



MOBILE
SENSORIC
THERAPY

M. Shalev company

Founded in 1998 we manufacture rehabilitation equipment and represent international companies in Israel.

During the past 20 years we have built 250 Snoezelen rooms.

לאומית  כללית 





Snoezelen

A treatment method that works with great success, developed in the Netherlands in 1982 in order to create a work environment that enables controlled sensory regulation.

The method makes it possible to stimulate passive patients and to calm active patients, and to allow the patient and the therapist to choose the type of stimuli that will have an optimal effect on the treatment.

To this day, treatment with this method is carried out in dedicated rooms that require dedicated space, planning, construction and high costs.

The method is widely studied over dozens of studies in the academic field and gains great interest in the treatment and support of dementia, autism, geriatrics, mental retardation and developmental problems.

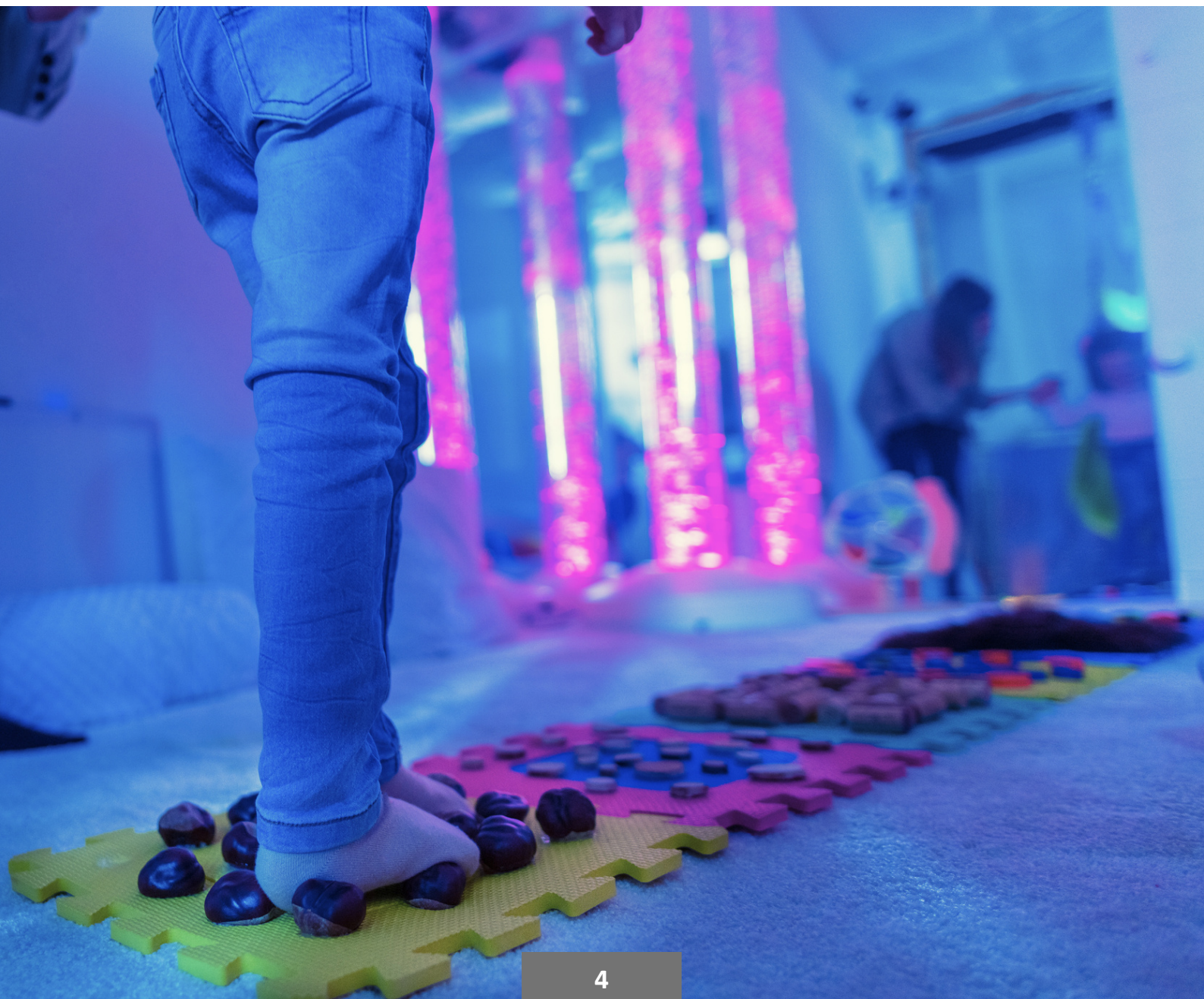


DEVELOPMENT

The therapeutic challenge

There is not enough accessibility to the Snezelen rooms

- In a survey we conducted five years ago, it was found that over 50% of the rooms stop operating after 3-4 years.
- The main reason was burnout of the professional staff due to prolonged stay in the room.
- In the absence of a manager to operate the room, the room is not operated, not maintained and eventually becomes a warehouse for the institution's equipment.
- The room is very expensive to set up and it requires operation by trained therapists.



Development of a mobile solution

The health system currently prefers to allow patients to receive treatment at home instead of staying in institutions, for the benefit of the quality of life of chronic patients and reducing burdens.

- A mobile kit allows patients - children and adults, who suffer from a medical condition - physical and/or mental, from trauma and other limitations, to improve their quality of life via home care.
- We allow patients an advanced solution that makes a therapeutic experience accessible, which does not exist in many hospitals and treatment centers.
- The mobile kit is a therapeutic tool that allows the therapist a wide variety of therapeutic options.
- A flexible, dynamic and much cheaper tool compared to setting up rooms.



The development team



Gagi Shalev

Electrical engineer.
Consultant for the electrical
and electronics
development of the
company's products.



Moshe Shalev

Building engineer.
CEO and founder, constructor
and product designer. 35 years
of experience in the
development of rehabilitation
equipment.



