# The #1 Health and Wellness Check Software

## Making health data more accessible for better decisions at lower costs
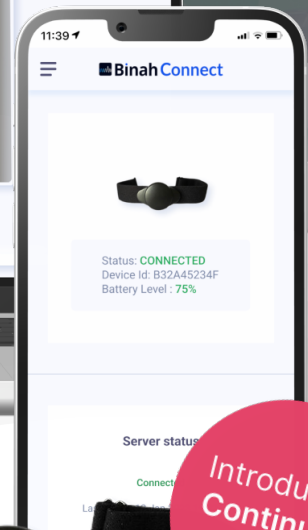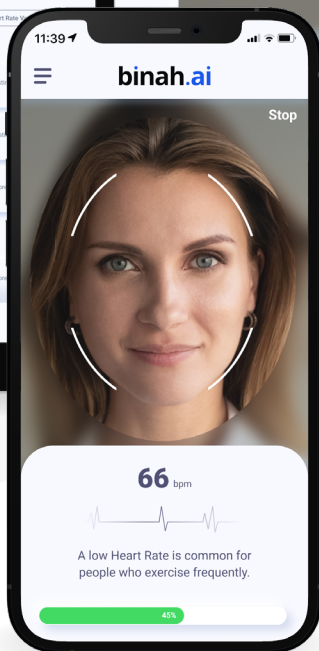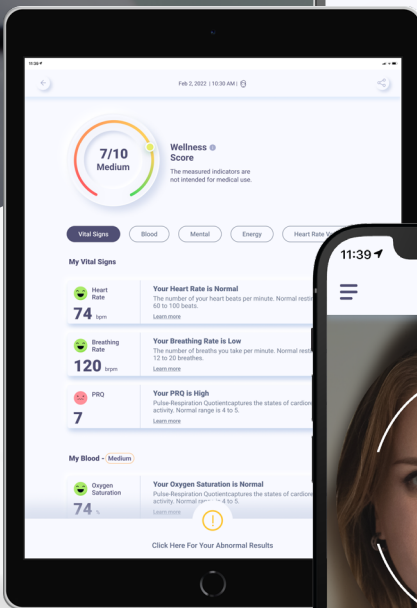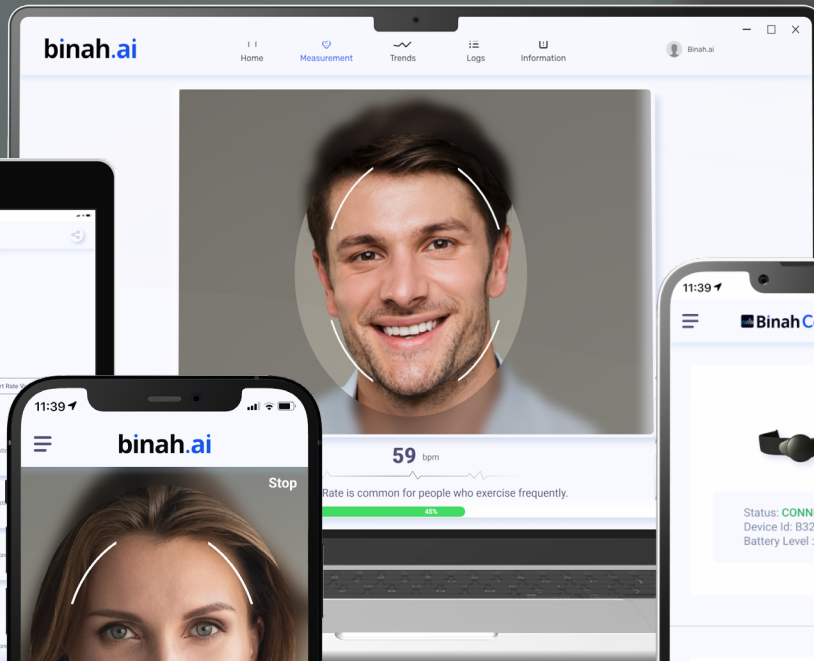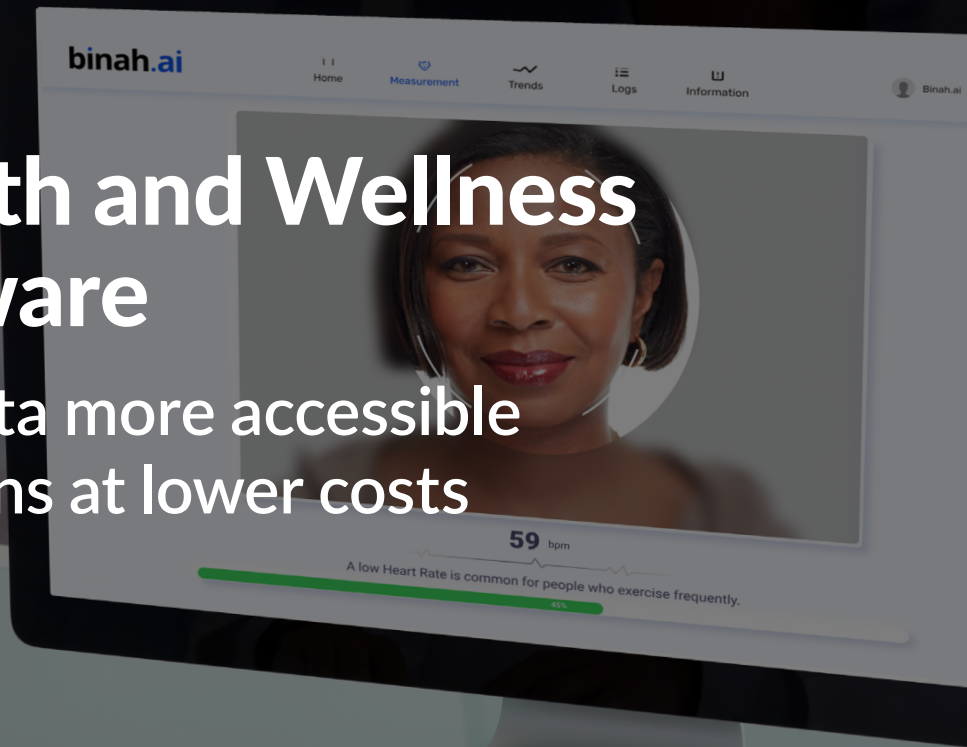
## Biomarkers You Can Measure Using Binah.ai's Technology

