



HeartSmart Rehabilitation Device is a game-changing innovation, being the only **stand-alone adaptive exercise training system** for cardiac rehabilitation which aims to make rehab sessions **safer, easier, and more effective** for cardiac patients and their doctors.

Problem

The top killers in the Philippines and in the whole world are heart and vascular diseases.

Sadly, studies¹ show that **1 in 5 women** and **1 in 6 men** will **die within 1 year** after a first heart attack. This, however, is just the tip of the iceberg as more people actually die from other related diseases such as **diabetes, stroke, hypertension, and obesity**. And those who do survive, most of them get **debilitated, unproductive, and very unhappy** with their lives.

Cardiac Rehabilitation

- ♥ Recommended for **recovery** of cardiac patients
- ♥ **Reduces mortality** among patients
- ♥ Includes a **structured exercise program**

The **problem** lies in the **conventional method** of cardiac rehabilitation: when the therapist **manually** adjusts the exercise intensity,

the cardiovascular stress on the patients may either be excessive and harmful, or insufficient and ineffective.

Moreover, since rehab sessions are supervised manually, the number of patients who can be catered to during rehab is then **limited by the availability** of medical experts. This makes rehab sessions very **inefficient**.

¹ <https://www.cardiosmart.org/Heart-Basics/CVD-Stats>

HeartSmart System



HeartSmart provides an **adaptive and comprehensive** workout system that can be **personalized** to meet the different needs and conditions of each patient. This ensures safer and more effective rehab sessions. Because it **fully automates** the rehabilitation session from **warm-up to**

cool down, doctors and therapists can easily supervise more patients at a time, making them **more productive** and efficient.

Collaborators



DOST-PBDC
(Philippine Biomedical Device
Innovation Consortium)

"HeartSmart is really brilliant! It makes exercising safely and independently easy. I highly recommend it!"

— Mr. Arthur King
Physical Therapist
Cardiac Rehabilitation, Philippine Heart Center

Market

Target Market

- ♥ Hospitals
- ♥ Cardiac Rehabilitation Centers
- ♥ Cardiac Patients
- ♥ Medical Experts



There are **more than 1,000 hospitals and rehab centers** in the Philippines alone, with most hospitals replacing their equipment **every 5 years**. We target to tap into this market initially, and later on expand to the **preventive healthcare industry**.

Globally, healthcare is a billion-dollar problem. According to studies², yearly direct healthcare costs and productivity losses due to cardiovascular diseases may rise up to **1,044 billion USD** in 2030.

Marketing Plan

- ♥ Employ sales reps
- ♥ Conduct nationwide tests, free trials
- ♥ Partnerships with HMOs, government units, associations
- ♥ Join healthcare events
- ♥ Online campaigns

² www.championadvocates.org/en/champion-advocates-programme/the-costs-of-cvd

Status

- ♥ MVP done
- ♥ Initial tests conducted with medical experts from Philippine Heart Center
- ♥ Pre-clinical trials upcoming this 2016
- ♥ IP filing in process
- ♥ Pre-start-up stage

Initial investment is needed for clinical trials and operational expenses for the first year of incorporation.

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