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Incereb Ltd. Receives Innovative Technology Contract from Vizient, Inc. for their Neonatal EEG Electrode Array

17th April 2018:

Dublin, IRELAND – Incereb Limited announces that its Neonatal EEG Electrode Array has received a 2017 Innovative Technology designation from [Vizient, Inc.](#), the largest member-driven healthcare performance improvement company in the United States. The contract was based off a comprehensive review by one of Vizient's member-led councils. Innovative technology contracts are reserved for technologies that demonstrate an ability to enhance clinical care or patient safety, and those that improve an organization's care delivery and business model.

Dublin based medical device designer and manufacturer of neonatal EEG electrode arrays, Incereb Limited, announced this new contract from Vizient that will assist the existing distributor network in the further roll out of the Incereb device across the United States.

Incereb's flagship product Neon™ is a neonatal EEG Electrode array that enables non-specialist hospital staff to attach a brain activity monitoring device in minutes to detect seizures in newborn infants. Previously, specialist electroencephalogram (EEG) staff were needed to apply the technology that detects electrical brain impulses in children, giving vital data for early detection of oxygen deprivation and other life-threatening abnormalities.

"We are delighted to have received this highly coveted Innovative Technology contract, which illustrates the desire to simplify neonatal EEG brain monitoring and the need to monitor more babies," says Simon Forsyth, COO Incereb Limited.

Founder and CEO of Incereb, James Roche, says 'The ability to quickly and easily commence neonatal EEG monitoring with minimal training is a very compelling proposition for hospitals, clinicians and the parents of patients globally. Accessing this market represents a major opportunity for Incereb as the market could be worth in the region of US\$100m over the next five years.'



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Vizient represents a diverse membership base that includes academic medical centers, pediatric facilities, community hospitals, integrated health delivery networks and non-acute health care providers and represents approximately \$100 billion in annual purchasing volume. Through its Innovative Technology Program, Vizient works with member-led councils and task forces to review products. If it is determined that a product is innovative, Vizient may award a contract outside of the competitive bid cycle.

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About Incereb

In 2012, Jim Roche, Founder and CEO, identified a niche area in the Neonatal EEG Medical Device industry to which his knowledge and expertise could be applied, the company was set up and the development of a simple to use, non-invasive, single use neonatal EEG Electrode array commenced.

The company, funded by Irish investors ACT Venture Capital Limited, Delta Partners, Enterprise Ireland and the Boole HBAN Syndicate along with several private individuals, is in the process of extending existing international distribution networks to enable a global roll out the neon™ family of devices which are CE marked and FDA approved.

Incereb is an industry partner to the Science Foundation Ireland funded INFANT Centre based at University College Cork (UCC).

See also www.incereb.com

About Neonatal EEG

Approximately 10% of the birth population is admitted to Neonatal Intensive Care Units (NICU's) world-wide. Up to 5/1000 live births can have seizures in the neonatal period, predominantly caused by a lack of oxygen to the brain during delivery. A much higher proportion of seizures are sub-clinical and are difficult to detect by clinical staff. Multi-Channel EEG is the gold standard for detecting seizures in the new-born. There is an international shortage of trained EEG technologists,

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and the EEG test can take up to an hour to set up. The neon™ EEG device enables a clinician with minimal EEG training to apply 12 EEG sensors to the infant in the NICU in a few minutes.

For reference:

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