Lea Epstein

An occupational therapist,
with 30 years of experience in
the snoezelen fiels in Beit Izzy
Shapira and in the
Netherlands. B Soc Sc - Cape
Town University, S.A.



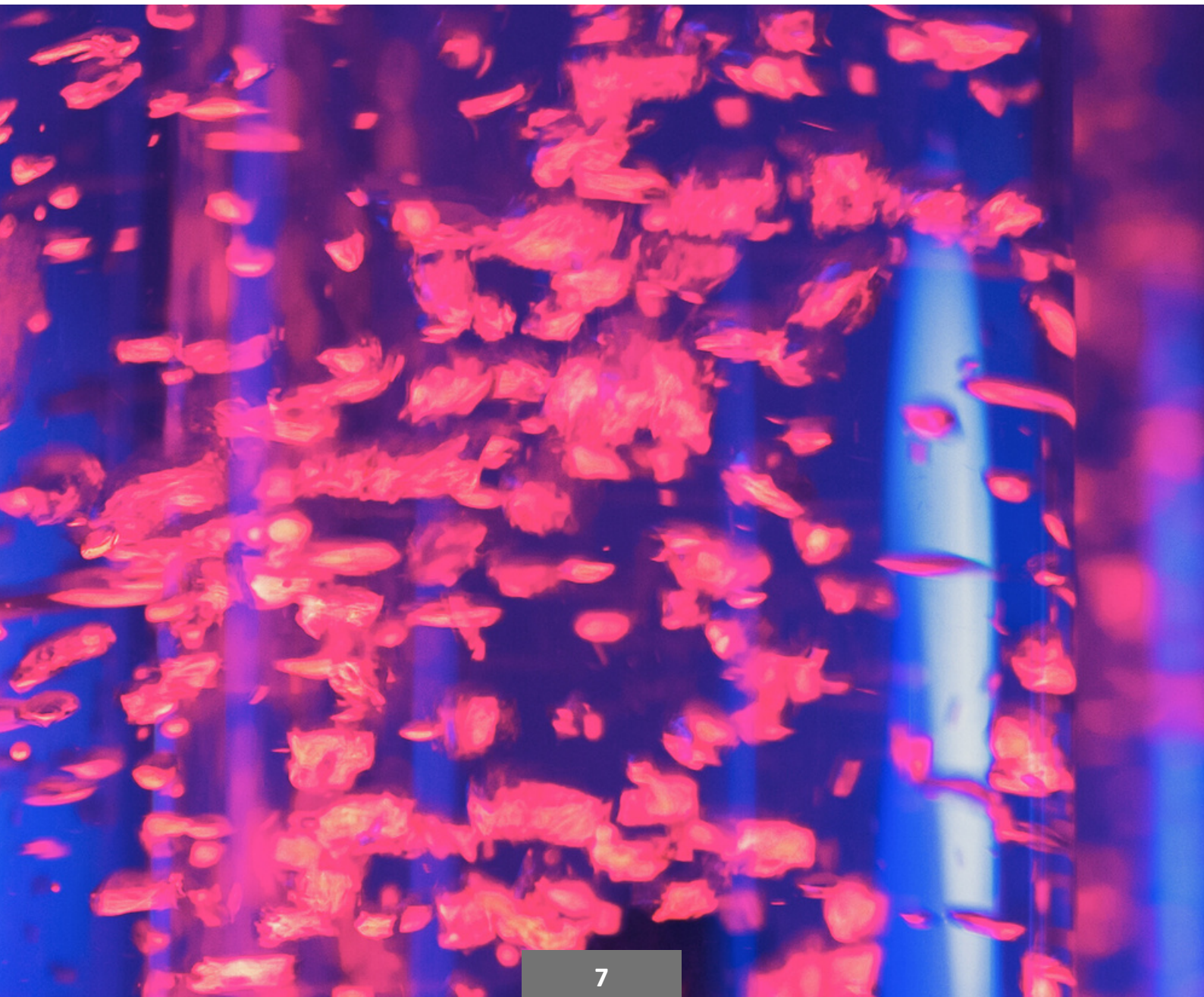
Menachen Dvir

Industrial designer in the
field of medical equipment.
Graduated and lecturer at
the Bezalel academy of arts
and design.

