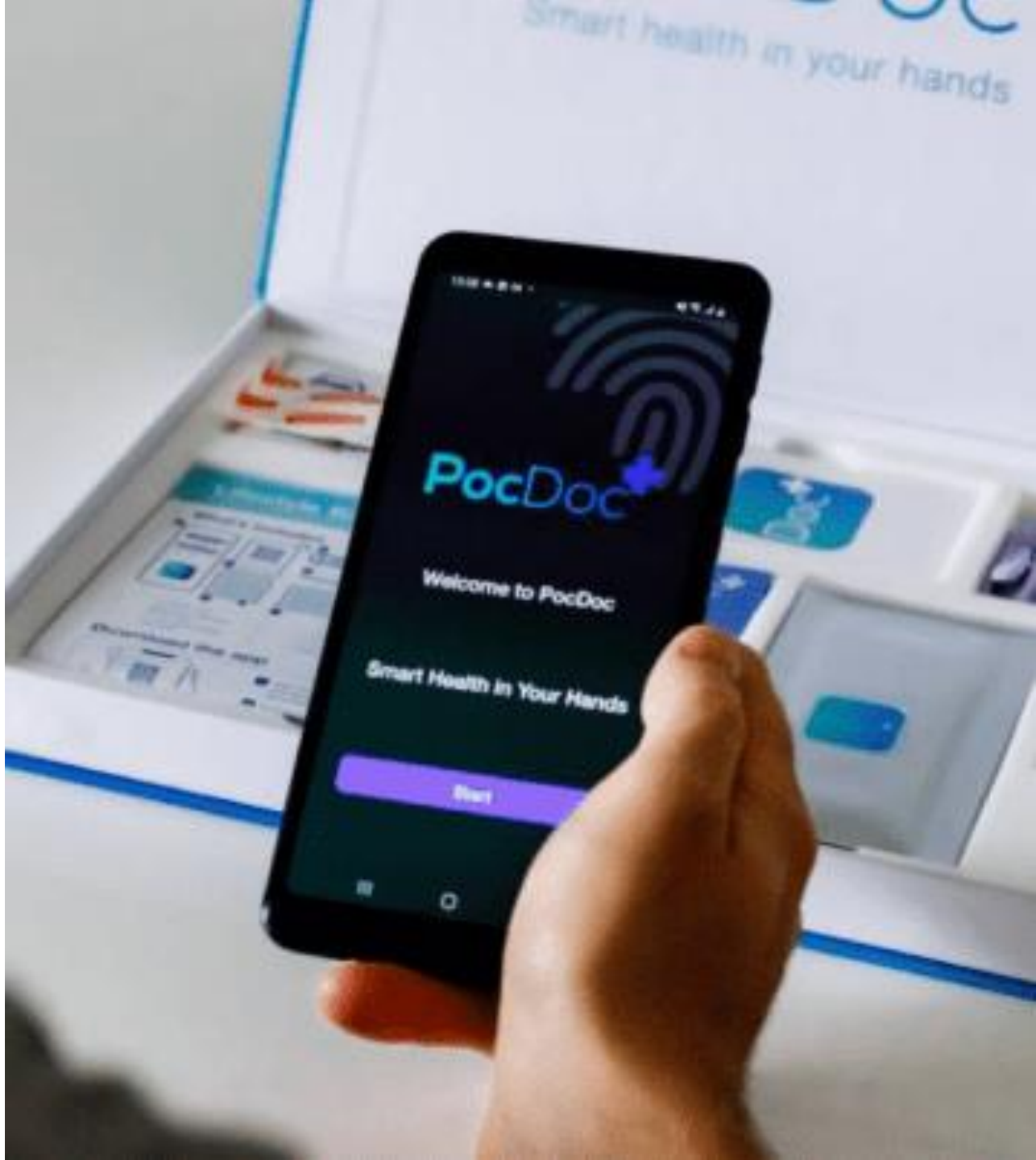
PocDoc



OptiBP (Switzerland)

Measures blood pressure simply by placing a finger on the phone's camera lens. The technology uses photoplethysmography to analyze blood flow in the skin, enabling continuous, non-invasive, and accurate blood pressure monitoring.

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biospectal

OptiBP

Regulatory status

Has achieved CE mark (European equivalent of FDA)

Efficacy Data

- In a Swiss clinical study, 85% of OptiBP™ measurements met international blood pressure accuracy standards.
- In a study across different BMI categories, 82% of readings were within the acceptable accuracy range.
- Maintains accuracy in pregnant populations, supporting its use in antenatal care.