- Blood Pressure
- Heart Rate
- Heart Rate Variability
- Breathing Rate
- Oxygen Saturation
- Sympathetic Stress
- Parasympathetic Activity
- Pulse Respiratory Quotient (PRQ)
- Wellness Score — 7/10 Medium
- Hemoglobin A1c*
- Hemoglobin*
- Cholesterol Total*

*Under research, more coming soon

## Power Your Offering with the #1 Software for Health and Wellness Checks

Binah.ai enables spot checks from camera-based devices like smartphones and continuous checks from PPG sensors, using a unique mix of advanced AI and deep learning algorithms. For spot checks, Binah.ai extracts and analyzes an rPPG signal taken from exposed skin on the surface of a human face. For continuous checks, Binah.ai analyzes a PPG signal delivered from the sensor via Bluetooth® to calculate measurement results. Delivering consistent results in under one minute, Binah.ai's technology is agnostic to skin color and gender. Binah.ai's five stress levels are calculated based on the Baevsky Stress Index.

### Strong Scientific Background

Binah.ai's technology has undergone rigorous testing in the lab and by third parties. Measurements are real measurements and are not based on a statistical predictive model. For more details on the rigorous testing of Binah.ai's technology, visit our research page.
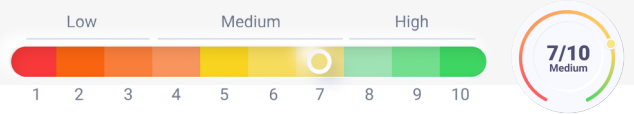
### Binah Wellness Score

Enable patients to get one simple score that reflects general wellness levels in just 60 seconds. The wellness score is based on the biomarkers measured by Binah.ai.

