

# Heart Attack Detection

First Quarter 2022 Financial Results Conference Call

NASDAQ: BEAT

May 12, 2022

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# Agenda

- Introduction, Recent Announcements and Market Opportunity
- Product Timelines and Updates, and Partnerships
- Model at Scale and Financial Results
- Closing Summary

**Branislav Vajdic**

**Jon Hunt**

**Rick Brounstein**

**Branislav Vajdic**



**Branislav Vajdic, PhD**  
CEO & Founder

30 years of experience in technology development and senior management positions. At Intel, he was the designer of first Flash memory and two key inventions that enabled Flash as a product and led engineering groups responsible for Pentium 1 through Pentium 4 designs.



**Jon Hunt, PhD**  
Chief Business Officer

34 years' experience in the Medical/Medical Device Industry with extensive domestic and international experience in general management, clinical/regulatory, sales and marketing.



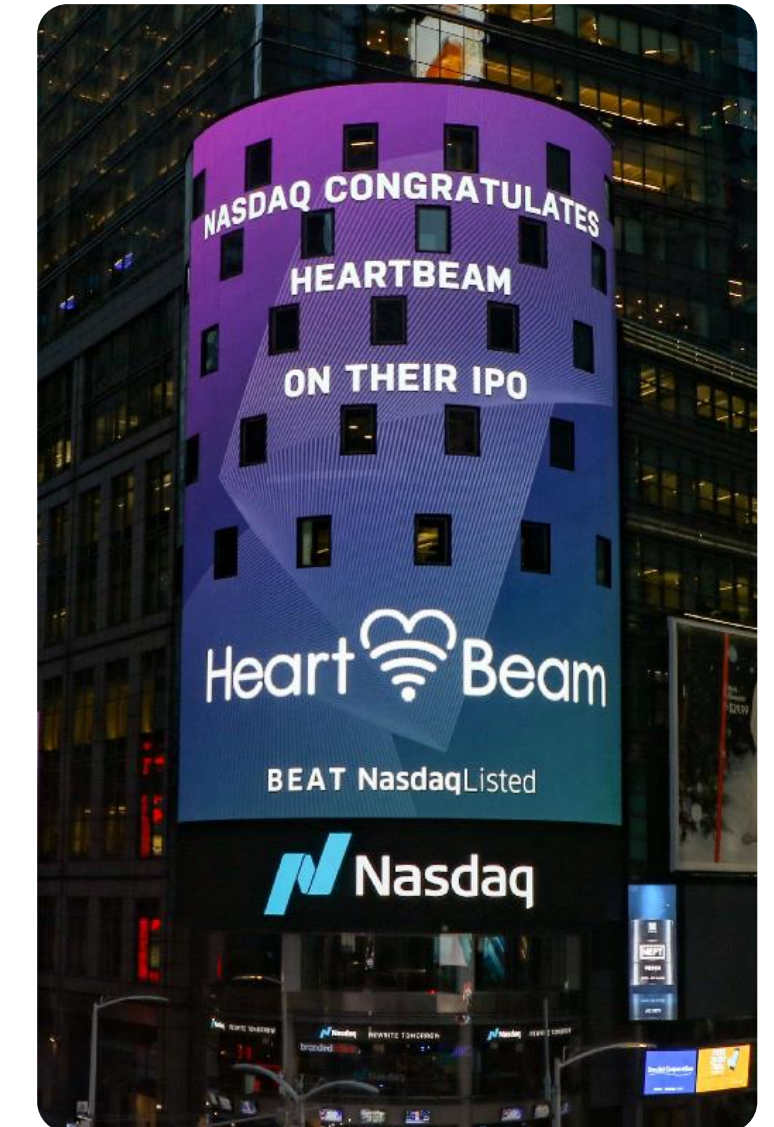
**Rick Brounstein**  
CFO

30 years of experience in health technology senior management. During his career he has held positions including Chief Financial Officer, Chief Operating Officer, Treasurer and Accounting Manager.