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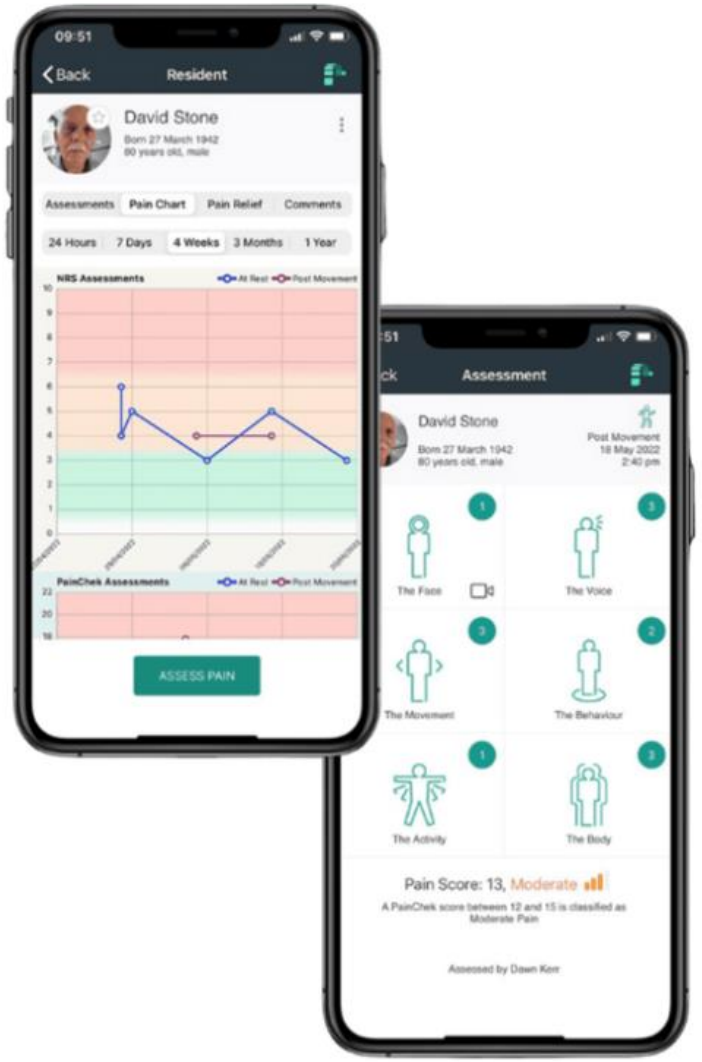
biospectal

PainChek (Australia, UK)

PainChek (Australia, UK) has developed a smartphone-based app that uses AI-powered **facial recognition** to detect and assess pain in non-verbal patients, such as those with advanced dementia. The app analyzes micro-expressions to generate a real-time pain score, helping healthcare professionals deliver more accurate and timely treatment. The solution is clinically validated and already approved for use in Australia, the UK, and several European countries. It is currently under FDA review in the U.S., with a decision expected within the next month.



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PainChek™
Intelligent Pain Assessment

PainChek

Regulatory status

- Approved in Australia, UK, EU
- Pending FDA approval (additional data submitted, review ongoing)

Efficacy Data

- Used in over 1,000 aged care facilities.
- More than 3 million pain assessments completed to date
- Reduced use of antipsychotic medications by 20–25% in early trials
- Helped reduce hospitalizations due to unmanaged pain

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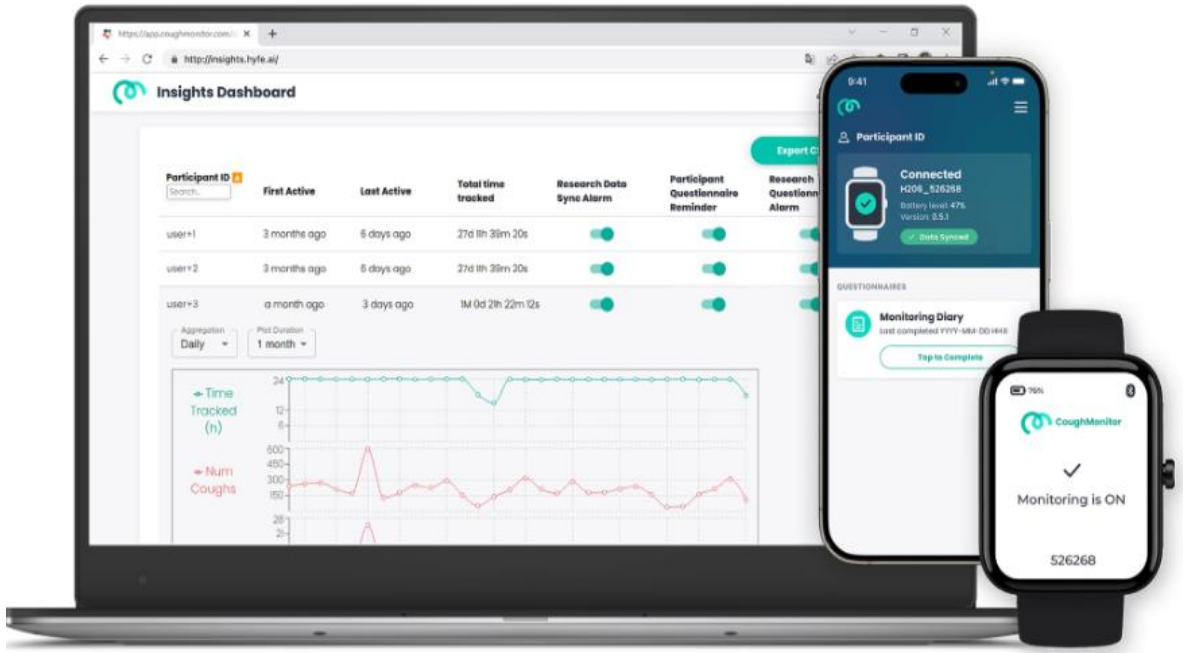
PainChek™ Intelligent Pain Assessment

Hyfe AI (Spain)

Hyfe AI (Spain) is a health-tech company that developed a smartphone app transforming the device's **microphone** into a continuous cough monitoring tool. The app automatically detects and analyzes coughing events, tracking frequency and patterns over time to help support early detection of conditions such as asthma, pneumonia, COVID-19, and COPD.

The company has submitted an FDA application for its Cough Monitor, aiming to become the first regulated digital cough monitoring solution in the U.S. The technology is already being used in clinical research and public health studies across Europe, the U.S., and Africa.



