



## *Cardiac screening for Early Ischemia Detection*



W.H.O: HEART DISEASE IS THE NO. 1 CAUSE OF DEATH IN THE WORLD\*

90% of ischemic heart disease may be **preventable** with *early detection*\*\*



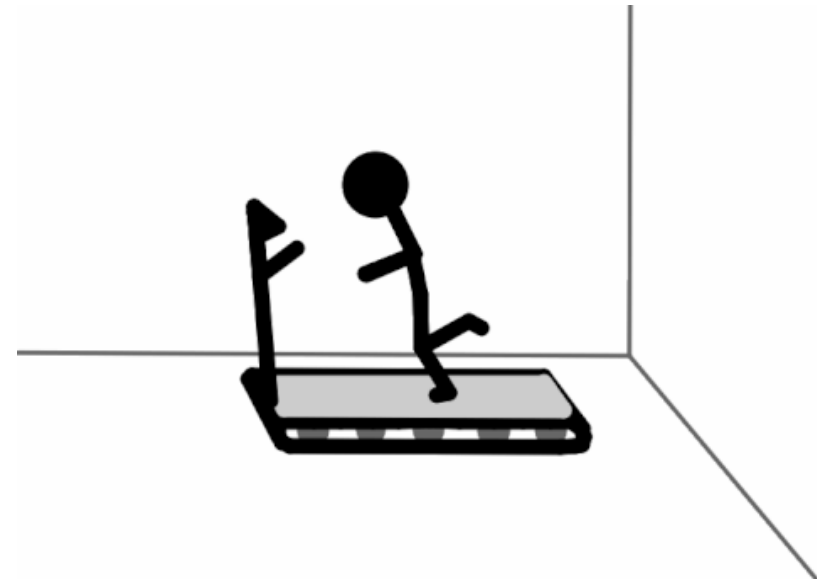
**Reference:**

\* - [www.WHO.int](http://www.WHO.int) (2017)

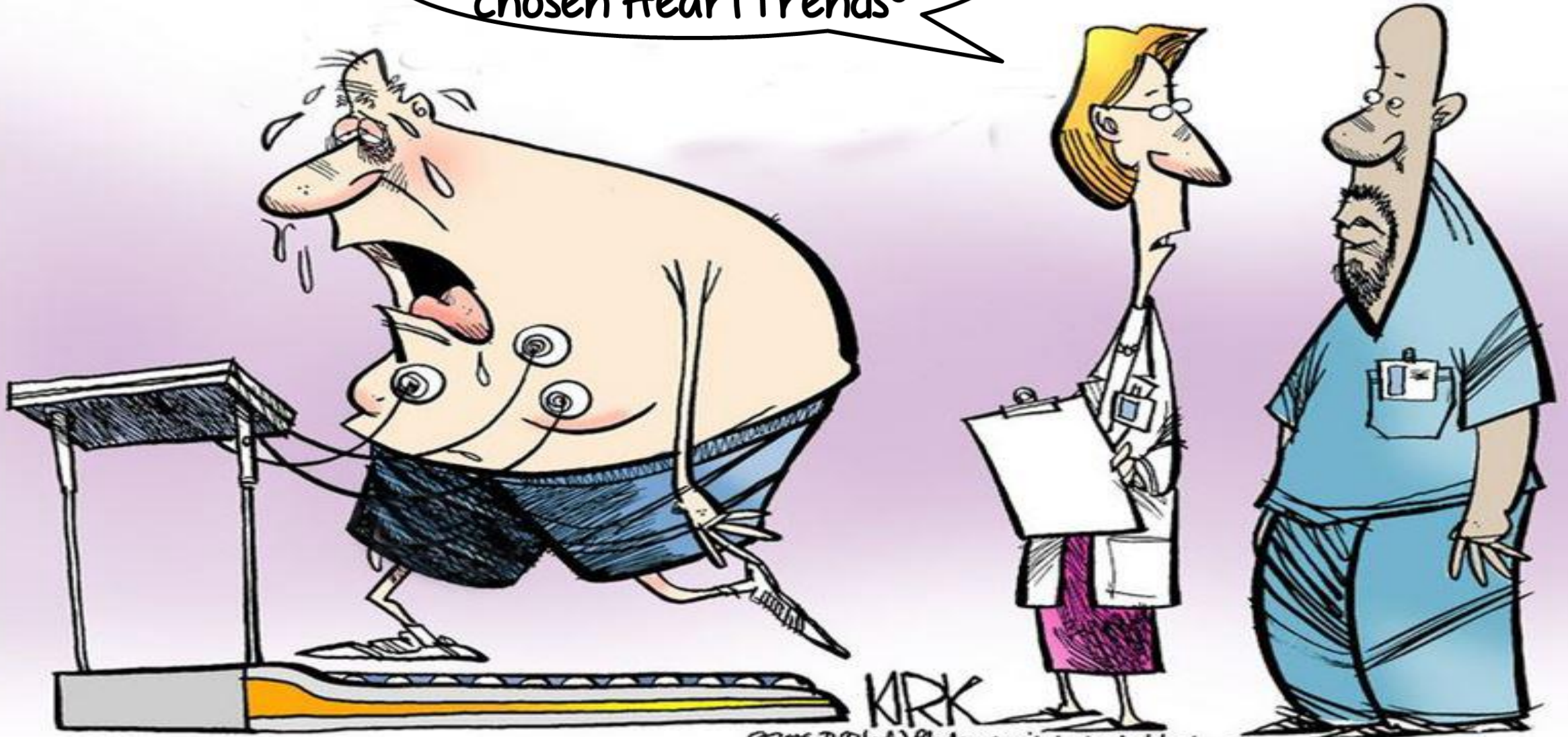
\*\* - Preventing Heart Disease in the 21st Century. [Circulation 2008 117:1216](#)