# Key First Quarter 2022 and Subsequent Highlights

- Partnership agreement with LIVMOR Inc. to build a HeartBeam branded version of LIVMOR's Halo+ FDA cleared turnkey solution for remote patient monitoring ("RPM")
- Professional services agreement with Triple Ring Technologies, Inc. to assist in the design and development of its Telehealth complete solution 3D vector Electrocardiogram (ECG) collection device for remote heart attack or myocardial infarction (MI) monitoring
- Business Associate Agreement (BAA) and Clinical Trial Agreement (CTA) with Phoebe Putney Health System to conduct a pilot study designed to evaluate HeartBeam's Emergency Department (ED) Myocardial Infarction (MI) software product
- Engaged multiple partner health systems for additional pilot studies to ensure FDA submission in Q2 2022
- Established Scientific Advisory Board (SAB) to provide scientific guidance and insight to the Company's medical studies, research and product pipelines



# HeartBeam US Market Opportunity

## 6x Bigger Than AFIB Market

Heart  Beam

Heart  Beam

AliveCor<sup>®</sup> BioTelemetry  
*iRhythm*<sup>™</sup> Preventice SOLUTIONS  

~3M

AFib Patients  
\$2 billion

~8M

Prior MI Patients  
\$4+ billion

~18M\*

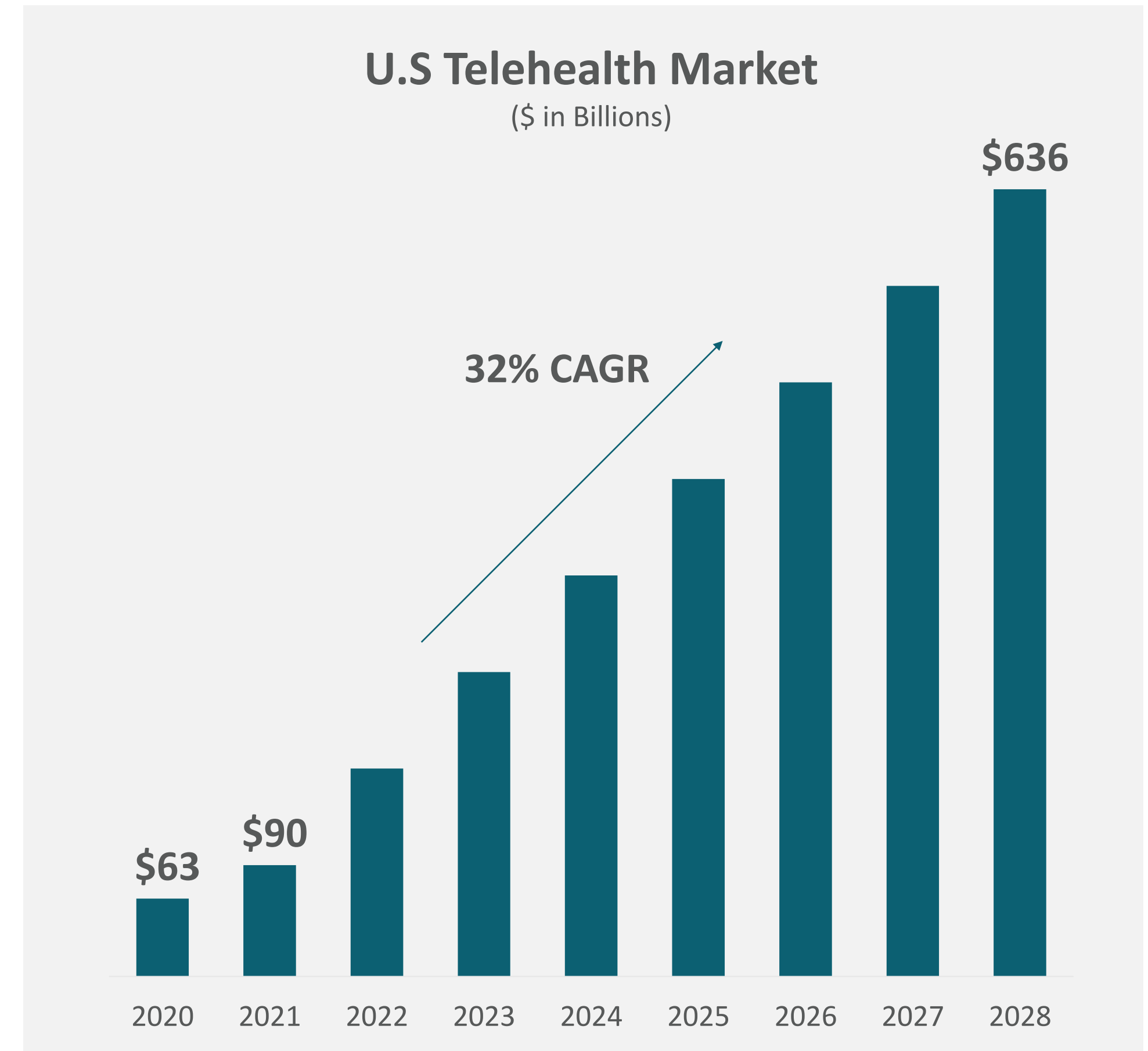
Total CAD Patients  
\$10+ billion

1. National Hospital Ambulatory Medical Care Survey: 2016 Emergency Department Summary Tables  
2. Unplanned Readmission Within 6 Months Affects 25% of PCI Patients in the US. TCTMD 2019  
3. Bayoumy et. Al. Smart Wearable Devices in cardiovascular care: where we are how to move forward. Nature 2021.

\* Includes 8m Prior MI patients

# Telehealth Market

- Adoption rate of telehealth increased dramatically during COVID-19, especially in cardiology, radiology, behavioral health, and online consultation
- Governments actively developing new policies and reimbursement guidelines to promote the use of digital health platforms
  - U.S. Centers for Medicare & Medicaid Services (CMS) expanded reimbursement for telehealth
- Market driven by rising prevalence of chronic conditions and the growing geriatric population



# HEARTBEAM SOLUTIONS TRUE PLATFORM TECHNOLOGY



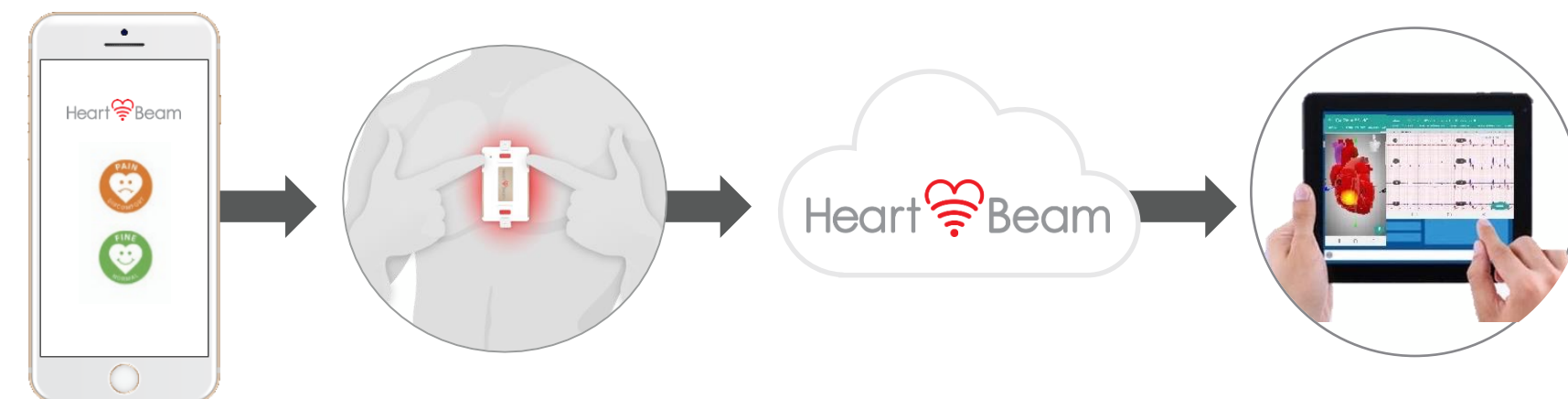
**ED solution** for more accurate MI detection



