



## **EarlySign Expands Collaboration with Roche in Supporting the Early Detection of Colon Cancer**

*ColonFlag is included in Roche navify® Algorithm Suite, a managed ecosystem of medical value algorithms supporting enhanced clinical decision making*

**TEL AVIV, Israel**– October 10, 2022 – [Medial EarlySign](https://www.earlysign.com) (earlysign.com), a pioneering company developing AI-based clinical predictive analytics, announced today a new agreement with Roche Diagnostics, which will allow for EarlySign ColonFlag to be offered within Roche’s navify® Algorithm Suite. ColonFlag is a computational clinical software model intended to help healthcare providers identify individuals at elevated risk for colon cancer who warrant further evaluation. Currently, leading health care organizations and health systems across the globe have deployed ColonFlag. In the US, the ColonFlag algorithm is marketed as LGI-Flag™, as an indication for lower GI disorders.

Roche’s navify® Algorithm Suite is designed to connect data, systems and providers across healthcare settings while optimizing workflows and generating insights. With the goal of delivering clinical, operational and financial value, Roche’s navify® Algorithm Suite offers only the top performing algorithmic models that have demonstrated both clinical value and independent validation during the selection process.

The addition of ColonFlag to the navify portfolio represents continued growth and builds on the development agreements between Roche and EarlySign to support the early detection of gastric and lung cancer.

“Our goal is to strive for a more connected, secure, efficient and flexible healthcare system, where digital technologies unlock new possibilities for better care,” commented Cristin Hubbard, Global Head of Partnering at Roche Diagnostics. “With advanced digital solutions for informed personalized care, ColonFlag as part of the navify® Algorithm Suite will support physicians to define and provide more targeted and better treatment options for patients. Algorithms will also help to streamline the clinical workflow”.

“The ambition of our collaborative ecosystem is to simplify and broaden access to clinical algorithms for better clinical decisions. This means a major step towards EarlySign’s mission of keeping people healthier for longer while also striving to reduce costs and improve care,” said Ori Geva, CEO and co-founder of EarlySign. “Our growing collaboration with Roche will give us the opportunity to put patients first by providing proven clinical algorithms that can be used by healthcare providers in every step of the patient journey, supporting better patient management.”

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### **About Medial EarlySign**

Medial EarlySign helps healthcare stakeholders keep patients healthier longer. Their software solutions derive actionable and personalized clinical insights from readily available health data. EarlySign's AlgoMarkers and predictive solutions can help clients select enriched subpopulations and more accurately identify and prioritize patients for multiple conditions for interventions to halt or prevent the serious complications from the onset of disease or optimize clinical trials design and recruitment. The company's machine learning purpose-built platform and development environment enables fast and high-quality development of custom models and adaptation or reuse of pre-built models supported by peer-reviewed research published by internationally recognized health organizations and hospitals.

Amongst numerous publications and studies, EarlySign was named a winner of the CMS AI Health Outcomes Challenge. Founded in 2013, Medial EarlySign is headquartered in Tel Aviv, Israel. For more information, please visit: <https://earlysign.com/>.

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