OUR VISION

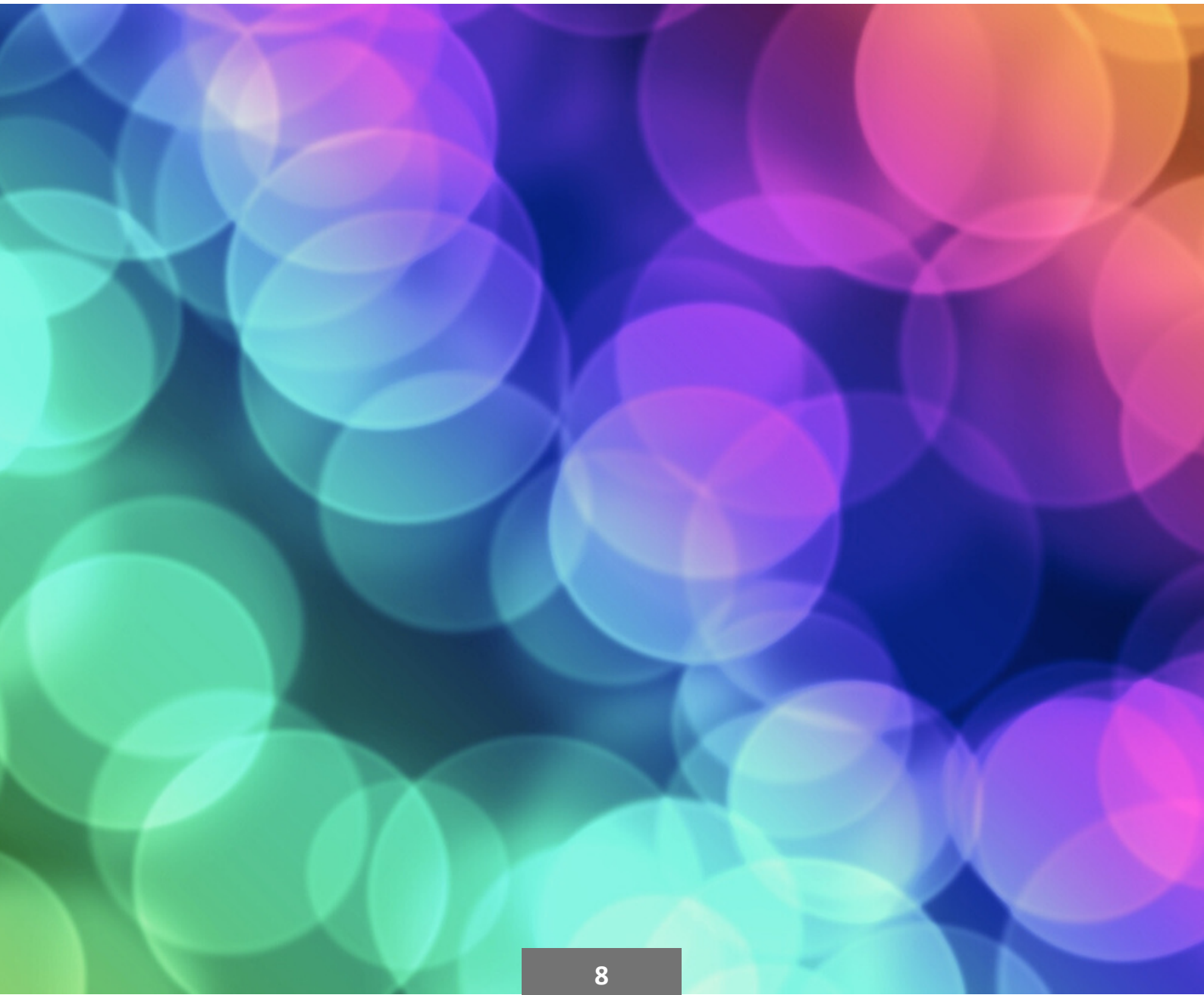
Making the field of sensory treatment accessible for therapists in order to improve the quality of life of patients

The mobile kit is the first product from a variety of products that we intend to explore and continue to develop by identifying the needs in the field and incorporating advanced technologies down the road.



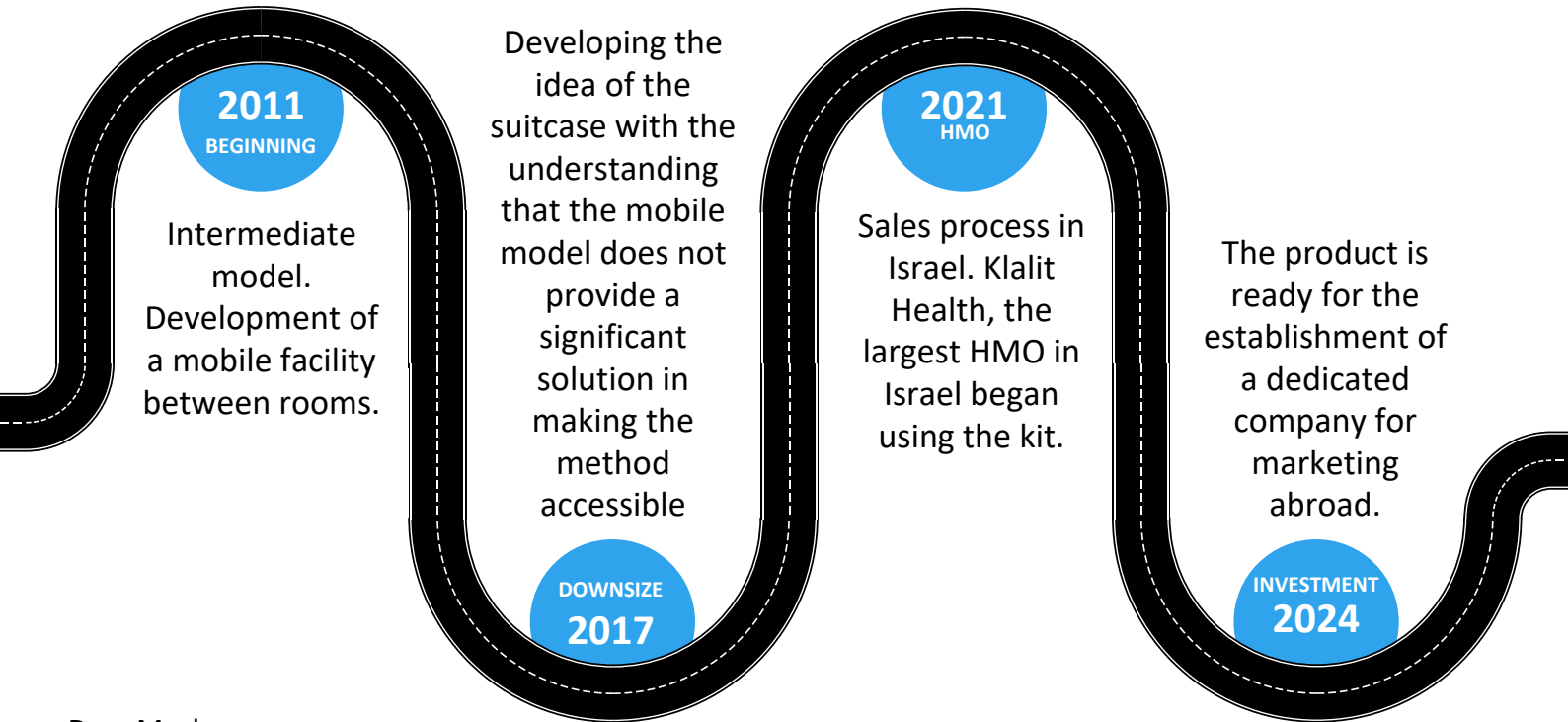
THE KIT CONTAINS VARIOUS AIDS TO CREATE MULTI-SENSORY EXPERIENCES

