

## Boy, Do We Need What CardioComm Solutions (CVE: EKG; EKGGF) Has to Offer

**CardioComm Solutions (CVE: EKG; OTCMKTS: EKGGF) makes portable, functional, and useful heart monitoring equipment we didn't know how badly we needed it until now.**

By [James E. Brumley](#)

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Last week, research outfit 360 Market Updates released an eye-opening report, pointing out that the heart monitoring market is expected to [grow at a pace of more than 13% per year through 2020](#). That makes it one of the hottest tickets in town. Of course, given other stats like the fact that [14 million of people in the United States have arrhythmia \(an irregular heartbeat\)](#) -- *now known increase their risk of a stroke* -- on top of the fact that atrial fibrillation is now believed to be a common underlying cause of the approximately 30% of stroke, and the new clamoring for preventive cardiac care only makes sense.

It's in that light that an up-and-coming company called **CardioComm Solutions (CVE:[EKG](#); OTCMKTS:[EKGGF](#))** is in the right place at the right time.

CardioComm makes pocket-sized devices that can measure a user's pulse, spot arrhythmias, make an ECG (electrocardiogram) recording of that information, store it, and send that information to a data-collection center or to that patient's physician, or even to the patient's computer or smartphone, where it can be examined using the company's easy-to-use ECG-reading software. No longer will an individual need to see a doctor just to get an ECG reading that may or may not suggest any further action is needed.

It's got two ECG devices available right now... the ECG Pen can be purchased and used by anyone, while the higher-end ECG monitor requires a prescription (although no prescription is necessary in the EU). More are on the way though, as CardioComm Solutions aims to bridge the gap between the clinical world and the consumer world.

One of those bridges will be the ECG 'Card' that's powered just by proximity to a smartphone and transmits the recorded data using near-field-communication technology. As the name suggests, it's about the same size and shape as a credit card; no battery needed.

Also in the works is a wrist-worn band that not only serves as an ECG sensor, but acts like a more traditional fitness band as well; think Fitbit. The band communicates with a smartphone via BlueTooth.

A few more variations are in the works too, and the company is already marketing a device tailor-made for use in a gym by trainers and wellness advisers.

It's not just the hardware CardioComm is making and selling though, nor is it just software (though the software business is compelling - more on that in a moment). Also generating recurring revenue is monthly access to the service that monitors and interprets a subscriber's ECG readings, spotting potential problems before the patient may even know about them. This recurring revenue provides helpful cash flow rarely seen with a small cap tech/hardware company.

As for the software, the GEMS(tm) (Global ECG Management System) platform is amazingly flexible, and therefore amazingly marketable. It can be used by ECG Pen and ECG Monitor owners on any device, but CardioComm's software can be used even if the data isn't collected using its hardware. It can be integrated

with a hospital's or clinic's equipment, and in fact, CardioComm has collected and still collects licensing revenue with GEMS... as well as its ECG-imaging software.

The 'hook' , so to speak, is the fact that EKGGF (or EKG, for investors in Canada) is a relatively unknown. That means the trade isn't a crowded one yet. That may not be the case for long though. Many of the pieces of the puzzle and the company's hardware didn't take shape until the latter part of last year, and many more have yet to make their way to the market. As they are unveiled over the course of 2017, the buzz will build.

For more on CardioComm, [visit the company website here](#).

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*James E. Brumley is a paid contributor of the SmallCap Network. James E. Brumley's personal holdings should be disclosed above. You can also view SmallCap Network's complete [disclaimer](#) and [disclosure](#).*

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