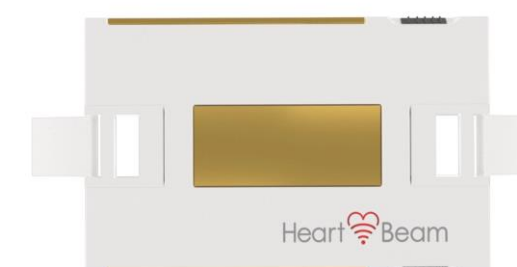
Q3 2022<sup>1</sup>



**Complete telehealth solution** for remote MI monitoring



Q1 2023<sup>1</sup>

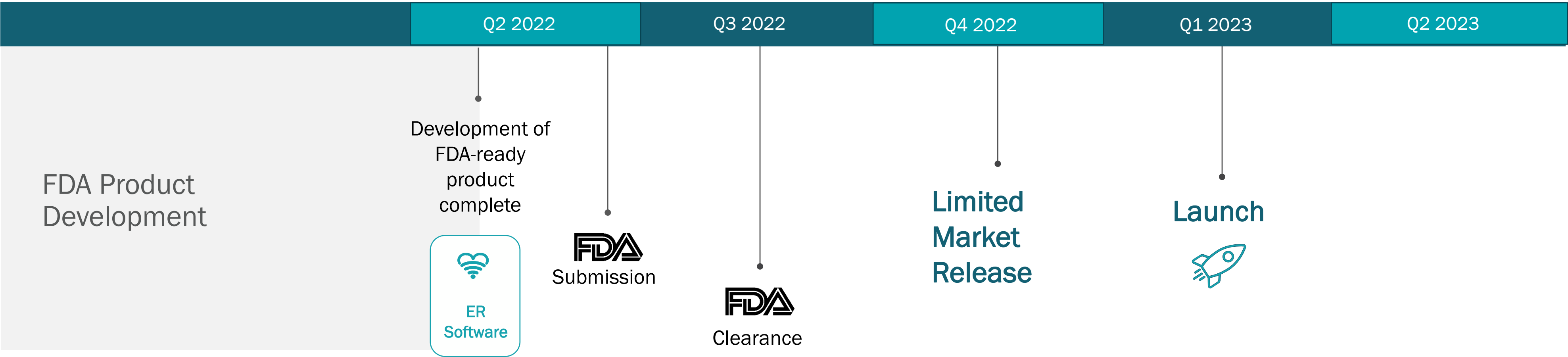


1) Estimated FDA Clearance



# ED Software Tool Updates

- Partnered with LIVMOR Inc., a digital health solutions company, to build a HeartBeam branded version of LIVMOR’s Halo+ FDA cleared turnkey solution for remote patient monitoring (“RPM”) to connect physicians and patients
- Partnered with Phoebe Putney Health System, signing a Business Associate Agreement (BAA) and Clinical Trial Agreement (CTA) to conduct a pilot study designed to evaluate HeartBeam’s Emergency Department (ED) Myocardial Infarction (MI) software product
- Engaged multiple partner health systems for additional pilot studies to ensure FDA submission in Q2 2022



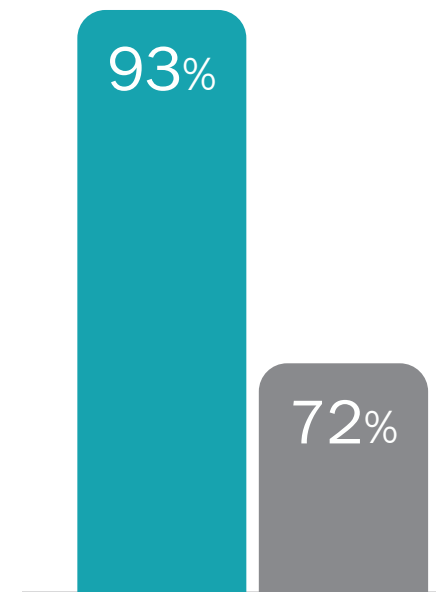
\*This timeline is for illustrative purposes only and is meant to portray a sequence of events, not their estimated timing.



# ED Software Product First Revenues

HeartBeam's software-only heart attack diagnosis tool for the ED improves accuracy of MI diagnosis