- Colorful water column
- Colored optical fibers
- Interactive spotlight
- Screen for music, movies and photos
- Tactile accessories - balls, fabrics and more
- Various tools for creating sounds
- Safe electrical system
- Compartments to store additional equipment



Roadmap of the development process

The development of the kit began in 2011 so far with an investment of 5 million NIS



Dear Moshe,

The Snoezelen box concept is a good idea. This makes it possible to have a Snoezelen experience in every situation with few resources. For example, in the private situation of families, dementia care or if someone is bedridden, you can easily place the box next to the bed. It is also easy to set up without a complex manual, the video shows how this works in practice.

In the Netherlands, such a principle has been used for quite a long time by means of a kind of small cabinet on wheels that can be placed next to the bed or wheelchair.

The advantage of this Snoezel box is that it is much more handy because it can be moved without extra transport.

This is particularly applicable in many nursing homes, but also in the day-care for the disabled because people can still do something with Snoezelen during the day care and are not dependent on a separate Snoezel room.

My compliments for this design!
Ad Verheul

THE INVENTOR OF THE SNOEZELEN METHOS WROTE TO US

Ad Verheul

פסיכותרפיסט



Ad Verheul has been working at De Hartenberg, a centre for people with severe profound mental disabilities, since 1973. The centre is part of 's Heeren Loo Zorggroep, a leading Dutch organisation in mental healthcare.

International Online Medical Council
2155-9562.C1.042-... < <https://www.iomcworld.org>

Ad Verheul - International Online Medical Council (IOMC)

Snoezelen: Another World : a Practical Book of ספרים
Sensory Experience Environments for the Mentally Handicapped



POTENTIAL IN ISRAEL

ABOUT 5,000 RELEVANT INSTITUTIONS OPERATE IN ISRAEL

- Retirement homes
- hospitals
- Geriatric institutions
- institutions for children
- schools
- Kinder gardens
- Associations

CUSTOMERS OF THE MOBILE KIT IN ISRAEL



Retirement homes

The kit is already operating in a variety of leading institutions in Israel from which we have received many opinions and letters of appreciation



Day care institutions and schools



Hospitals and HMOs

Hamek, Safra - Tel Hashomer, Kaplan, Galilee in Nahariya, Barzilai, Hadassah, Ziv, Herzfeld, Beit Rivkah.

July, 2023

To whom it may concern.

I felt obliged to share our experiences with the Mobile Snoezlen in our school, with others who could benefit from this.

I am convinced that the Snoezlen Therapy is a wonderful way of connecting to our special children.

In a place where there is no room for a Snoezlen room, a compact Mobile Snoezlen is the perfect answer.

1. It is easy to transport, light in weight & on wheels

2. It has almost all Snoezlen equipment

3. It can create a Snoezlen atmosphere in a few minutes anywhere

4. Once connected to electricity, the Mobile Snoezlen allows the therapist to be free to communicate with the students e.g. to give massage.

5. The suitcase is compact & remains clean, excepting the optic fibres which need a wipe after use.

6. Of course the cost of the Mobile Snoezlen is definitely worth it.

Thanks to Moshe Shalev for this great alternative.

