



## Product Description

### What

HeartTrends® is an effortless stress test alternative-- without physical stress -- for early alert of myocardial ischemia in relatively healthy individuals. The clinically proven test analyzes 20 minutes of heart rate data obtained by wearing a commercial heart rate recorder (e.g., strap, smartwatch, or bracelet) without the need for stressful maneuvers or heart strain making it especially advantageous for the elderly, impaired, and weight-challenged. The test is patented, CE-certified, and utilizes an FDA-cleared algorithm. Revenue: SW as a Service (SaaS) analysis -- no HW.

### Who

Intended for healthy people with one (1) or more cardiac risk factors (smoking, obesity, diabetes, high blood pressure/cholesterol, age, family history). Also useful for 30% of the population unable to perform a stress test (elderly, impaired, or weight-challenged).

### Where

Exercise Stress test labs, annual health checkup clinics, life insurance companies, hospitals, malls, pharmacy chains, family physicians.

### Why

Everyone measures heart rate but that is simply anecdotal information. HeartTrends elevates heart rate analysis to the medically meaningful level. HeartTrends is the first clinically proven analysis offering medically relevant information. HeartTrends is the next generation of Digital Health



## Technology

HeartTrends app works on Android and Apple phones sending the data for instant Cloud analysis.

## Testing

Tests may be administered by non-technical personnel. Results, however, should be interpreted by a physician in conjunction with patient history.

## Data Privacy

HIPAA/GDPR-compliant. No private information is stored with this test.

## Medical Evidence

Sensitivity is 75% in predicting early ischemic heart disease (vs. 40% using traditional Stress Testing) and a Negative Predictive Value of 97%. See American Journal Cardiology; 115:1518 (2015) among other publications.

## Worldwide Usage

Over 29,000 HeartTrends tests performed worldwide: Mayo Clinic (US), South Africa, Mexico, Hungary, Holland, India, Italy, Singapore, Brazil, Israel. Commercial rollout occurring now.

## Regulatory

CE (Europe), ISO 13485, FDA-cleared algorithm, HSA Singapore, Amar Israel.

## Pricing

Competitive to standard stress testing prices in each country.