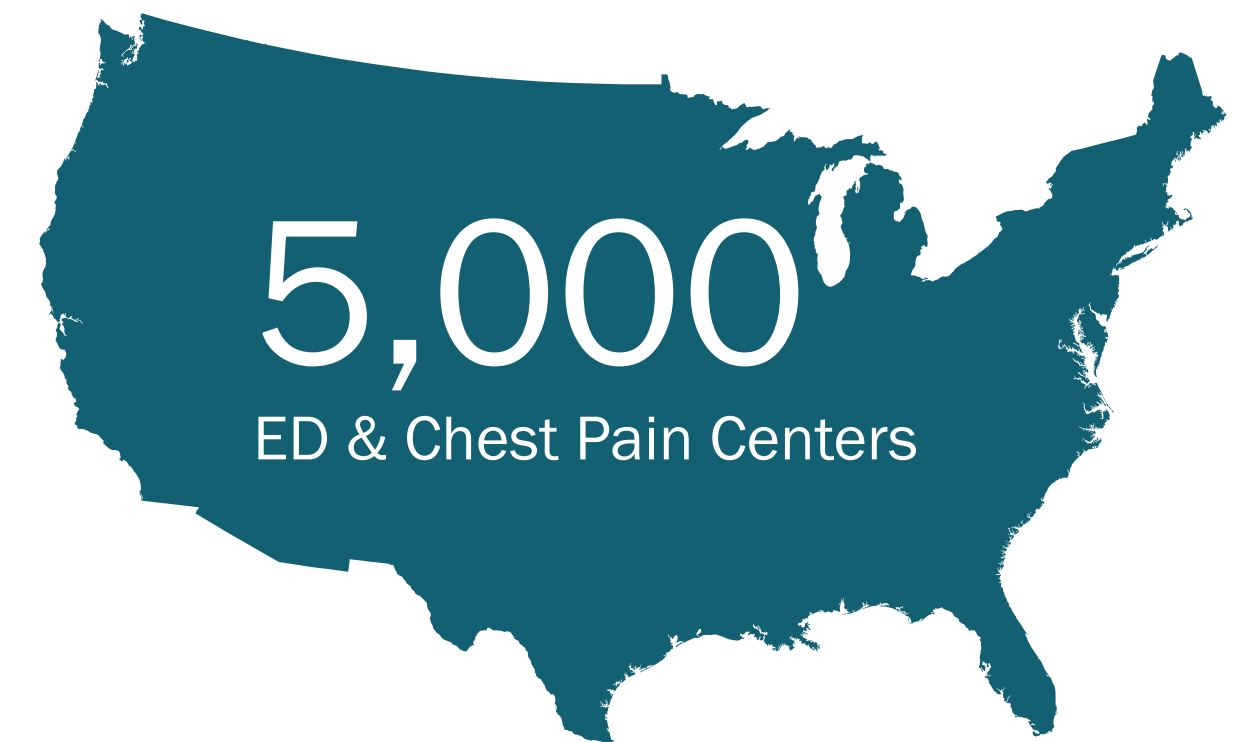
- No change in ED patient workflow
- Leverages existing ECG hardware
- 510(k) FDA regulatory path
- Reduced costs and liability exposure



21-point gain over cardiologist in ECG MI diagnosis accuracy (HIDES)



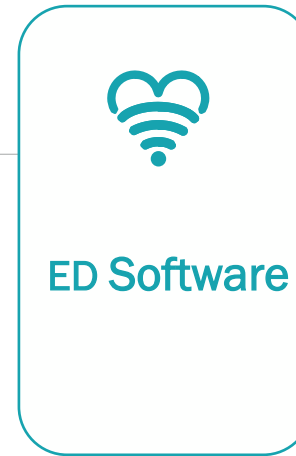
Software licensing business model drives \$100k/year per ED



