

The BTE Partnership in Israel



GoAnimate

Caring For The World, One Person At A Time

Johnson & Johnson



Consumer



Pharmaceutical



Medical Devices

Motrin^{IB}
Johnson's
baby
powder

BAND-AID[®]
TYLENOL[®]

CONCERTA[®]
methylphenidate HCl

Xarelto[®]
rivaroxaban

Invokana[®]

Risperdal[®]
RISPERIDONE



Biosense Webster[®]
PART OF THE *Johnson & Johnson* FAMILY OF COMPANIES

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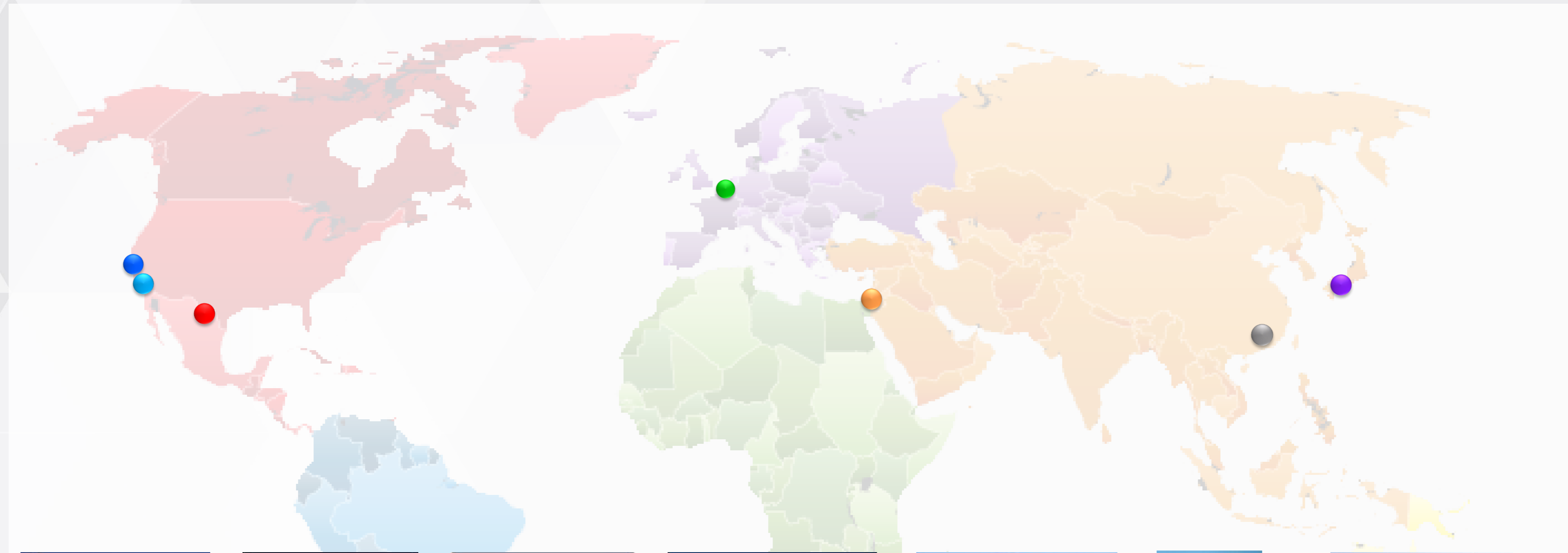
MISSION | Cure AF

VISION | #1 in Rhythm Solutions Globally




- **Global leader** in the science of diagnosing and treating heart rhythm disorders
- **Partnerships with clinicians** to develop innovative technologies help **improve quality of care** for arrhythmia patients worldwide
- **Ongoing R&D** has given electrophysiologists access to three-dimensional, real-time, color-coded views into the heart's electrical activity, allowing **diagnosis and treatment with increasing precision**

Global Biosense Webster Team Supports Customers around the World



A world map with colored regions: North America (red), South America (light blue), Europe (purple), Africa (green), Asia (orange), and Australia (yellow). Colored pins are placed on the map: blue and red in North America, green in Europe, orange in Africa, grey in Asia, and purple in Australia.