Hyfe AI

Regulatory status

- FDA submission in progress
- CE-marked for research and health monitoring use in Europe

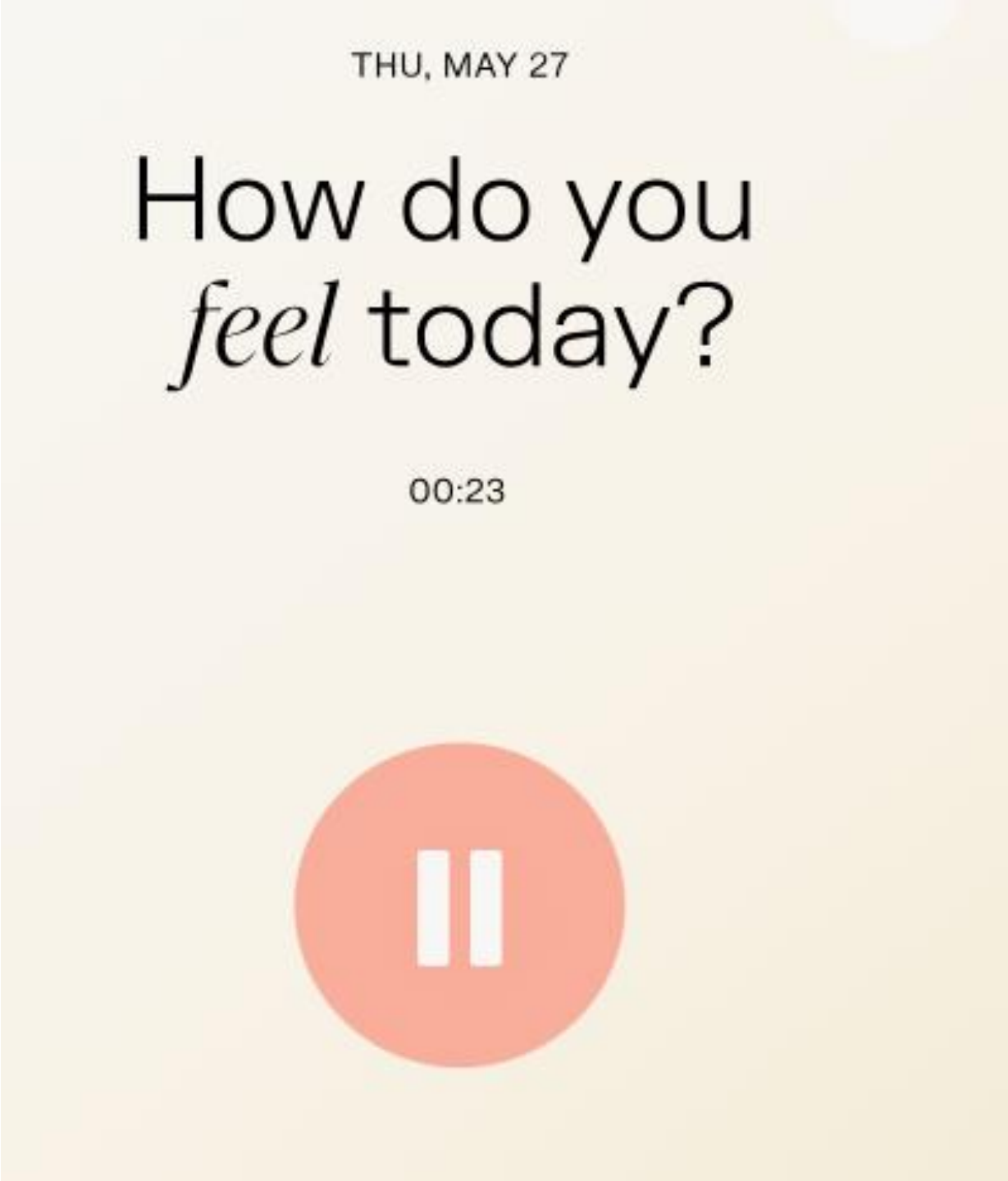
Efficacy Data

- >90% accuracy in identifying coughs in clinical trials
- Used by 50,000+ users in research and pilot programs
- Enables early detection and reduces unnecessary clinic visits

Kintsugi Voice (Japan)

- **Kintsugi Voice (Japan)**
  An app that turns the smartphone into a tool for early detection of mental health distress. By **analyzing the user's voice—captured through the phone's microphone—the system can detect potential signs of depression, anxiety, and other emotional challenges**.
  The technology analyzes intonation, speech pace, and syntax to provide insights into the user's mental health—discreetly, instantly, and directly from the device they carry every day.

- **Clinical Validation:** Kintsugi Voice has undergone **clinical validation studies** demonstrating its ability to detect signals consistent with depression from short speech samples with a reported accuracy of around 71% sensitivity and 73% specificity in identifying moderate to severe depression. These studies compare the AI's predictions with self-reported questionnaires (PHQ-9) and clinician diagnoses (SCID-5-CT).



As part of the shift from hospital-based to home-based care, it's not only the use of available home technology that enables this transition—but also the idea of "bringing the hospital home": delivering medical services directly into the home environment in a simple and accessible way.