HeartBeam will use its own sales force

# ED Software and Gen. 1 Telehealth Revenue Opportunity

## ED SOFTWARE SOLUTION



HeartBeam will use its own salesforce

Software licensing business model drives \$100k/yr per ED

- ✓ ED averages 85 patients/day
- ✓ ECG for all patients \$3-4/use

**TAM: \$500m**

## GEN 1 TELEHEALTH



HeartBeam will use its own salesforce

**Excellent alignment w/ CAD patient needs**

- ✓ Utilize four existing RPM codes\*

Subscription model

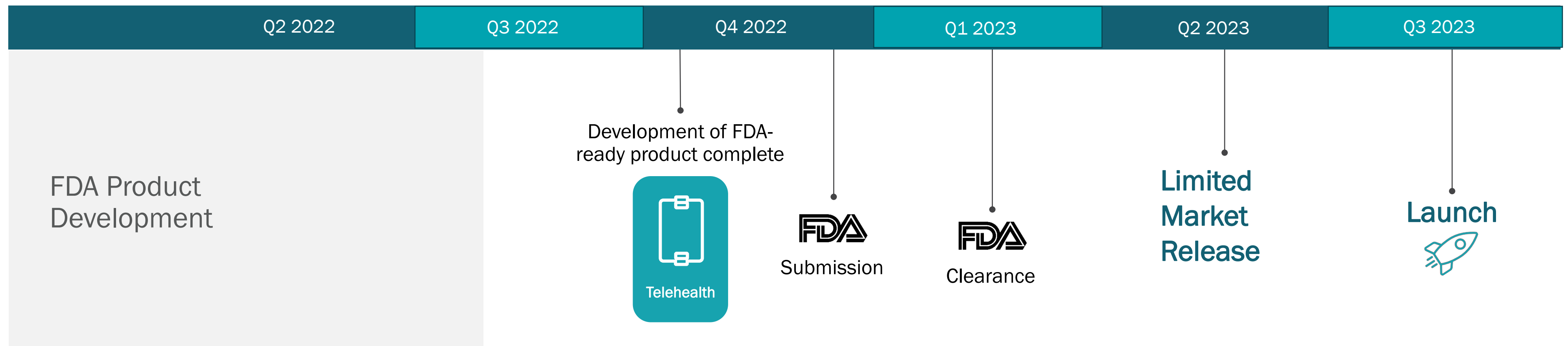
- ✓ **Practice gets** \$1300+/year (\$100/month) per patient
- ✓ HeartBeam gets technical fee of \$600/year (\$50/month) per patient **from practice**

**TAM: \$10bn**

\*Remote Patient Monitoring – physician reimbursement codes

# Telehealth Updates

- Partnered with Triple Ring Technologies to co-develop its telehealth complete solution 3D vector Electrocardiogram (ECG) collection device for remote heart attack (MI) monitoring



\*This timeline is for illustrative purposes only and is meant to portray a sequence of events, not their estimated timing.

# Telehealth Product Development and Regulatory Plan



- 3D Vector Cardiogram
- Credit card sized collection device
- Smartphone app
- Synthesized baseline + symptomatic 12L ECGs for physician's review
- Symptoms report
- Patient risk factors/history

## FDA 510(K)

Predicate devices identified

Simple validation study

Will provide data on advanced technology features to be introduced in Gen 2



# Telehealth Product Reimbursement Strategy

## Use Available PRM Codes to Accelerate Revenue and Data Collection

### Basic Gen 1

Excellent alignment with CAD patient needs



### Utilize existing RPM\* Codes

CPT Codes	Coverage	PBF**
99453	Includes the initial setup of RPM services w/ the patient & patient education	\$18.77
99454	Includes the RPM device supply, data transmission, & programmed alerts. Can be billed every 30 days.	\$62.44
99457	Includes 20 minutes of care & patient care plan to address patient's chronic conditions by clinical staff, a physician, or other qualified healthcare professional during the calendar month. This requires interactive communication w/ the patient or caregiver during the month.	\$51.61
99458	Includes 20 additional minutes of care.	\$42.22