Location	Function
Diamond Bar, CA	Global Headquarters
Irwindale, CA	Manufacturing, Technology Center
Juarez, Mexico	Manufacturing
Haifa, Israel	Technology Center
Shanghai, China	China Headquarters
Tokyo, Japan	Japan Headquarters
Diegem, Belgium	European Headquarters



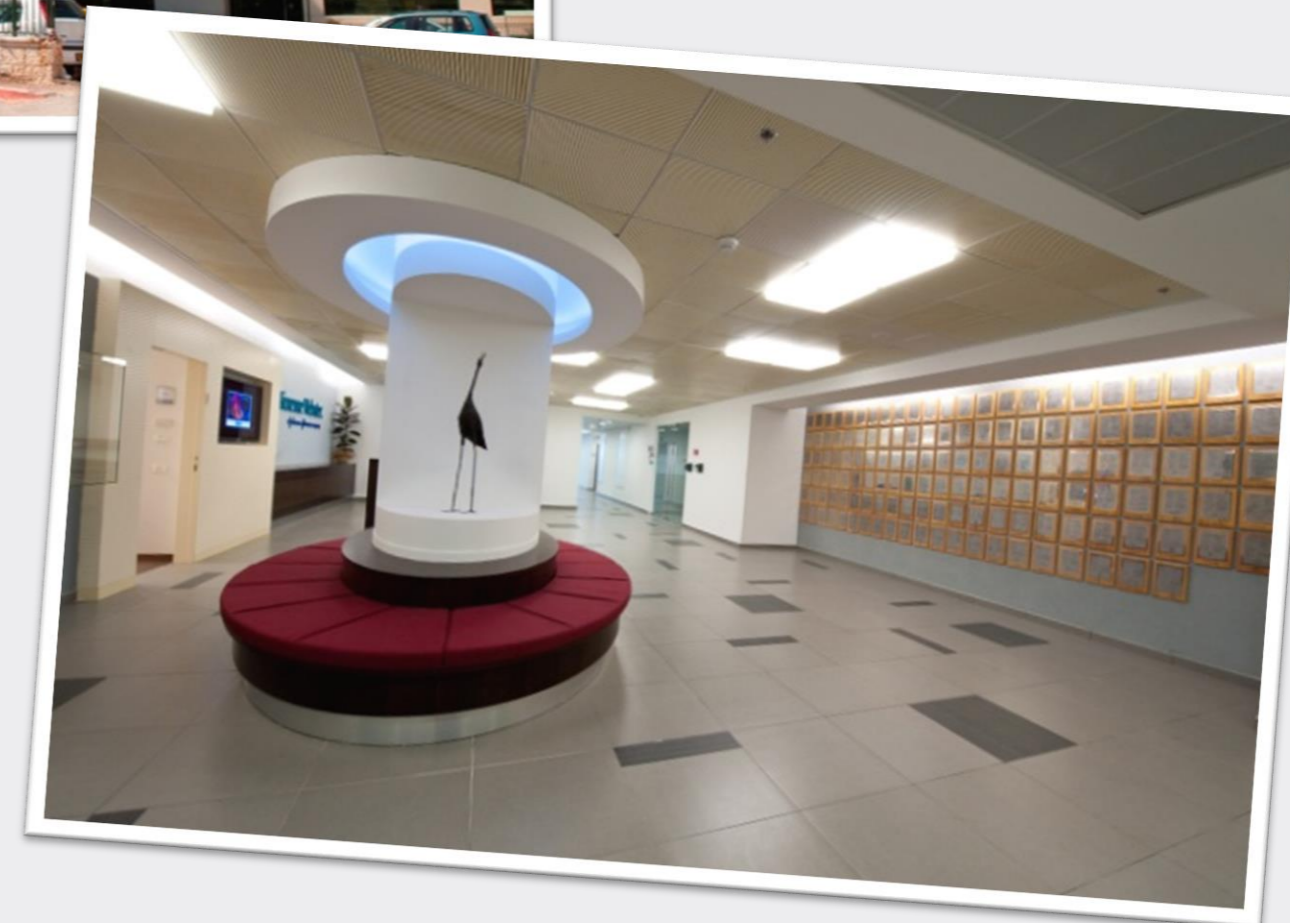
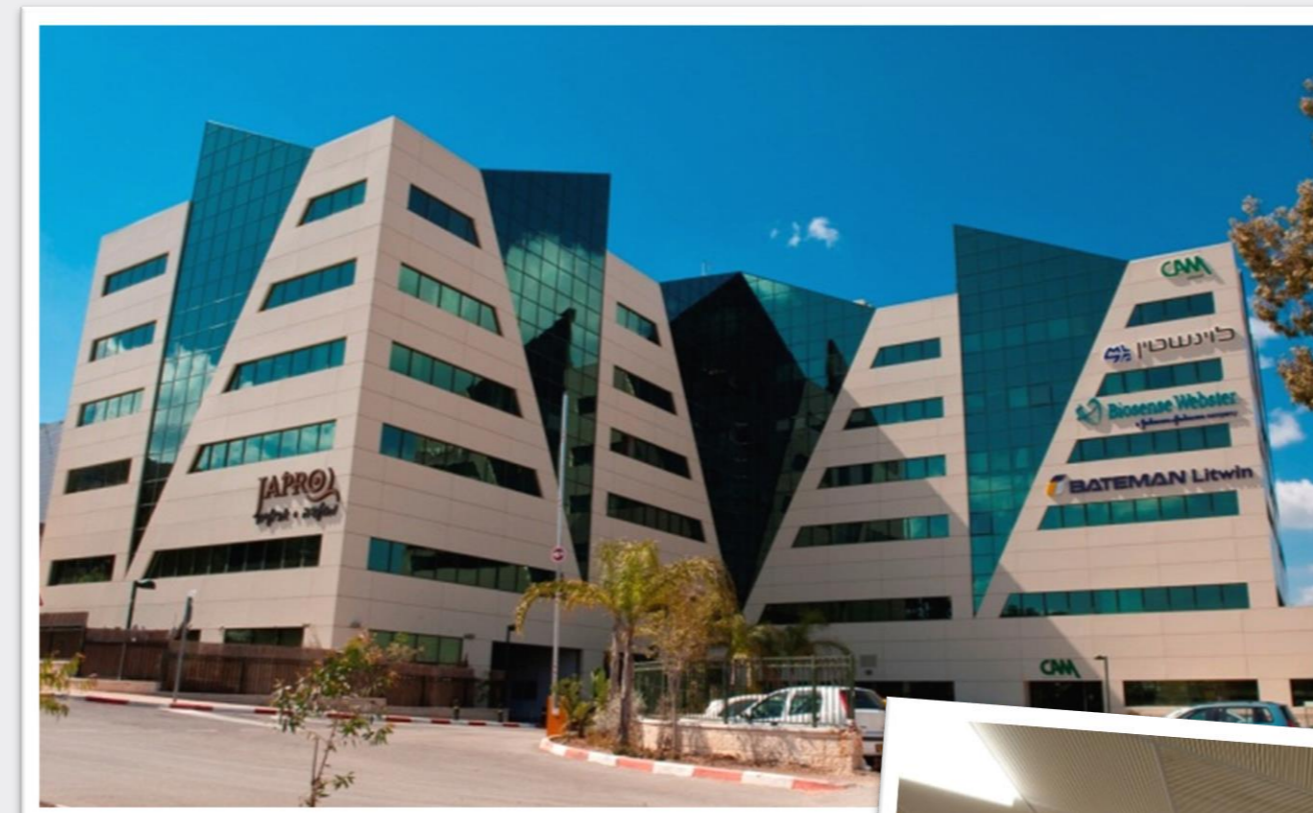
Seven photographs of Biosense Webster facilities: a modern white building in Diamond Bar, CA; a white building with a blue sign in Irwindale, CA; a large industrial building in Juarez, Mexico; a modern multi-story building in Haifa, Israel; a tall skyscraper in Shanghai, China; a modern glass skyscraper in Tokyo, Japan; and a large modern building with a red sign in Diegem, Belgium.