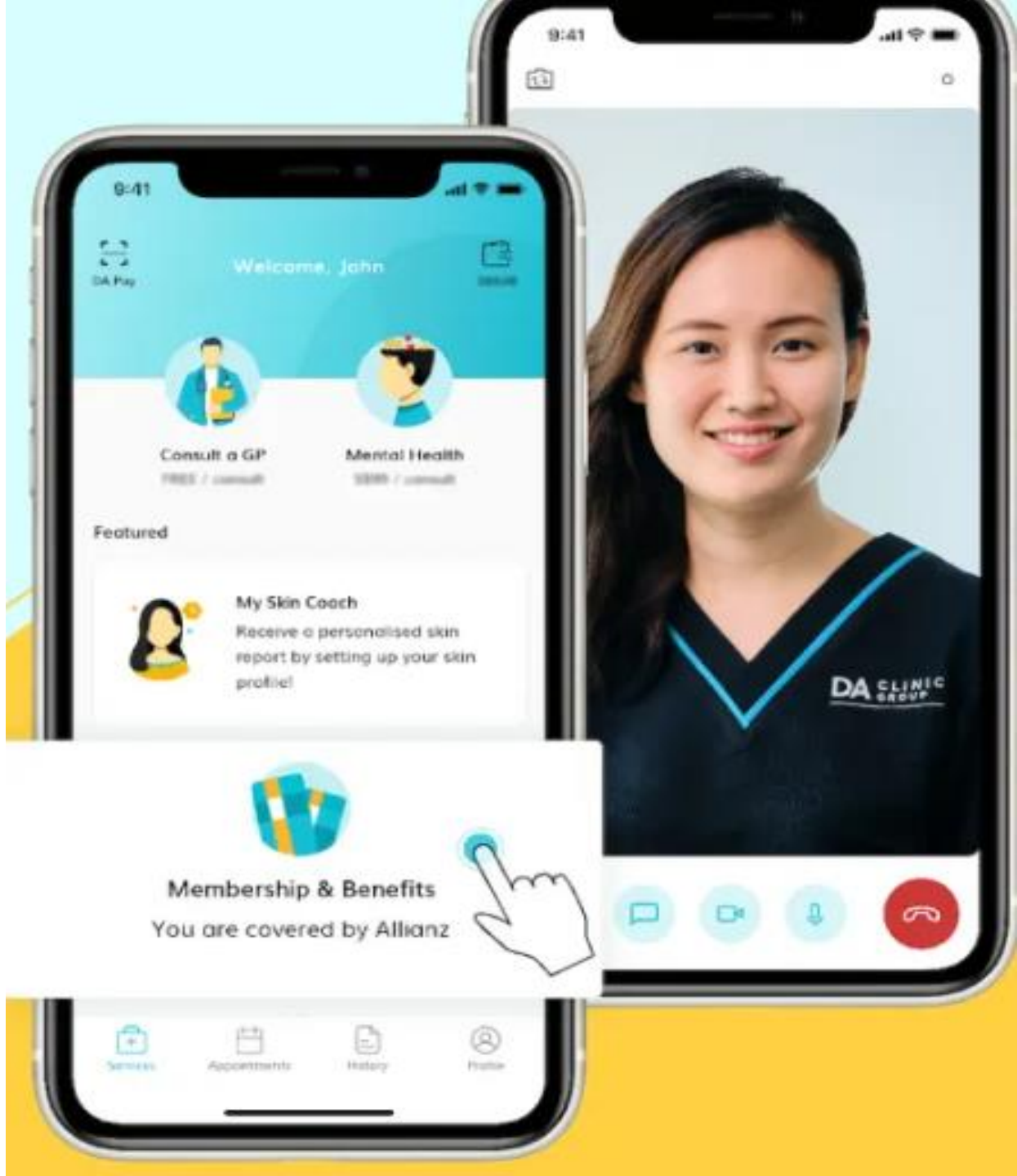
“Uber” for Healthcare

On-Demand Doctor Visits – “Uber” for Healthcare

More services are enabling **doctors and nurses to come directly to the patient’s home**—eliminating the need for patients to travel to hospitals or clinics. This model, reminiscent of ride-hailing services like Uber, provides fast, accessible, and personalized medical care—particularly beneficial for elderly patients, those with limited mobility, or people living in remote areas. Simple digital technology makes accessing medical services faster and easier than ever. **Patients select the type of care they need, make a request with a tap, and within a short time, a certified healthcare professional arrives at their doorstep.**

Notable examples include:

- **Practo** (India) – Offers home visits by doctors and nurses, along with complementary services such as lab tests, medication delivery, and online consultations.
- **Doctor Anywhere** (Southeast Asia) – Combines home visits with remote care, chronic disease management, and medication delivery.



Workforce & Licensing

Global Shifts in Health Workforce Models

- **Countries are adapting workforce structures to overcome shortages, enable cross-border care, and support digital health**
- **Emphasis on flexible licensing, remote collaboration, and task-sharing between professions**

Flexible Licensing & Cross-Border Practice

Israel– Central Licensing Authority

- National recognition system supports rapid onboarding of foreign-trained professionals.
- Specific programs to integrate **immigrant physicians** into the public system.

India– National Medical Commission

- Recent reforms standardize licensing across states.
- Encourages **centralized credentialing** and wider **telehealth practice rights.**
- Push for expanding scope of practice for nurses and allied health professionals.

European Union– Mutual Recognition Framework

- Health professionals can work across EU countries without repeating certification.
- Supports **cross-border telemedicine** and physical mobility of doctors and nurses.
- Enables EU-wide staffing support in crises (e.g., COVID, Ukraine refugees).

Task-Shifting & New Professional Models

South Africa– Nurse-Led Primary Care Clinics

- Professional nurses authorized to **diagnose and prescribe** in underserved areas.
- Enables primary care delivery with minimal physician presence.

