

Eko DUO (2nd Gen)

Market Proposition and Positioning



Why DUO? DUO Market Value Proposition

Situation: Heart disease is the #1 cause of death globally, claiming a life every 30 seconds, which are in many cases preventable

Problem: Time constraints and lack of resources obstruct more frequent early detection opportunities

Implication: Millions of people live with cardiovascular disease unknowingly, impairing their quality of life and adding to the future burden on our healthcare systems

Need: Early detection must become a regular part of patient encounters, by integrating technology with existing workflows to enable easy checks into patient's heart health

Solution: DUO, the fastest and easiest way for nurses and doctors to check their patient's structural and electrical heart health from anywhere at any time.



*Phone sold separately

Target Audience - Primary Care (1 of 3)

Where	Who
Private/Independent Primary Care Practice	General Practitioner/Internist
Pediatric Care	Family Medicine
Concierge Medicine	Pediatrician
Family Practice	Geriatrician
Internal medicine	Physician Assistant
	Nurse Practitioner
	Registered Nurse
	Licensed Practical Nurse
	Patient Care Technician

Why
Higher throughput can be established, enabling more confidence in decision-making, more informed referrals, and higher patient satisfaction.

How
Affordable, efficient, and accurate way to enable more regular screening for cardiac conditions at the point of care.

By distributing more clinical capabilities across the care team, workflows for earlier detection can be implemented

- What**
- Physical Examination
 - Evaluation for ambulatory testing and follow-up
 - Specialist Referral
 - Follow-up (post-discharge and post-op)



Target Audience - Long-Term Geriatric Care (2 of 3)

Where

Patient's home (Home health)

Hospital-at-home (acute recovery, "eICU", LTAC at home)

Assisted Living Facilities

Rehabilitation Centres

Home Health Agencies

Long-term care homes

Retirement homes

Who

Geriatrician

Family Medicine

Internist

Physician Assistant

Clinical Nurse Specialist

Registered Nurse

Nurse Practitioner

Home Health RN, Aids

Licensed Practical Nurse

Certified Nurse Assistant

Patient Care Technician

Why

Reduce unnecessary hospitalizations (and associated HAI exposure and delays in care) and maintain quality of life.

How

Low-cost, easy-to-use, clinically reliable, sustainable, and scalable way to help their staff detect signs of cardiac conditions or changes in health status in their high-acuity patients

What

General Screening

POC Triage for ambulatory testing

Specialist Referral

Triage for ED transfer

Monitoring (post-discharge, post-op)



Target Audience - Outpatient Transitional Care (3 of 3)

Where	Who
Patient's home (Home health)	Physician Assistant Clinical Nurse Specialist
Hospital-at-home (acute recovery, "eICU", LTAC at home)	Registered Nurse Nurse Practitioner
Rehabilitation Centers	Home Health Registered Nurse
Skilled Nursing Facilities	Home Health Aids Licensed Practical Nurse
Transitional care units (under IDNs/Hospitals)	Certified Nurse Assistant Patient Care Technician Hospitalist

Why
Reducing unnecessary ED transfers and overuse of limited hospital resources

How
Cost-efficient, convenient, and clinically-effective way to monitor and manage cardiac conditions in patients that need perioperative and post-discharge assessment, helping them increase access to and frequency of care with the right providers

What
General Screening
POC Triage for ambulatory testing
Specialist Referral
Triage for ED transfer
Monitoring (post-discharge, post-op)



Target Audience Exclusions

DUO can be used by but *specifically not targeted to*:

- Specialists (Cardiology, Pulmonology, etc.)
- Acute/critical care units
- Emergency medical services
- Urgent care services
- Veterinary medicine

Why?

- These clinicians work in environments with immediately accessible tools and resources (6 to 12 lead ECG, ambulatory monitor, ultrasound, echo) that provide information greater than DUO
- They assess patients in challenging, noisy environments and benefit most from the sound quality and active noise cancelation of Eko's CORE® Technology products



Thank you!