Low          Medium          High
1  2  3  4  5  6  7  8  9  10

7/10 Medium

## Delivery

### Binah SDK (Software Development Kit)

- Supports: iPhone (8 and up), iPad (6th Gen and all iPad models released afterwards); Android 8.1 mobile devices; Windows 10 laptops and desktops
- Web Application Support: compatible with Safari on iOS and Google Chrome on Android - no app needed
- Support for landscape and portrait orientations
- Available through web application clients - no app download needed

### Binah Check - Ready-to-use Health and Wellness Monitoring App

- Immediately available on a per-user model, no integration needed
- Includes a SaaS-based management platform and end-user application.
- Available for: iPhone (8 and up) and Android smartphones, Windows 10 laptops and desktops

## Selected Use Cases for Healthcare, Pharma and Wellness

- Telehealth
- Remote patient monitoring
- Home care
- Elderly care
- Patient triage
- Personalized and preventive care
- Primary care
- Population health
- Medication adherence
- Virtual trials
- Pharmacovigilance
- Personal and Corporate wellness

## Benefits for Healthcare Providers

- Seamlessly access digital, patient-provided, real-time health data, remotely or in person
- Reduce operational costs
- Free up care providers' time to increase quality of care
- Extend care outreach
- Empower decisions (CDSS) with real-time data
- Monitor biomarkers intimately related to a broad spectrum of diseases, including cardiovascular and respiratory
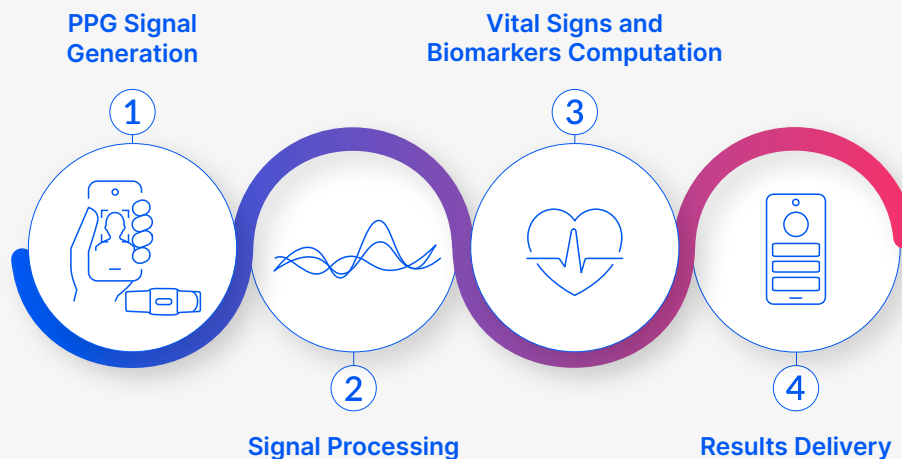- Reduce the need for wearables and other dedicated hardware

## Benefits for Patients

- Self-monitor health with extraordinary ease
- Monitor health status to increase medication adherence
- Reduce travel and time in crowded waiting rooms
- Track history and trends
- Enable providers to increase personalized preventive care with more up-to-date health data

## How Binah.ai's Technology Works

Delivered as a software development kit (SDK), Binah.ai's technology employs advanced AI and deep learning algorithms to extract various health measurements using Photoplethysmography (PPG) within 30-60 seconds. Our technology combines computer vision, signal processing, and machine learning techniques to analyze PPG signals and extract biomarker measurements. The technology supports contactless spot checks through camera-based devices like smartphones or smart mirrors, and continuous checks through contact-based PPG sensors.

For contactless spot checks, Binah.ai uses remote PPG (rPPG), a camera-based technique that has been proven to be as accurate as traditional PPG devices and enables photoplethysmography to be done using light in the surrounding environment. For contact-based, continuous checks, Binah SDK captures, analyzes and delivers biomarkers measurements using a PPG signal transmitted via Bluetooth® from wearable sensors. The technology supports any skin color and sex. Binah.ai's stress measurements are calculated based on the Baevsky Stress Index.

**PPG Signal Generation** — 1
**Signal Processing** — 2
**Vital Signs and Biomarkers Computation** — 3
**Results Delivery** — 4

**1. PPG Signal Generation:** Binah.ai generates a PPG signal by capturing video input or receives PPG signals from an external sensor.

