The Company:
Founded as a response to real-life stories and the fact that lives can be lost as a result of delays on the time continuum, HealthWatch’s innovative textile medical sensor technology and its in-depth patient management system, has wide market applications both within and outside the hospital environs. Our MasterCaution® patented platform technology is the first and only 12-lead ECG smart digital garment that is CE/FDA-cleared and is the answer to the growing paradigm shift within the healthcare ecosystem.

The Market:
The company has initially targeted the cardiac market, supporting in-patient and out-patient monitoring, preventive medicine, rehabilitation and patient follow-up programs and homecare telemetry. When integrated as a full system, the digital garment, control module, and virtual cloud and server system, the MasterCaution® allows for the delivery of near real-time actionable data and other unparalleled medical advantages allowing for tailor-made alerts. Coupled with personalized physician supervision and an ability for a 24/7 monitoring, MasterCaution® can be used anywhere, anytime, without disturbing one’s lifestyle.

The MasterCaution® is ideal for use in hospitals, post cardiac events patients at home, integrated delivery networks, post stroke patients, cardiac rehabilitation centers or for general health and peace-of-mind – all without adhesives, skin preparations or changing ones’ day-to-day behavior. We also support other applications and sensors that will provide safer and more comprehensive monitoring of active elderly, during cardiac rehabilitation, at nursing homes, sleep medicine, concierge health, outdoor activities, clinical trials, first responders and fetal monitoring during pregnancy, to name just a few.

The Technology:
Based on the ideology that wireless telemetry is a fundamental right of all, HealthWatch is dedicated to developing next generation wearable remote monitoring solutions designed to enhance personal health and safety, and reduce risk for general care patients. HealthWatch is a pioneer in harnessing d-textile technology to produce fashionable, smart-digital garments with interwoven sensors unobtrusively measuring vital signs of hospital-grade quality. As the company’s first product, the MasterCaution® is a sensor-rich heart sensing textile garment incorporating 12-lead ECG with heart rate detection, skin temperature, respiratory, and body posture. This product will be followed by an innovative fetal monitoring device for the prenatal market.

Using emerging connectivity technologies, HealthWatch’s MasterCaution® seamlessly and transparently secures personal health around the clock, to immediately notify both patients and medical professionals when an emergency is sensed. By utilizing sophisticated signal processing algorithms, it advocates a full management solution for the purpose of transforming healthcare, offering a digital health platform and virtual medical care intertwined with the Medical Internet-of-Things. This non-lifestyle changing disruptive technology, based on wearable textile-electrodes and heart-sensing sensors and technologies, contains a myriad of accurate digital health diagnostic services including mobile cardiac telemetry, patient monitoring tele-health services and other services that allow for in-home medical services.

The MasterCaution’s® continuous monitoring solutions and highly rated immediate and on-line event detection, assist clinicians in remotely monitoring a wide myriad of patients - including elderly or bed-ridden, post cardiac events patients at home, post stroke, pre-procedure and many others. Being alerted to cardiac events such as ischemia and arrhythmias, respiratory abnormalities, sudden patient falls or lack of motion and other actionable data in near real-time. MasterCaution® empowers both patients and caregivers, enabling early identification of severe conditions before they become life-threatening. HealthWatch’s solution enables hospital quality care and continuous cardiac monitoring and event detection across the care continuum. Working closely and in conjunction with cardiologists, electrophysiologists and other caregivers, the MasterCaution® can now effectively monitor patients remotely, while reducing hospital readmission rates and cost of care. HealthWatch solutions offer exciting new revenue streams, with total available market potential of more than $35B.
The Business Solution:
The paradigm change that is being experienced today whereby netizens are starting to take responsibility for their own health, and their desire to manage their health data analytics, is also answered by HealthWatch. With a vibrant B2C model based on the knowledge that commercial growth of the ecosystem is growing at a 20% AGR and that this generation wants a hospital proven technology that is readily available, we offer an out of hospital system gateway for those that desire so: from the sports enthusiast, pilot or bus or train driver, high-risk patients and those discharged after a heart attack or other high-risk cardiac events, through single elderly people with no one around to help or to advise, chronic patients or those with multiple chronic conditions, to the general people at risk or those that are “aging at home”, newly diagnosed people living at home, “Doctor at the mall” - Walmart Care Clinics, Target Minute Clinic, Kroger The Little Clinic and many others.

While not ignoring the traditional B2B models, HealthWatch will work in tandem with many of the conventional health providers, hospitals, ITDFs, nursing homes and others. With over 25% of the American health system already engaged in telemedicine of various sorts, allowing a telemedicine option will greatly increase the ability of these centers to manage patients more effectively, prevent readmission of patients (and the prevention of huge fines and penalties), and allow the ward staff to react in real time to acute patients. Furthermore, these activities will enhance the financial stream of both the hospital and the company as they will “control” the information and thus the money flow. Within the continuum of hospital care and beyond, the medical service providers together with remote monitoring services will enable MasterCaution® to diagnosed patients, mainly after the first diagnosis or an actual event, being it cardiac or neuro. Besides peace of mind, it provides enhanced patient safety and ambulatory monitoring beyond the intensive care environment. Moreover, we foresee that in the future, medical insurance providers will offer discounts to MasterCaution® users.

With field testing in the USA and EU already underway with exciting results, the new version containing the full embedded components only dreamed about by physicians will be ready to market in early 2018. Interest in many areas is already gaining traction with the opening of many new niche markets in the USA including DOC (Dept. of Corrections), concierge medicine, transportation management services, health facilities and many others; an exclusive marketing license for the China market; planned clinical trials at leading USA institutions (NYU Langone Medical Center); interest from leading US telecommunications and satellite companies; negotiations with the leading Dutch hospitals and cardiac rehabilitation centers for joint ventures and much more.

Investment Highlights:

• High-margin B2B and B2C business model with an expected high revolving income and profit.
• Impending launch of a fetal monitor that will be a market breakthrough.
• Opportunity to acquire high value complementing technology and sensors as core integrators.
• Platform technology with a vast expansion potential by acquisition of complementing technologies and medical sensor knowhow.
• High product diversity: system that collects data from various sensors (activity monitoring cardiac rehabilitation); stroke prevention; home sleep testing; HRV analysis; epilepsy monitoring; diabetic monitoring.
• The only FDA & CE cleared dressable 12-Lead ECG monitor with WIFI/4G/BTE capabilities.
• Strong intellectual property position with patent coverage into the mid-2030’s.
• Unmatched ability to combine both digital garment and wireless technology to improve analysis values.
• Unique ability to track changes in heart rate and ECG readings and to sync it via cloud technology.
• New CEO and team with successful track record in similar market and technology categories.
• Clear path to create substantial shareholder value associated with moderate risk.