Heah Epstein

Snoezlen Coordinator

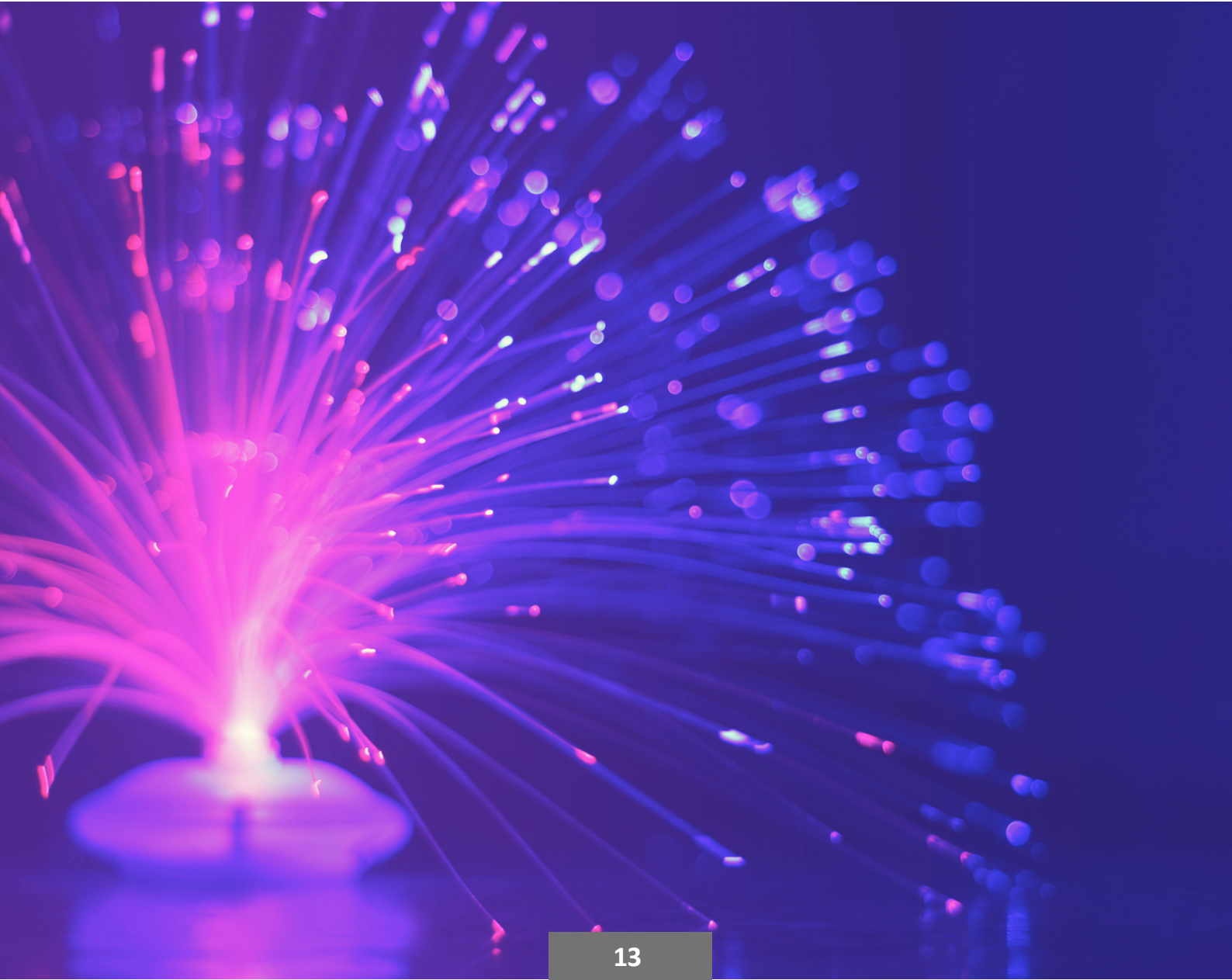


מרכז נוה צבי מעון ובית שיקום לילדים
DAY CARE AND REHABILITATIVE CENTER FOR CHILDREN

רח' בצלאל 22, ירושלים. ת.ד. 50044 ירושלים טל: 02-6236771, פקס: 02-6236775 * מיסד ומנהל צבי ברייטשטיין

IN A SURVEY WE CONDUCTED IT WAS FOUND THAT THE KIT IS SIGNIFICANTLY MORE EFFECTIVE COMPARED TO A ROOM

- An average of 2 patients a day enter a room. From a survey we conducted with the help of a leading institution that focuses on the treatment of the disabled, it was reported by the therapists that on average about 12 patients a day receive treatment by using the mobile kit.
- Financial significance - the cost of the kit is about 1/10 of the standard room.
- If room space can be saved for other things, the institution will prefer it. Every vacant place in the institution has financial significance.





WHO WILL BE OUR FIRST GLOBAL CUSTOMERS?

The early adopters - occupational therapists

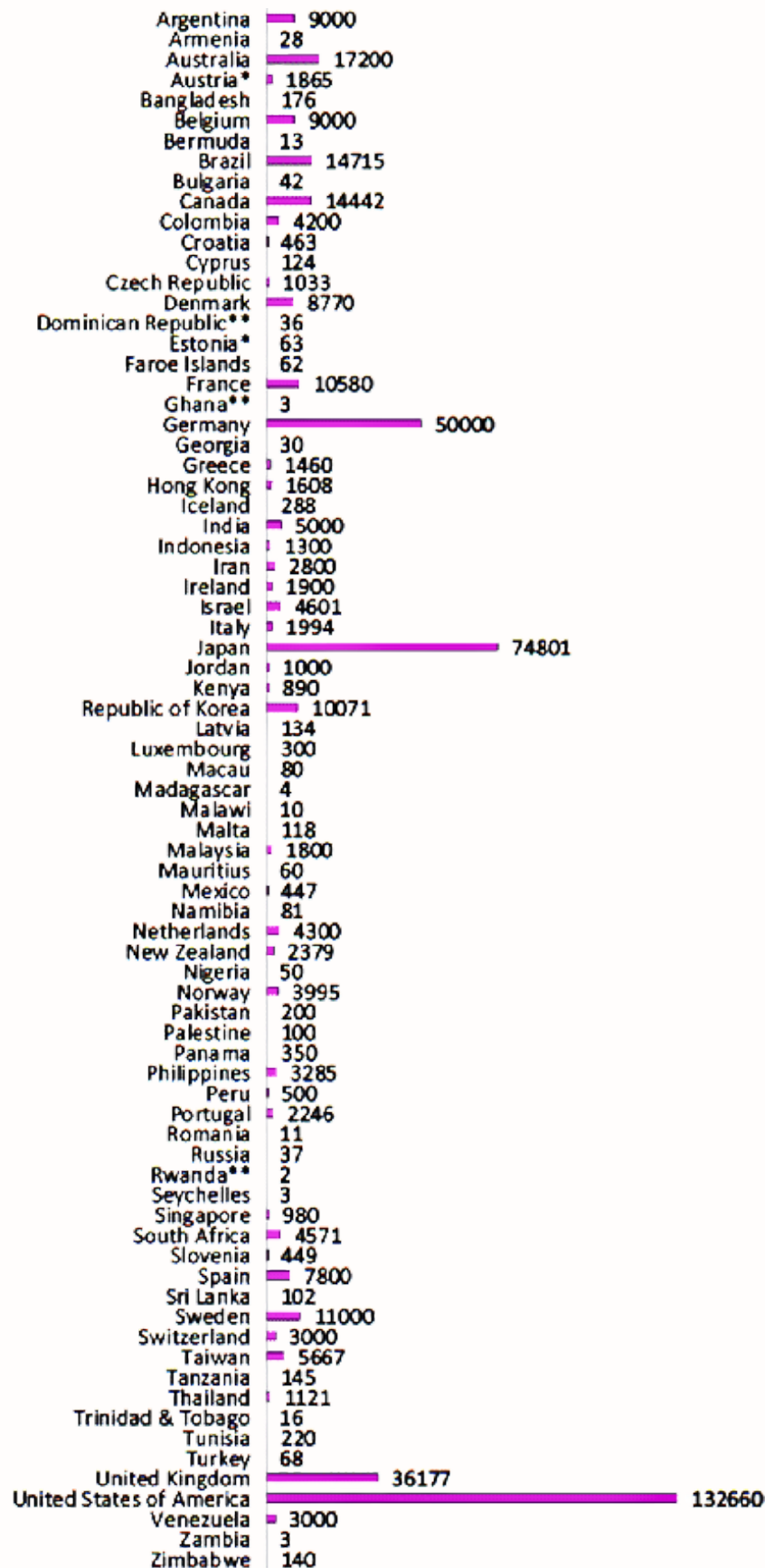
The leading countries in the world in occupational therapy professionals:

1. United States
2. Japan
3. Germany
4. United Kingdom
5. Australia

In the United States, awareness of occupational therapy is high and the number of therapists is the largest, in relation to the population it is 0.039% .

