



PixCell Medical Signs Point of Care Diagnostics as Sole Distributor of HemoScreen™ in Australasia Region

YOKNEAM ILIT, Israel – May 27, 2020 - [PixCell Medical](#), innovator of rapid diagnostic solutions at the point-of-care, announced today that it has signed a distribution agreement with [Point of Care Diagnostics Aus. Pty Ltd](#) (POCD), supplier and distributor of point-of-care testing solutions to Australasia, making POCD the sole regional distributor of the HemoScreen™, a small-sized, simple-to-operate diagnostic platform designed for point-of-care use.

“We recognize the need to simplify real-time blood testing and make it more accessible. In Australia specifically, large portions of the population live in remote communities with no access to lab testing. This requires flying out blood samples or driving several hours to bring samples to a lab that may be located hundreds of miles away,” said Dr. Avishay Bransky, CEO and co-founder of PixCell Medical. “The HemoScreen delivers lab-accurate CBC results, saving time and costs associated with standard blood testing, and enabling early detection of the most critical health issues, ultimately saving many lives. We are proud to partner with POCD to increase accessibility to rapid point-of-care diagnostics in this region.”

PixCell Medical provides the only simple-to-use, portable CBC solution for point-of-care applications. The HemoScreen simplifies blood testing by using a disposable cartridge that includes all necessary reagents, requires no maintenance or calibration, and does not require a lab technician to be present for its simple three-step operation. With one drop of blood and within six minutes, the HemoScreen delivers lab-grade 5-part differential CBC results, with 20 standard CBC parameters.

“PixCell Medical provides a unique offering to this market – an exceptionally simple, portable and small sized CBC analyser that can be utilized when rapid CBC results are needed to support clinical decision-making - in primary care, hospitals, and in remote locations where access to a central lab is difficult,” said Mr. Rupert Haines, Managing Director of POCD. “We are thrilled to distribute PixCell’s innovative and easy-to-use POC technology, as we pride ourselves on sourcing the best medical technology around the world. We believe that the HemoScreen will contribute significantly towards primary and chronic care throughout the markets we serve.”

POCD is a privately held manufacturing and distribution organisation, with a strong history of working with class leading manufacturers from around the world. Boasting over 25 years of experience in the supply and use of clinical and scientific equipment and products, POCD will be the sole distributor of the HemoScreen in the region.

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About PixCell Medical

PixCell Medical provides the only simple-to-use and portable point-of-care blood diagnostic solution. PixCell’s FDA-cleared and CE-marked HemoScreen platform shortens diagnostic results delivery from days to minutes. With just one drop of blood and within five minutes, PixCell delivers accurate readings of 20 standard blood count parameters, with the high clinical sensitivity of central lab results, saving patients, clinicians and health systems significant time and costs. PixCell leverages patented Viscoelastic Focusing technology, along with AI-powered machine vision, to deliver rapid point-of-care diagnostic results anywhere.

For more information: www.pixcell-medical.com. Please follow PixCell Medical on [LinkedIn](#).