## The Problem with Stress Testing

- 2<sup>nd</sup> most-feared test...
  - #1: Colonoscopy; #3: Vasectomy
- Causes Fainting? Heart Attack?
- Impossible for A large part of the population
- Low Sensitivity: 40-50%
- High cost



He should have  
chosen HeartTrends®



KIRK

# What Is HeartTrends®?

Stressed out?  
the effortless stress test  
alternative for early  
detection of Myocardial  
Ischemia



## Taking the Test

Record  
20 minutes of  
your heart's  
activity while  
connected to a  
simple heart  
rate recorder

Enjoy  
your normal  
daily activity  
during the  
test – sit, eat,  
walk, talk,  
shop

Upload  
your data for  
instant  
analysis and  
peace of mind

## Early Ischemia Detection - Who needs it:

- Healthy people** with one or more risk factors:

*Smoking, family history, high blood pressure, cholesterol, diabetes, age >40 yr.*

- Treadmill-challenged:**



*Elderly, children, overweight, disabled (30% of population), Bedridden*

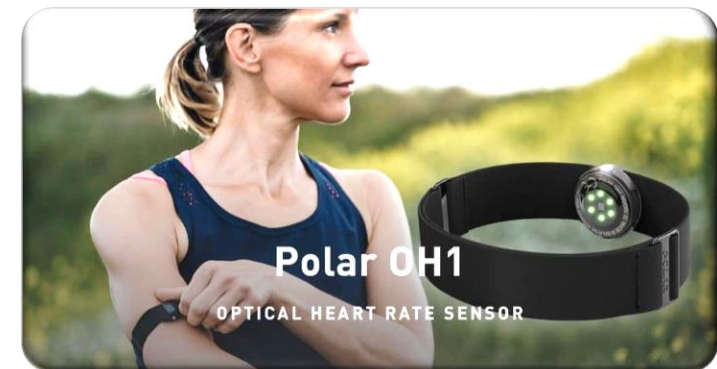
- Chest Pain Syndrome:**

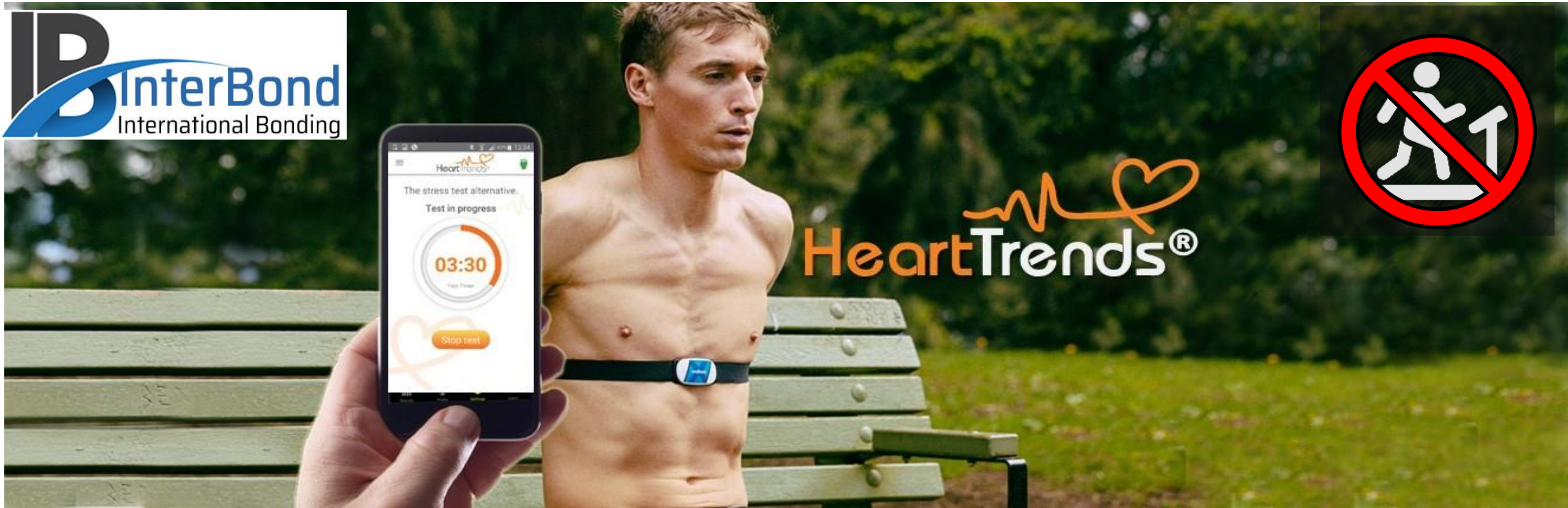
reflux, heartburn, etc.