### Subscription Model

### Reimbursement To Practice

\$1,300+/year (\$110/month) per patient

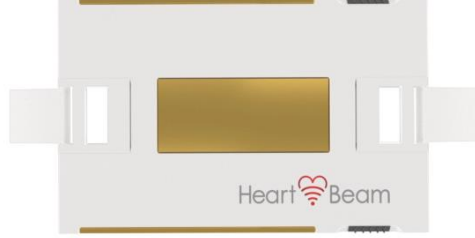

### To HeartBeam

\$600/year (\$50/month) per patient

\*Remote Patient Monitoring – physician reimbursement codes

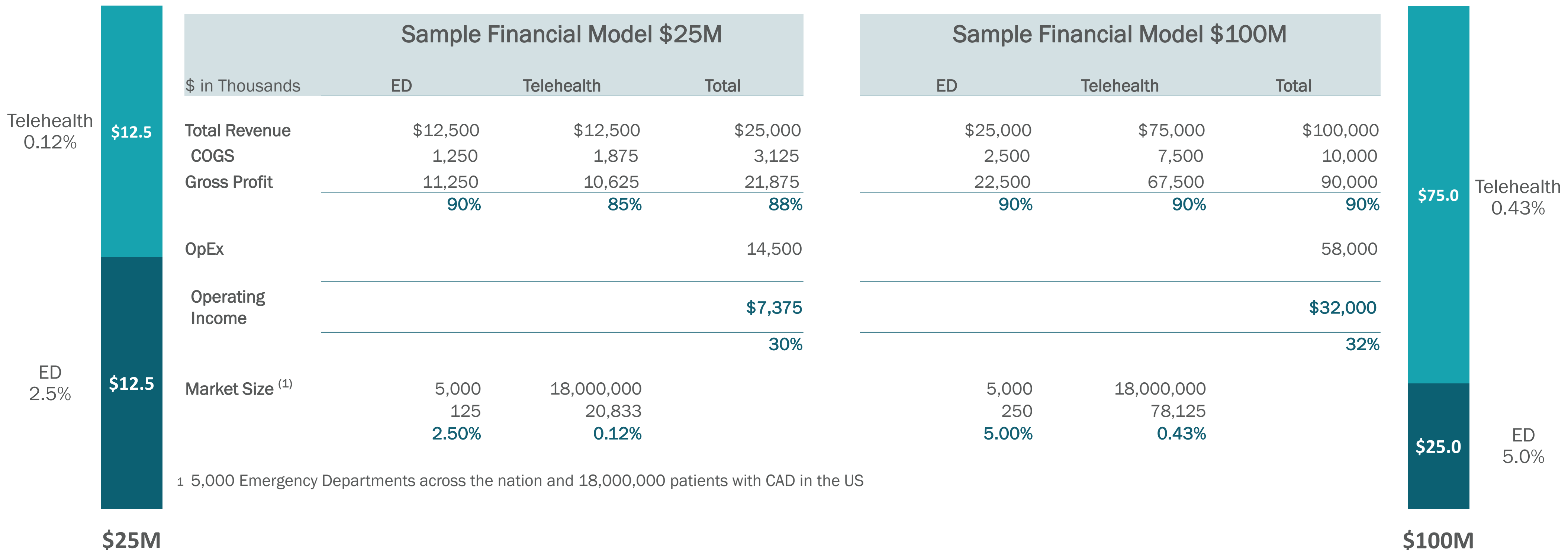
# Market Landscape

## Substantial Capabilities Beyond Existing Offerings

	Heart  Beam	Apple  WATCH	AliveCor®	iRhythm™	biotricity
					
Heart Attack Detection	✓	✗	✗	✗	✗
12L ECG Capable	✓	✗	✗	✗	✗
Integrates history & symptoms	✓	✗	✗	✗	✗
Uses Baseline	✓	✗	✗	✗	✗
Long Term Use Potential	✓	✓	✓	✗	✗
AFib Detection	✓	✓	✓	✓	✓
AFlutter Detection	✓	✗	✗	✓	✓

# Sample Financial Model for our ED & Telehealth Solutions at Scale

Revenue at TAM Penetration %



- Attractive financial model
- Each product offers a recurring revenue base with gross margins > 80%
- As the company scales, operating margins can be in excess of 30% even as the company increases investment in R&D

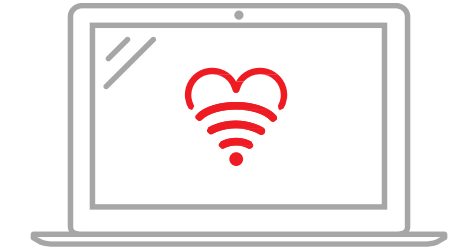
# Q1 2022 Financial Highlights

\$ in Thousands	Quarters ended March 31,	
	2022	2021
Operating Expenses:		
General & Administrative	\$1,414	\$134
Research & Development	734	29
Total Operating Expenses	2,148	163
Loss from Operations	(2,148)	(163)
Interest Income (Expense)	2	(69)
Other Income	-	22
Net loss	\$(2,146)	\$(210)
Cash & Cash Equivalents	\$11,201	\$84



# Closing Summary

- Well known and previously unsolved problem with a massive worldwide market
- Product timeline and milestones on track for FDA Clearance and market launch
- Initiated strategic partnerships to advance Emergency Department (ED) Myocardial Infarction (MI) Software Product & Telehealth Solution toward FDA submission
- Productive discussions with leading healthcare industry potential customers
- Strategic Hires & Scientific Advisory Board (SAB) to position the company for rollout success
- Successful entrance on the Nasdaq with IPO with cash position to provide sufficient runway into 2023



# Q&A

## Company

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