

The MediGuide Story – Using EM Technology for Patient’s Benefits

**Mr. Gera Strommer
Former President & CEO of MediGuide**

Short Summary:

MediGuide was established during 2000 as a spin-off company of Elbit System who granted MediGuide a license to use various technologies for medical applications.

MediGuide has developed a unique electromagnetic (EM) tracking system designed for intra-body navigation.

While looking for the appropriate application, MediGuide moved through a strategic process from the field of endoscopy and lung biopsy, and focused on enabling EM navigation capabilities for interventional cardiology.

Trough a long process of multiple agreements with leading companies, MediGuide was eventually acquired at the end of 2008 by St. Jude Medical – a leading company in the field of cardiology.

Today, MediGuide continues its development for providing better solutions for treating patients as part of St. Jude Medical.

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