## Heart Trends Solution:

- Reliable Cardiac Screening:** At least as the Exercise Stress Test
- No stressful maneuvers:**  
Normal activity - Sit, eat, walk, talk, shop
- Only 20 minutes** of recording needed:  
Analyze heart rate from any device
- Instant results:** using cloud-analysis
- Fraction of the cost**
- Clinically proven:** 42,000 tests performed
-  -approved;  - cleared algorithm, Patented






(1)  
Wear  
Recorder



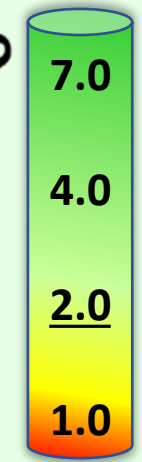

20 min.

(2)  
Upload  
Data



1 min.

(3)  
Get  
Results



HT  
Score



## Contra-indications:

- Subjects with chest pain who already have known CAD
- Typical chest pain
- ECG with pathologic ischemic changes and/or positive troponin

## Our Potential Market:

- ❑ Health Check-up Facilities/ Clinics.
- ❑ Family Physicians (GP).
- ❑ Life and Health Insurance.
- ❑ Exercise Stress Test labs (IDTF).
- ❑ Hospitals.
- ❑ Cardiologists follow up



## HeartTrends® Advantages:

- Cardiac screening reliable as Exercise Stress Testing.
- No stressful maneuvers = Normal activity
- Solution for EST challenged: disabled, elderly, overweight, children, bedridden, etc.
- Clinically proven
- Cloud-analyzed... instant results
- Reduced cost



# Clinical Evidence And Peer Reviews





## MAYO CLINIC - WORLD'S LARGEST PROSPECTIVE CLINICAL STUDY - 1,043 SUBJECTS

HT vs. EST	HeartTrend <sup>®</sup>	EST
<b>Sensitivity</b>	<b>71%</b>	<b>33%</b>
<b>NPV</b> (neg. predicted value)	<b>97%</b>	<b>94%</b>

# MAYO CLINIC STUDY PROVES: “HEARTTRENDS<sup>®</sup> - THE NEW *INDEPENDENT* RISK FACTOR”

J. American Heart Association (1,043 subjects; Dec. 2019)



- ❑ For screening healthy individuals who may exhibit one or more cardiac risk factors.
- ❑ Physician evaluates patient in conjunction with clinical history, symptoms, risk factors, blood tests, and physician's clinical judgment

# HEARTTRENDS<sup>®</sup> OUTPERFORMS EXERCISE STRESS TEST (EST) COMPARED TO MYOCARDIAL PERFUSION IMAGING

*The*  
American Journal  
of Cardiology  
Clinical Study on 451 Subjects

	<b>HeartTrends<sup>®</sup></b>	<b>EST</b>
<b>Sensitivity *</b>	<b>77%</b>	<b>27%</b>
<b>NPV **</b>	<b>98%</b>	<b>94%</b>

\* Sensitivity: % of Positive (sick) patients identified by test (HeartTrends or EST) out of the **truly** Positive results

\*\* Negative Predictive Value: % of **truly** Negative (healthy) patients, compared to Gold Standard, out of **entire** Negative results. Individual results may vary and even be lower



# The *Effortless* Stress Test Alternative

*Early cardiac screening for healthy individuals*

*Thank you for putting your*  *into it*