Brazil– Teleconsulting by Non-Specialist Staff

- Family Health Strategy enables **community health workers** to consult remotely with doctors.
- Nurses and non-physician staff use digital decision tools to expand access.

Singapore– Smart Rostering & Multiskilled Teams

- Hospitals deploy AI-based staff scheduling + cross-training programs.
- The concept of "job redesign" is being actively explored to create more fluid roles and enable healthcare workers to develop a broader set of skills.

AI & Digital Decision Support

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Overview

- Many countries are leveraging AI to bridge workforce gaps and reach underserved populations
- Focus areas: triage, diagnostics, remote access, and continuous monitoring
- Innovation is driven by need: fewer specialists, rural populations, or overburdened systems

AISAP

AISAP is a pioneering medical technology company headquartered in Tel Aviv, Israel, with additional operations in Boston, Massachusetts. Founded in 2022 by a multidisciplinary team of AI experts, AISAP aims to transform healthcare delivery through its flagship product, AISAP CARDIO .

AISAP CARDIO is an AI-powered Point-of-Care Assisted Diagnosis (POCAD™) platform designed to empower clinicians with immediate, bedside diagnostics. **The cloud-based software integrates seamlessly with existing hospital systems, including Electronic Health Records (EHR), Electronic Medical Records (EMR), and Picture Archiving and Communication Systems (PACS),** eliminating the need for new hardware investments .

The platform's AI algorithms have been trained on hundreds of thousands of echocardiograms and over 24 million video segments, enabling accurate detection of structural heart diseases and heart failure.

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asap
AI AT THE POINT OF CARE

AISAP

Regulatory status

In 2024, AISAP received FDA clearance for its CARDIO platform, marking a significant milestone in AI-driven medical diagnostics.

Efficacy Data

- AISAP's technology has demonstrated a profound impact in clinical settings, leading to significant findings in 50% of scans, **altering treatment decisions in 30% of cases, and prompting urgent interventions in 5% of patients** .

The company has also been recognized as one of the world's most innovative and promising companies for 2025 by Fast Company, securing fourth place globally in the healthcare category.

Mia

Mammography Intelligent Assessment

Kheiron Medical's "Mia" (Hungary/UK) is an AI system designed to support **national breast cancer screening programs**. In Hungary, Mia functions as a **third independent reader alongside two human radiologists, reviewing every mammogram to identify potential signs of cancer.**

The AI has been shown to improve detection rates significantly, identifying early-stage cancers that might otherwise be missed, while also **reducing radiologist workload by clearing low-risk cases.** Its integration into public screening workflows marks a mature use of AI in clinical diagnostics, especially within a structured, double-read framework that already emphasizes accuracy.

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KHEIRON MEDICAL TECHNOLOGIES

Mia

Mammography Intelligent Assessment

Regulatory status

- Mia IQ™, a component of the Mia suite focusing on image quality assessment, is registered with the U.S. Food and Drug Administration (FDA) and is available in the U.S.
- Kheiron is actively pursuing FDA approval for the broader Mia suite beyond Mia IQ, collaborating with institutions like UCSF and Emory University to ensure the AI performs effectively across diverse populations.
- The Mia suite has received CE marking, allowing its use in the European Union and the UK. Additionally, Mia has regulatory clearance in Australia (TGA) and New Zealand (Medsafe).

Efficacy Data

- Implementing Mia led to a potential **30% reduction in radiologists' workload**, addressing challenges related to workforce shortages.
- Increased Cancer Detection: In a UK prospective evaluation, Mia demonstrated a **12% increase in breast cancer detection rates** compared to traditional methods.
- Reduced Notification Time: The same study indicated that Mia could reduce the time taken to notify women of their screening results **from 14 days to just 3 days**, significantly decreasing patient anxiety.

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KHEIRON MEDICAL TECHNOLOGIES

Niramai's "Thermalytix" (India)

Niramai's "Thermalytix" (India) offers an **AI-based breast cancer screening** alternative that uses thermal imaging instead of mammography. The device captures infrared images of the chest, and the AI analyzes thermal patterns to detect abnormalities linked to tumors. **Unlike mammography, this method is portable, non-invasive, radiation-free, and does not require a radiologist to operate.**

Niramai's solution has been deployed in rural health centers and community outreach programs, enabling early cancer detection in populations with limited access to conventional diagnostic infrastructure.

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Niramai

Niramai's "Thermalytix"

Regulatory status

- Niramai's SMILE-100 System, which incorporates the Thermalytix technology, received FDA clearance in 2022 as an adjunctive diagnostic imaging tool for breast thermography.
- Thermalytix has obtained CE Mark approval for use in Europe, along with ISO 13485 and MDSAP certifications, facilitating its adoption in multiple countries.
- The technology is commercially available in over 200 hospitals and diagnostic centers across 30+ cities in India and has been introduced in eight countries worldwide

Efficacy Data

- Clinical studies have demonstrated that Thermalytix achieves high sensitivity and specificity rates. For instance, a study reported **a sensitivity of 95.2% and specificity of 88.6%** in women with diverse breast tissue compositions.
- In a state-wide study in Punjab, India, over 15,000 women were screened using Thermalytix across 183 locations, including district hospitals and community health centers. The screening achieved a **low recall rate of 3.1%, with 27 confirmed breast cancer cases, indicating efficient triaging and potential reduction in unnecessary follow-up consultations.**

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Niramai

Ping An Good Doctor & AskBob (china)

Ping An Good Doctor and AskBob (China) represent a dual innovation in clinical AI. Ping An's "One-Minute Clinics" are **autonomous health kiosks** deployed in pharmacies, workplaces, and **rural areas**. Patients interact with an **AI doctor** that performs the initial medical consultation and assessment, followed by a **remote video session with a licensed physician** who confirms the diagnosis and prescribes treatment. Some kiosks include built-in medicine dispensers.

