

# Digital Health Pitch Contest Held at the (Virtual) World Alliance Forum in San Francisco: Winners to Join iPark Community

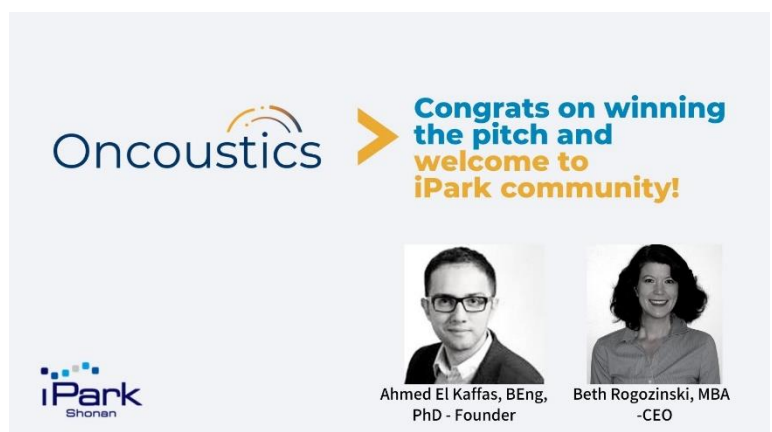
iPark welcomes promising digital health companies selected for their innovative technologies and potential market impact at the Healthcare x Digital Pitch Contest sponsored and organized by iPark as one of the [World Alliance Forum in San Francisco \(WAFSF\) sessions](#), held online in November. The winners will benefit from an array of in-kind services and can expect full support from the iPark team.



## First-prize Winner: Oncoustics

First-place winners of the contest were [Oncoustics](#), a rising AI-based ultrasound provider developing real-time imaging and non-invasive diagnosis in the medical market, beginning with liver disease.

Oncoustics' solution for ultrasound, including liver and prostate applications, will be submitted for regulatory approval in the United States (FDA 510(k)), Canada (Health Canada medical device license), and the European Union (CE Mark).



Speaking with iPark on Oncoustics' interest in the Japanese market, CEO Beth Rogozinski said, "There are several exciting programs in liver therapeutics and liver cancer treatments coming out of Japan, including collaborations around treating fibrosis, cirrhosis, and cancers."



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"As with the rest of the world, there is a growing need for liver disease treatments in Japan, and effective treatment begins with effective and efficient diagnosis. Liver disease is also a huge and growing concern across Asia, so establishing a base of operations in Japan to address this need makes strategic sense," she added.

The company's solutions potentially offer early and easy screening and diagnosis of liver disease in all people at risk, as well as point of care solutions that could eventually replace the need for liver biopsy for most patients.

Oncoustics is interested in establishing relationships with businesses in Japan, including investors, biopharma and digital medicine companies focused on liver disease, adding:

"We're thrilled to be joining Shonan iPark community! The dynamic and collaborative nature of this health innovation center is the perfect place for us to learn, grow our company, and develop deep and meaningful relationships with new colleagues in Japan."



### Panel's comment

Dr. Mitsuhiro Yamaguchi,  
Associate Director at R&D Planning & Management Department,  
Daiichi Sankyo Co., Ltd.

Dr. Yamaguchi represents Daiichi Sankyo as a member at iPark



Speaking on his experience as a member of the judging panel, Dr. Mitsuhiro Yamaguchi, Associate Director of R&D Planning & Management Department, Daiichi Sankyo Co., Ltd., said, "we are also promoting Digital Transformation within our company, so it was insightful to be among world leaders in digital health. The judges asked questions from a scientific and technological perspective and the commercial side. I learned a lot by understanding the issues that need to be addressed before the practical application of digital health."

"I was most looking for robustness in terms of science and technology, i.e., whether the approach to the problem being addressed is appropriate, whether the predictions generated from the data are accurate, and how broad the range of applications is. I felt that the level of the startups that entered this year was high," he added.

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