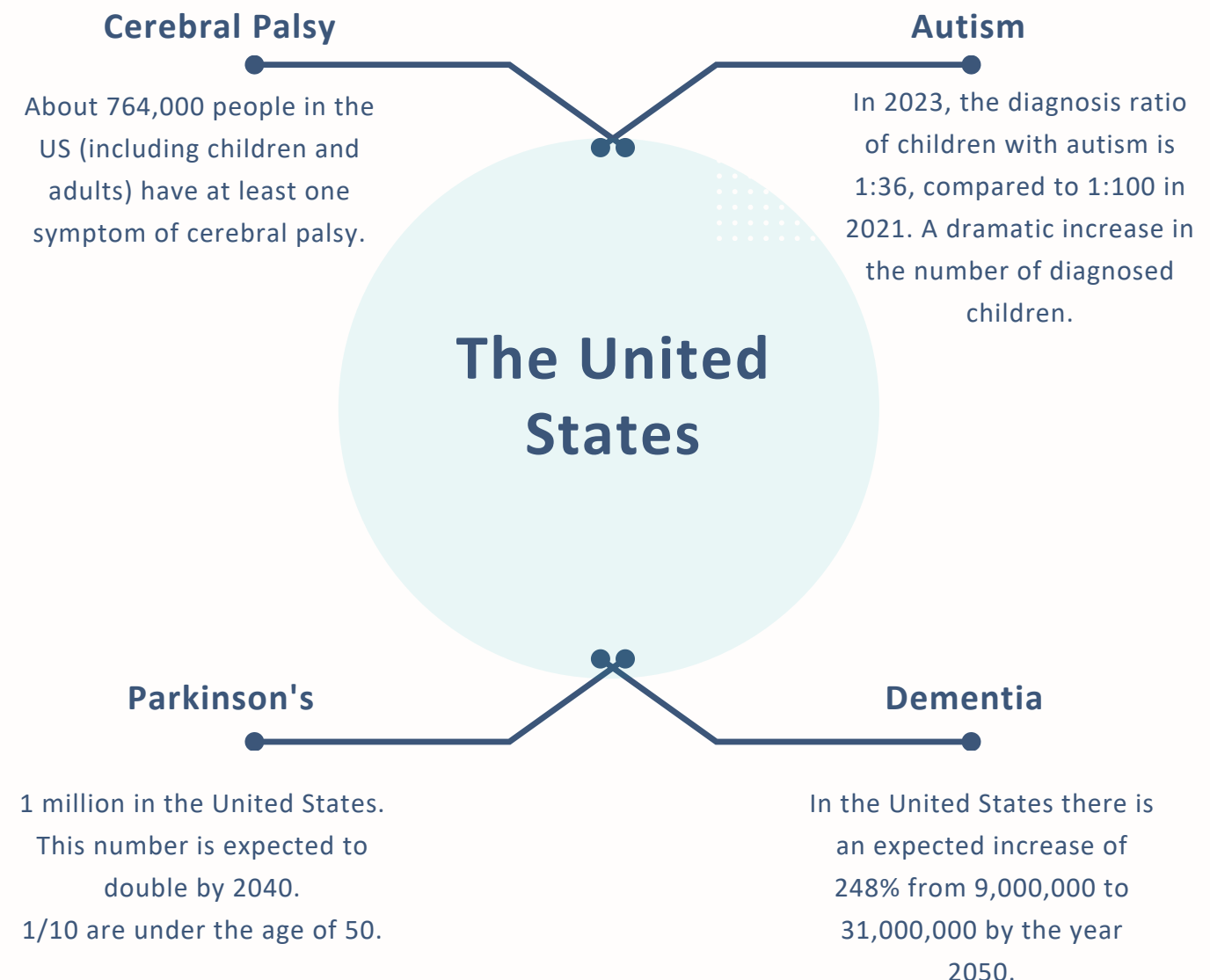
In Japan, an even greater awareness can be identified, 0.06% choose to work in the field and a high specific awareness to Snoezelen can be identified.

Japan has a Snoezelen Association.