In parallel, Ping An's **AskBob is an AI tool used by clinicians** to instantly s**ummarize patient histories, suggest evidence-based treatments, and surface relevant medical literature.** The system has been implemented in top-tier hospitals and has outperformed clinical teams, making it an integral tool for **supporting physicians in high-pressure environments**.

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平安好医生

Ping An Good Doctor

Regulatory status

- In 2019, Ping An Good Doctor's AI system received the highest level of accreditation from the World Organization of Family Doctors (WONCA), indicating compliance with international standards for family doctor services.
- Ping An Health has been involved in drafting China's "Group Standards for Remote and Internet-Based Family Doctor Healthcare Services," which have been officially released, signifying recognition at the national level.
- No FDA approval has been granted.

Efficacy Data

- As of December 2020, Ping An Good Doctor had 373 million registered users, with an average of 72.6 million monthly active users and approximately 903,000 daily consultations.
- The platform offers 24/7 online consultations, hospital referrals, and medication delivery, effectively reducing the burden on traditional healthcare facilities.
- Through initiatives like the "Village Doctor Program," Ping An Good Doctor has upgraded over 900 rural clinics and trained more than 11,000 village doctors, enhancing healthcare access in underserved areas.

LAURA (Brazil)

An AI-powered clinical decision support system deployed broadly across Brazilian hospitals to monitor patient data and detect early signs of deterioration, particularly sepsis and acute conditions.

The system continuously analyzes inputs from electronic medical records—including lab results, nurse notes, and vital signs—to generate real-time alerts.

LAURA uses deep learning to identify subtle changes in patient status and alert medical teams via dashboards and mobile notifications.

In practice, LAURA has helped reduce response times to critical patient changes and has contributed to lower mortality rates in participating hospitals.

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LAURA

Laura

Regulatory status

- Has not received FDA approval for use in the United States.
- Laura is actively utilized within Brazil's healthcare system, particularly in public hospitals. It has been recognized by the Brazilian Ministry of Health for its contributions to patient care and hospital efficiency.

Efficacy Data

- Hospitals using Laura have observed improvements in operational efficiency, including **better allocation of medical resources** and reduced patient length of stay
- 25% Reduction in overall mortality
- **7h Reduction in hospital** length of stay per patient
- Integrating Laura into patient monitoring systems in Brazilian hospitals **has led to a significant reduction in sepsis-related mortality rates (up to 20%)**.
- Laura's real-time monitoring capabilities have enhanced the speed at which medical staff respond to patient deterioration, leading to timely interventions and improved patient outcomes.

VR

MyndVR,

Journey Home Hospice in Toronto (Canada) launched a pilot in collaboration with **MyndVR,** offering patients immersive experiences through virtual reality (VR) headsets. This allowed terminally ill patients—including those who had never left their home country—to "visit" the Louvre in Paris or "skydive" from an airplane, all from the comfort of their room at home or in a care facility, without the need for transport or complex logistics.

Beyond these unique experiences, VR therapy contributed to reduced anxiety, improved mood, and a deeper sense of emotional well-being.

The hospice team reported that VR sessions brought moments of joy, calm, and sometimes even a sense of closure. It is a clear example of the effectiveness of **digital therapy** delivered **outside the hospital,** in a simple, safe, and dignified way—enriching the patient's remaining life experience without adding burden to the healthcare system.

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Mynd Immersive

InMotionVR

VR technology is transforming **home-based rehabilitation** by turning routine physical therapy into an immersive, engaging, and more effective experience. In the Netherlands, the startup InMotionVR developed Corpus VR—a platform that guides patients through rehabilitative exercises within interactive virtual environments.

Instead of repeating boring, monotonous movements, patients wear a VR headset and are immersed in scenarios where each movement becomes part of a game or experience: moving the neck and shoulders during a “target shooting” game, stretching while “walking along the beach,” or using hand movements to navigate a “space journey.”

More than 155 physiotherapists in the Netherlands are already using Corpus VR regularly, with over 2,500 patients treated through the system. This approach relies on **gamification**, which encourages consistent practice, increases emotional engagement, and leads to better rehabilitation outcomes—all from the comfort of the patient’s home, without needing to travel to a clinic.

