

# Israel-Based Smart Biotech Taps Feintuch Communications for Market Awareness and Fundraising Campaign

NEW YORK and REHOVOT, Israel, March 24 [PRNewswire](#)/ -- Smart Biotech Ltd., developers of a unique technology to enable early detection of HIV and Hepatitis C, has appointed Feintuch Communications, Inc. ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)) as agency of record to help educate the market about its revolutionary technology platform and to assist in corporate fundraising.

SMART Biotech develops, manufactures and markets a unique family of products called SMARTube™. The SMARTube family is based on Stimmunology, the only technology in the world specifically designed to potentially solve the major diagnostic problem of the "window period" in the diagnosis of HIV, HCV and other infectious diseases.

SMARTube technology enables the diagnosis of HIV and/or HCV or the detection of HIV/HCV antibodies in the weeks and months between initial infection and current serological diagnosis, during which time, infected individuals are misdiagnosed potentially enabling further spread of these infections. The company aims to use its technology to save lives, reduce individual suffering and help the healthcare system to save money. Applications of the technology include improving the prevention of mother-to-child transmission, focusing prevention programs, reducing the need for repeated testing and enabling a more confirmed diagnosis, among others.

"Feintuch Communications understands the innovative approach and the unique technology we have developed and has shown a passion for helping us to raise awareness of the tremendous opportunity we provide," said Yisrael Serok, president and CEO of SMART Biotech. "We are confident that the Feintuch team will drive awareness of the problems we seek to help solve and demonstrate our dedication to global health."

"It's very rare that you have the opportunity to work with a company that has the potential to radically solve a significant societal problem as SMART Biotech can," said Henry Feintuch, president, Feintuch Communications. "The SMARTube technology is so revolutionary that we believe that in the years to come, people will look upon the diagnosis of HIV in as routine a manner as any serological testing. This is truly a special company, and we are very proud to be their communications counselors."

The SMART Biotech public relations account will be supervised by Mr. Feintuch and run by Jules Abraham, vice president and managing director of the firm's newly formed healthcare and life sciences practice. Fundraising activities are being supported by MS-IR LLC, Feintuch Communications' investor relations partner firm.

## About Smart Biotech Ltd.

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## About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for emerging companies to non-profits, associations and the Fortune 500. Part of international PR alliance ECP Global ([www.ecpglobal.com](http://www.ecpglobal.com)), Feintuch Communications specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

SMARTube is a trademark of SMART Biotech Ltd.

SOURCE Feintuch Communications, Inc.

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