Our Home at Yoqneam HTC – Haifa Technology Center



More than 250 employees focused on R&D with a diverse background

- 70% male, 30% female
- Average age 41 years old
- 6 years average seniority



Meeting the Electrophysiology (EP)
Clinical Challenge and
Unmet Needs

Knowing Our Customers

Foundation of Navigation Technology

Sensors



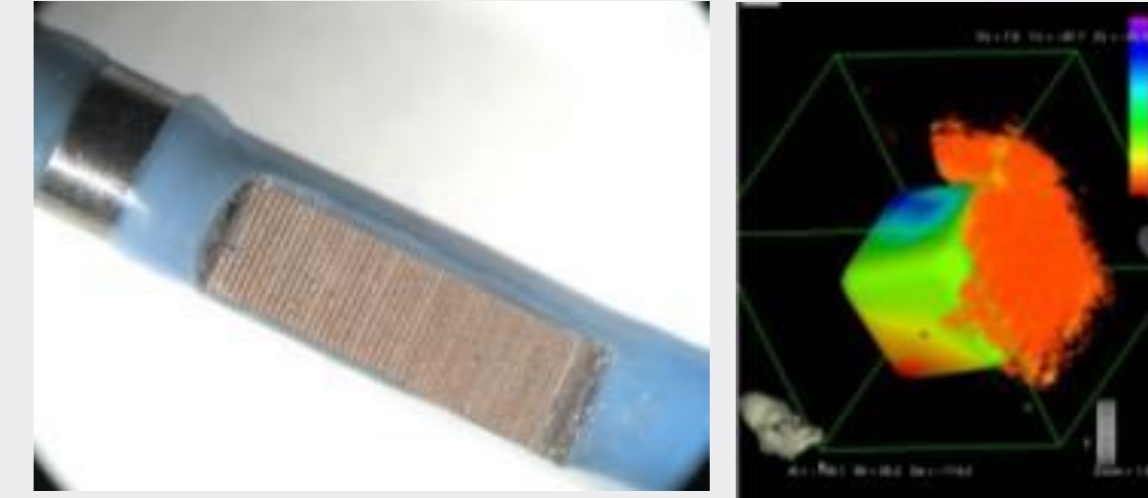
- Miniaturized
- Accurate

Technologies & Applications



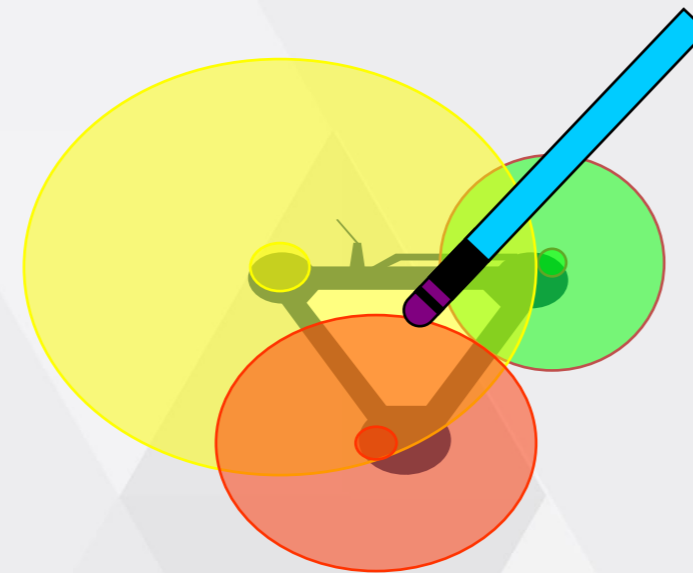
- Innovation
- Integration

Ultrasound



- Location integrated
Ultrasound Images

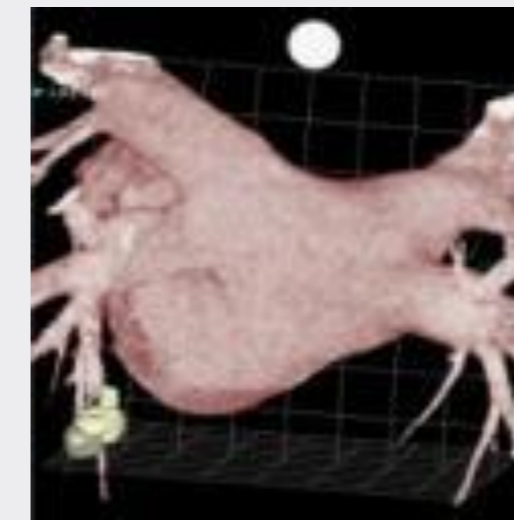
Location Technology



- Accurate
- Metal Immune
- Wired & wireless

- Unique algorithms
- Industry standards
- Collaboration

Image Integration



- Internal development
- Integration with External
products

CARTO 3 System

- CARTO 3 System enables accurate visualization of multiple catheters in a patient's heart and pinpoints exact location/orientation of a catheter
- 3D image helps doctor steer the catheter to specific areas of the heart that need to be treated
- Mapping technology minimizes need for fluoroscopy radiation during procedure



Johnson Medal Award – J&J’s “Nobel” Prize

A Johnson & Johnson COSAT PUBLICATION A SPECIAL EDITION OF THE SCIENTIFIC EDGE

2009 JOHNSON MEDALS



Every year since 1960, a select group of accomplished researchers is awarded Johnson Medals. Named in honor of General Robert Wood Johnson, the prize is conferred upon those scientists whose extraordinary creativity and scientific achievement have opened significant new doors for Johnson & Johnson products.