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INMOTIONVR

Community Emergency Support

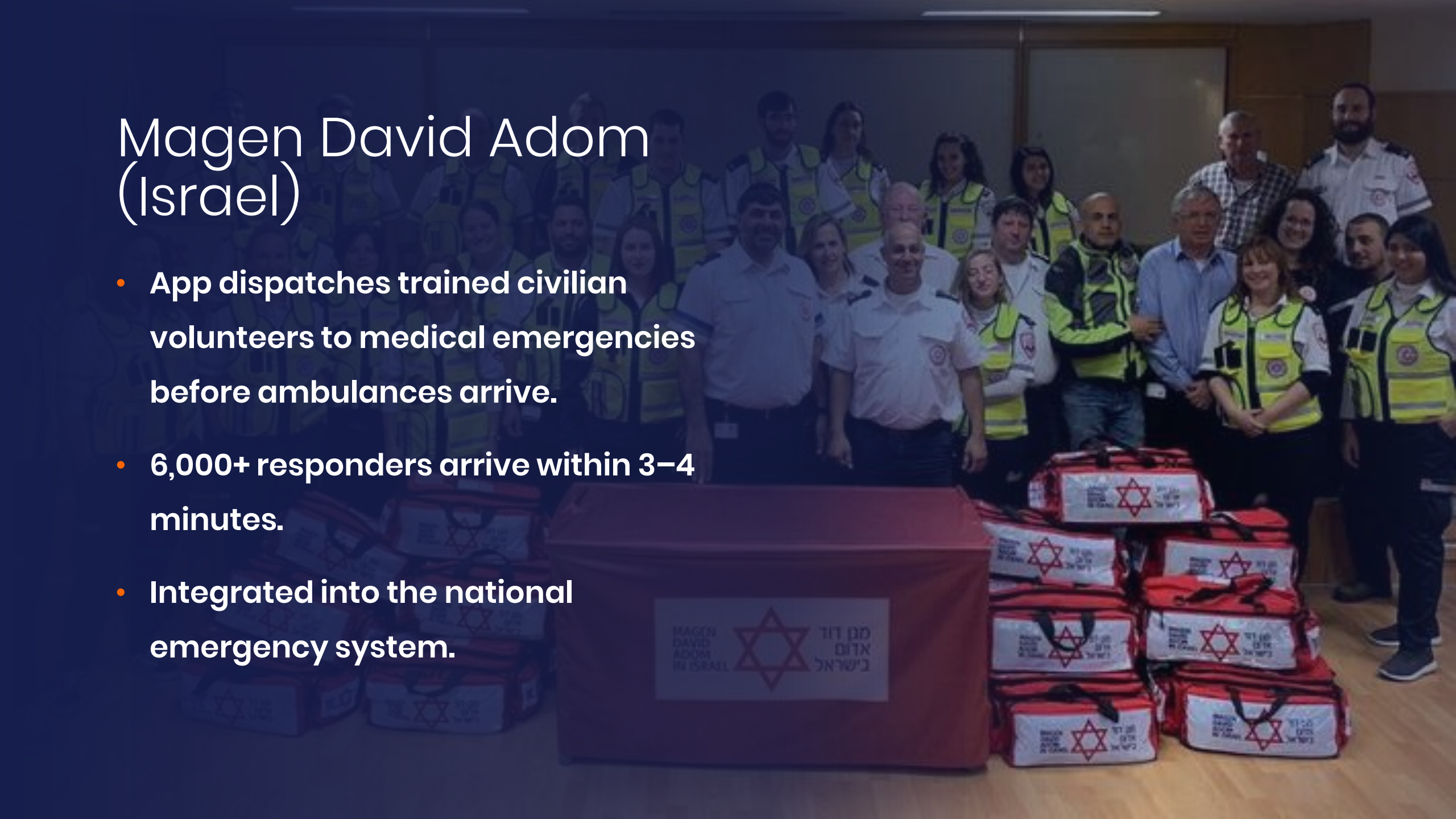
Involves **mobilizing trained citizens or first responders** in the community to respond before formal emergency services arrive.

Leverages **technology (apps, SMS, GPS)** to dispatch the **nearest capable responder.**

Aims to reduce response time for events like cardiac arrest, trauma, or emotional distress.

Magen David Adom (Israel)

- App dispatches trained civilian volunteers to medical emergencies before ambulances arrive.
- 6,000+ responders arrive within 3–4 minutes.
- Integrated into the national emergency system.



Magen David Adom

Authorization

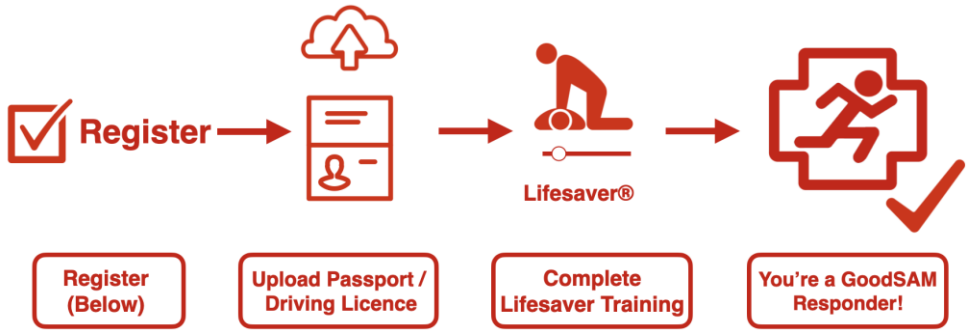
- MDA is Israel's official national emergency medical and blood services organization, recognized by the Ministry of Health.
- The community responder program is part of MDA's integrated emergency response system, fully authorized and coordinated at the national level.
- The program includes trained civilian volunteers equipped with an app-based dispatch system and emergency kits, acting as first responders until ambulances arrive.

Efficacy Data

- MDA has published data showing that **community responders can arrive 2–4 minutes faster** than traditional ambulance teams in many cases—especially in remote or congested urban areas.
- According to MDA, the community responder model has helped **double survival rates in out-of-hospital cardiac arrest** situations in certain regions, due to faster CPR and defibrillation initiation.
- Over **6,000 civilian volunteers** are active nationwide, responding to **tens of thousands of incidents annually.**

GoodSAM (UK)

- NHS-affiliated app that alerts nearby CPR-certified users to cardiac arrests
- Paired with **live video triage** from 999 call centers
- Enabled by wide public training and GPS-based matching



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GoodSAM Instant.Help

GoodSAM

Authorization

- Operates under NHS partnerships and regional ambulance services (e.g., London Ambulance Service, North West Ambulance Service).
- It complies with UK data protection and health system regulations and is approved for integration with NHS emergency systems.

