# 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.



# Target Audience - Primary Care (1 of 3)

### Where

Private/Independent Primary Care Practice

Pediatric Care

Concierge Medicine

Family Practice

Internal medicine

### Who

General Practitioner/Internist

Family Medicine

Pediatrician

Geriatrician

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, "elCU", 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

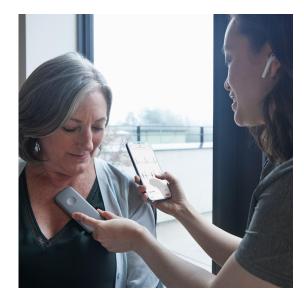
General Screening

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) Hospital-at-home (acute recovery, "eICU", LTAC at home)	Physician Assistant
	Clinical Nurse Specialist
	Registered Nurse
	Nurse Practitioner
Rehabilitation Centers	Home Health Registered
Skilled Nursing Facilities	Nurse
Transitional care units (under IDNs/Hospitals)	Home Health Aids
	Licensed Practical Nurse
	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

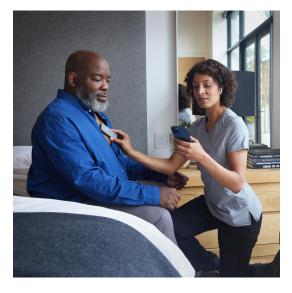
General Screening

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