**2. Signal Processing:** The PPG signal undergoes a noise reduction process, effectively eliminating various types of noise in each frame (e.g., background, movement, light variations, etc.) and optimizing the signal-to-noise ratio (SNR). This step is essential to ensure the reliability of the subsequent analysis.

**3. Vital Signs and Biomarkers Computation:** The processed signal is input into Binah.ai's unique combinations of models and mathematical algorithms. Each combination is designed to process a specific vital sign or biomarker.

**4. Results Delivery:** The final measurements are delivered to the application. Binah.ai has no access to the measurements, and the SDK does not keep a record of the data or results once the results are delivered.

External sensors can be used for continuous monitoring. Binah.ai has developed an application that customers may use to send continuous results to their own cloud. Binah.ai has no access to the continuous results.
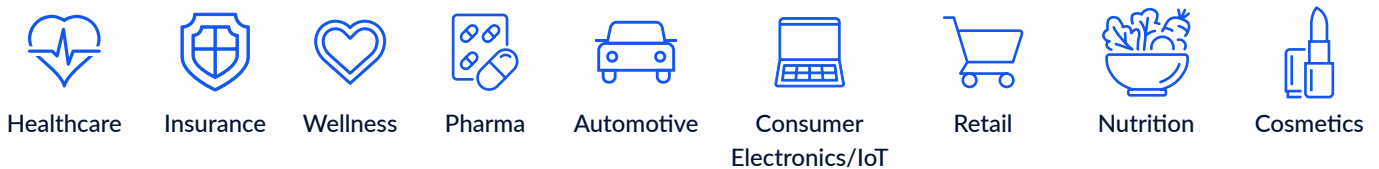
## Unique Edge Architechture

Binah.ai's software harnesses the power of edge computing, saving you money on cloud costs and enabling stable performance throughout. In compliance with GDPR requirements, **Binah.ai does not have access to the end user's data.**

# Health Checks Anywhere

Binah.ai's software-only, video-based Health Data platform is the next stage in the evolution of health and wellness monitoring. By reducing the need for dedicated hardware and transforming smartphones, tablets and laptops into health and wellness monitoring tools, Binah.ai is enabling healthcare, insurance and wellness industries worldwide to measure an extensive range of biomarkers just by having users look into their device's camera. Delivering on its vision and mission to support Health Checks Anywhere, Binah.ai is making access to user-provided health data fast, simple and affordable and empowering organizations to provide quality, personalized care and services at lower costs.

**For more information on Binah.ai, please visit: www.binah.ai or write to us at info@binah.ai**

## Industries We Empower

Healthcare | Insurance | Wellness | Pharma | Automotive | Consumer Electronics/IoT | Retail | Nutrition | Cosmetics

## Selected Customers

Datos Health | GENERALI | momentum | SOMPO ホールディングス

## Certifications

DEKRA Certified | Quality Management ISO 13485:2016 | ISO 13485:2016 | HIPAA COMPLIANT | GDPR Representation CERTIFIED 2021-04-13

## Recent Market Recognition

BINAH.AI won the #DIAAMS 2022 DIAmond Award — DIGITAL INSURANCE AGENDA

CES INNOVATION AWARDS 2022 HONOREE

CES INNOVATION AWARDS 2020 HONOREE

NTT DaTa OPEN INNOVATION 2020 GRAND CHAMPION

DIA DIAmond Award 2022 | CES Innovation Awards 2022 | CES Innovation Awards 2020 | GRAND CHAMPION NTT Data 10th Open Innovation International Contest 2020

## Why Binah.ai?

**Unique Edge Architecture**
No cloud costs, stable performance, and internet connection not mandatory.

**Strong Scientific Background**
Rigorously tested in lab and by third parties. Real measurements - not based on statistical predictive model.

**Easy to Use**
Fast, easy, contactless. Health measurements extracted in under a minute.

**No Privacy Concerns**
In compliance with GDPR requirements, Binah.ai has no access to end-user data.

**Accessible**
Available on smartphones, tablets and laptops.

**Seamless Integration**
Delivered as an easy-to-integrate SDK or ready-to-use app.

**For All**
Gender and skin-color agnostic technology supports equitable access.

**Proven**
In use with tens of millions of end-users in the insurance, healthcare and wellness industries.