Efficacy Data

- Studies and pilot results with the London Ambulance Service indicate that **GoodSAM responders often arrive 3–5 minutes** faster than ambulances in out-of-hospital cardiac arrest (OHCA) cases.
- According to GoodSAM and NHS reports, the system has **helped save hundreds of lives** by enabling immediate CPR or defibrillator use before EMS arrives.
- As of recent years, over **80,000 verified responders** are registered, including off-duty medical professionals and trained civilians.
- In London alone, **more than 10,000 alerts** are issued annually through the app.

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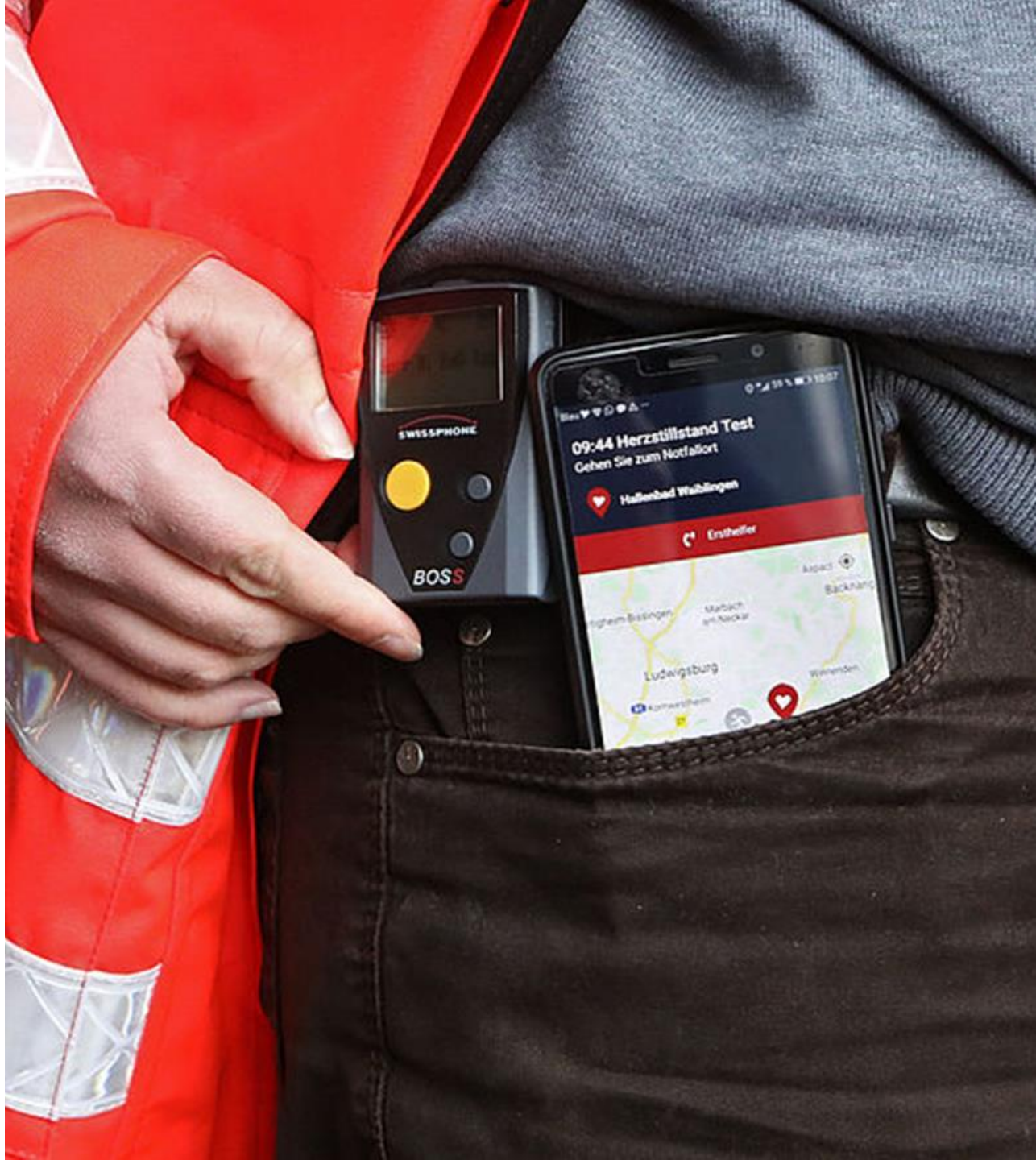
GoodSAM Instant.Help

FirstAED (Germany)

- Mobilizes **local firefighters, off-duty medics, or trained volunteers** via GPS
- Covers rural and suburban areas where ambulance delays are common



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FirstAED

FirstAED

Authorization

- It is CE-marked for compliance with European data privacy and IT security regulations.
- Deployed in multiple German states (e.g., Schleswig-Holstein, Lower Saxony) in partnership with regional emergency services.
- Operates under local emergency medical systems, often integrated into dispatch centers.

Efficacy Data

- In studies from Denmark and Germany, FirstAED helped **reduce response times in rural areas by 2–4 minutes,** compared to traditional EMS.
- **Survival rate increase:** In Danish pilot regions, survival rates for **out-of-hospital cardiac arrest (OHCA)** increased from ~8% to **over 15%** after the platform's implementation.
- In Schleswig-Holstein alone, **more than 5,000 volunteer responders** were connected through the system.

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FirstAED

Thank you

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