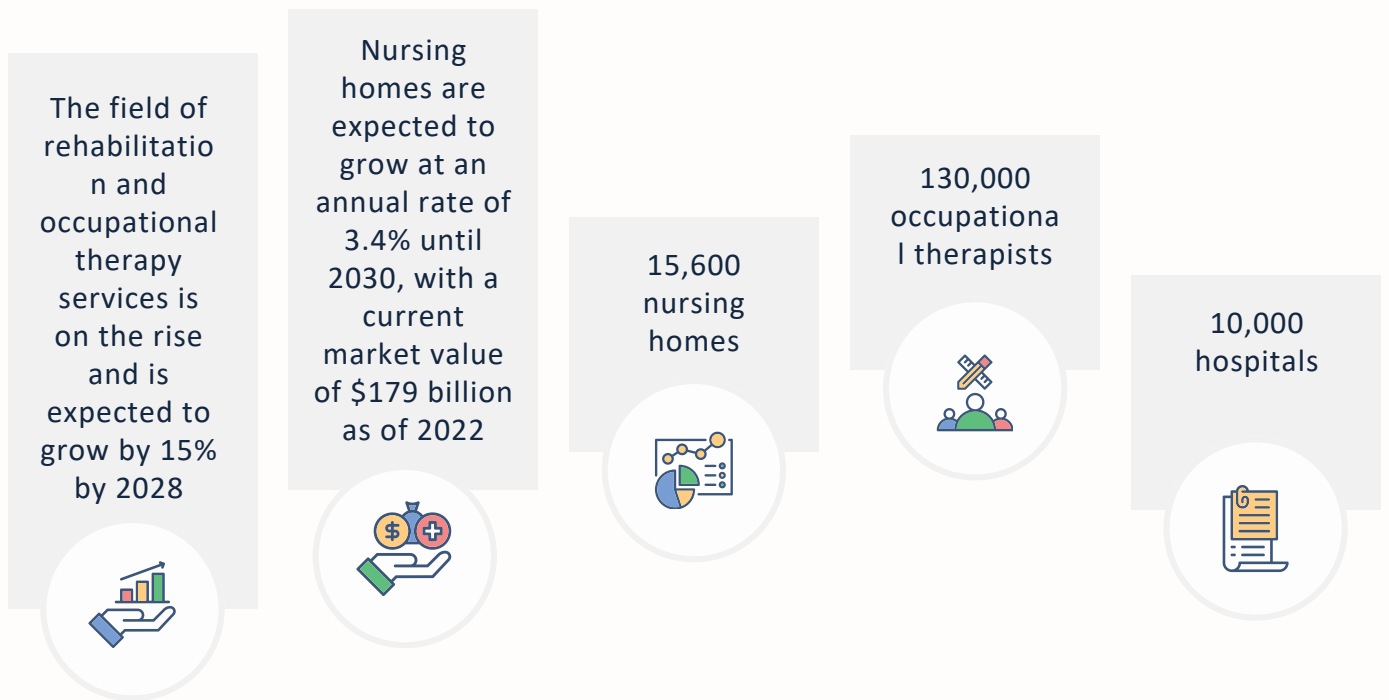


The global need

Three key areas



The services sector in the United States



Trends in treatment

home care

The field of products and services for home therapy is on a constant upward trend and is expected to reach the volume of 140 billion USD by 2028.

Snoezelen

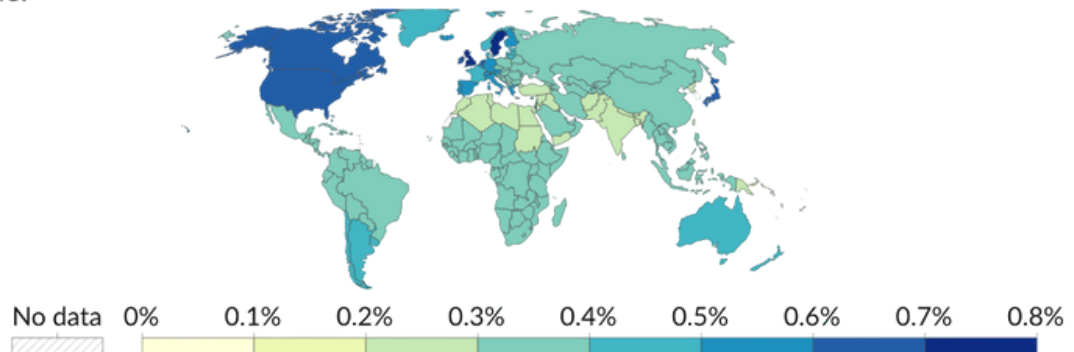
The use of Snoezelen rooms is on the rise. The size of the market measured in 2022 was about a billion USD and the expectation until 2023 is about 2.5 billion USD.



MARKET ANALYSIS SOURCES APPENDIX

Prevalence of autistic spectrum disorder, 2019

Share of the total population with autistic spectrum disorder, which is inclusive of autism and Asperger Syndrome. This prevalence is age-standardized to compare between countries and with time.