At the 32nd annual Johnson Medal Award ceremony held on November 10, 2009, William C. Weldon, Chairman & CEO opened the evening with Inspi Insight Into the Innovation at Johnson & Johnson research Johnson Medals for their outstanding human lives. The awards were presented to Alex Gorsky, Colleen Go



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2011 Johnson Medals




Biosense Webster
a Johnson & Johnson company

2014

The Johnson Medal



The BTE Local Program

Biosense
Webster
(Israel)



ORT (NGO)



ORT Alon
Yokneam
School



The Mission of the BTE Program in ORT Alon Yokneam

Enlarge the number of students applying and being accepted to academy studies, especially in the field of Science and Healthcare

Encourage the students to become curious, independent and responsible people who:

- Know how to deal with the world outside the classroom
- Can think out of the box and use multidisciplinary tools
- Can integrate in the society and in the academy
- Become graduates who give back to their community using the values they were taught and educated by

Main activities in 2017-8 (our 1st year!)

- 60 hours first aid course
- Hospital Tour – including a “volunteering day” with sick children and a party for them
- Visit at the “ Technoda” – learning and experiencing in heart caring activities
- Biosense Webster Career day
- Academic Tours - Academy Exposure & Readiness: Emek Israel Collage
- Empowerment workshop - from a dream to reality- how to make my dreams come true
- Empowerment workshop - finding your strengths- how to become a better student
- Peak Days - Team-building / Outdoor Training Workshops
- Museum Tour
- Small group reinforcement in Math and English
- Study hours at Biosense Webster

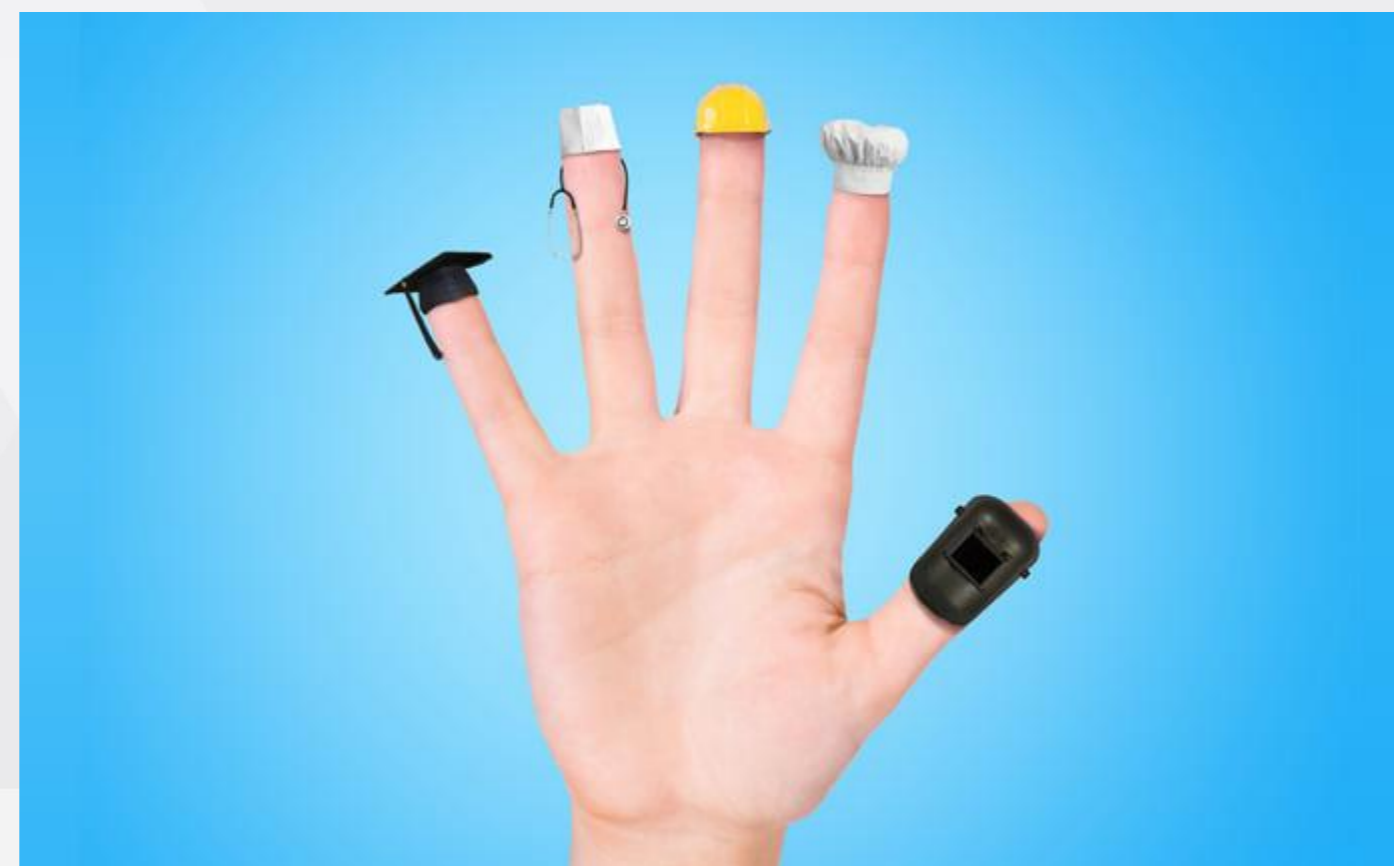
Plans for 2018-9

- Academic Tour to Tel Aviv university - Sackler Faculty of Medicine
- Guest lectures: fire fighters, dentist, hygienist, vet.
- Students investigate their potential career paths and a potential profession
- Monthly Empowerment workshops – self fulfillment
- Visits at high tech companies: Biosense Webster, Intel
- Team-building, Outdoor Training Workshops, trip to mount Hermon, Class cookout.
- IDF interview preparation & practice session
- “In front of everyone”- a play dealing with Tourette Syndrome
- Small group reinforcement in Math and English
- Study hours at Biosense
- Giving back to the community: honoring the fire fighters, honoring Biosense volunteers, taking part helping with school ceremonies (Yitzhak Rabin, Holocaust Day, Memorial day)

BTE Class Career Day at Biosense Webster

February 8th, 2018

- The target – to present variety of career paths in a Medical High-Tech company
- THANK YOU to Jennifer Schacht (JNJ, Titusville, New Jersey) for sharing materials and experience in such a day
- Career day Agenda:
 - JNJ CREDO – discussion of its 4 circles
 - 3 stations:
 1. My Personal CREDO – create my own personal Credo and values
 2. Career Paths - what are they, how do we choose them, how do we achieve them, what's in it for me, who am I, bring myself into an “interview”
 3. Career Speed Dating – each time 2 students meet one employee who share with them his/her own career choice and story



What will I be when I'm older???

Career Speed Dating Session

- Met with various functions, such as Clinical Development Manager, Physician, System Engineer, Software Engineer
- 2 students with each one
- Each “date” took 5 minutes (played music in the back)
 - Hand shake
 - Telling about “what am I doing here”` my interesting, challenging thing about my career
 - A “typical” work day
 - The required qualification and education to get there





THANK YOU!