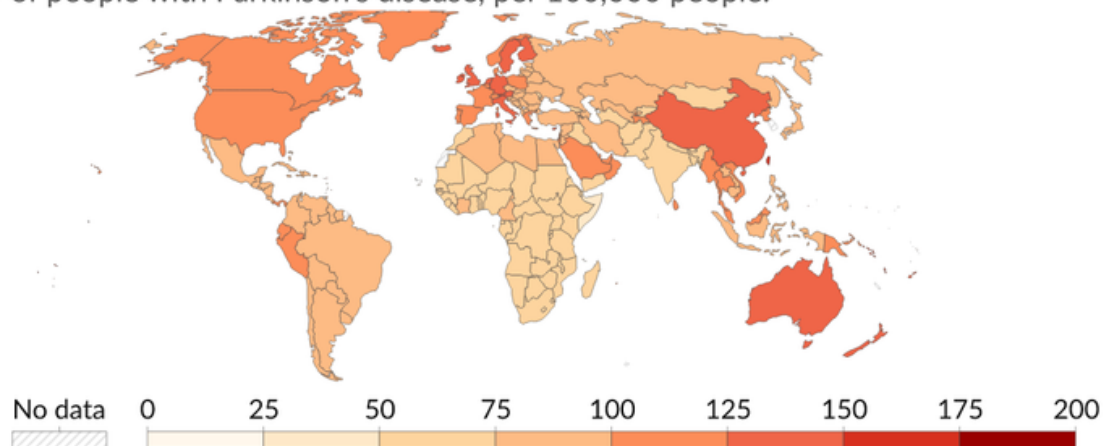


Key Autism Statistics - the
treetop therapy

IHME, Global Burden of Disease - OurWorldInData.org

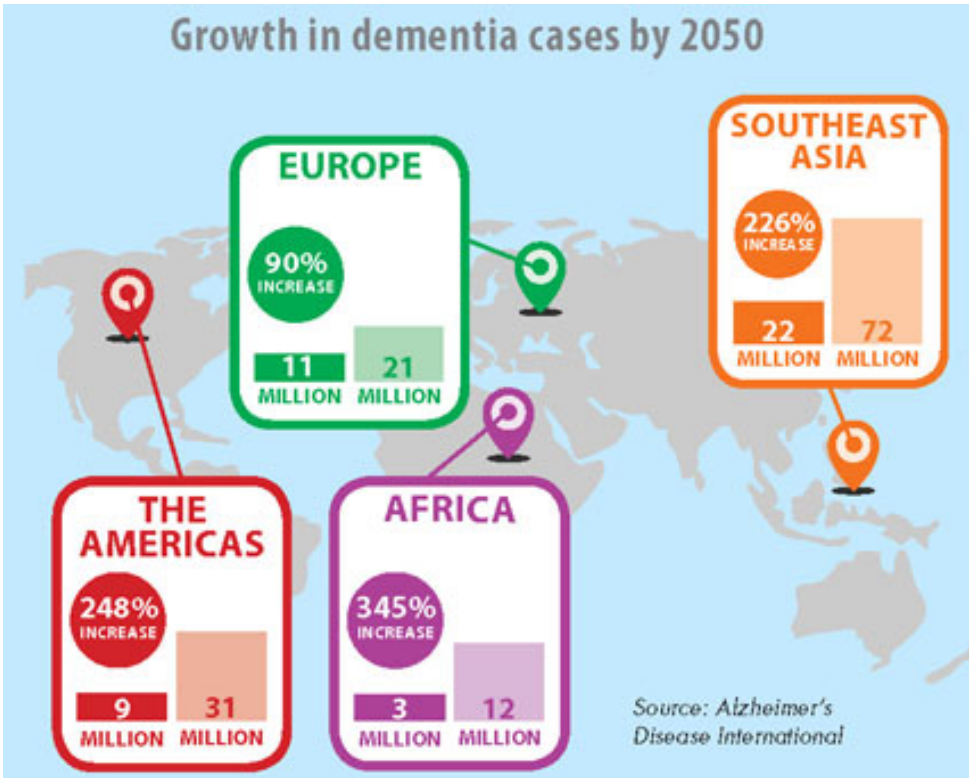
Parkinson's disease prevalence, 2019

Number of people with Parkinson's disease, per 100,000 people.



[IHME, Global Burden of Disease \(2019\) - OurWorldInData.org](#)

epda.eu.com



Alzheimer's Disease International
 Alzheimer's Association

The market will be **ACCELERATING** growing at a **CAGR** of more than **5%**

INCREMENTAL GROWTH \rightarrow

\$813.74 mn

2018 2023

The year-over-year growth rate for **2019** is estimated at **5.06%**

The market is **MODERATELY CONCENTRATED** with a few players occupying the market share

50% of the growth will come from the **AMERICAS** region

One of the **KEY DRIVERS** for this market will be the increasing awareness about cerebral palsy

READ THE REPORT:

GLOBAL CEREBRAL PALSY TREATMENT MARKET 2019-2023

10,000+ reports covering niche topics
 HEALTHCARE AND LIFE SCIENCES

Read them at:
www.technavio.com

technavio

Global Cerebral Palsy Treatment Market 2019-2023

Occupational and Physical Therapy Services Market

Market Size



Source : Mordor Intelligence



Study Period	2018-2028
Base Year For Estimation	2022
CAGR	15.80 %
Fastest Growing Market	Asia-Pacific
Largest Market	North America
Market Concentration	Medium

Major Players



*Disclaimer: Major Players sorted in no particular order

[What Are the Different Types of Hospitals? Gallagher Healthcare :: Industry Insights By Gallagher Healthcare | 3/22/2018](#)

[OCCUPATIONAL THERAPIST DEMOGRAPHICS AND STATISTICS IN THE US](#)

Largest employers of occupational therapists Bureau of labor and statistica

Nursing Home Statistics in 2023

1,157,714
total residents
in nursing facilities

\$8,390
the median monthly cost of a nursing home
semi-private room

81.1
the average age of
nursing home residents

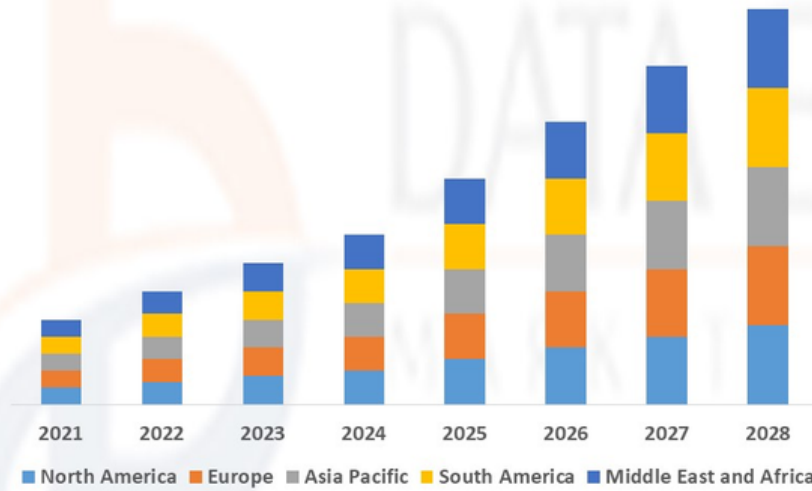
62%
of residents use Medicaid as their
primary payment method

Sources: Kaiser Family Foundation, Genworth, National Center for Health Statistics

TheSeniorList

www.theseniorlist.com/nursing-homes/statistics/

Global Home Rehabilitation Products and Services Market is Expected to Account for USD 140.015 Billion by 2028



Global Home Rehabilitation Products and Services Market, By Regions, 2021 to 2028



DATA BRIDGE MARKET RESEARCH



[Global Home Rehabilitation Products and Services Market – Industry Trends and Forecast to 2028/ databridgemarketresearch/ March 2021](https://databridgemarketresearch.com/Global-Home-Rehabilitation-Products-and-Services-Market-Industry-Trends-and-Forecast-to-2028/)



[Sensory Rooms Market Size And Forecast](#)

