

CardioComm Solutions (EKGGF, CVE:EKG) Could be 2017's Big Cinderella Story

CardioComm Solutions Inc. (OTCMKTS:EKGGF, CVE:EKG) knows why Fitbit Inc (NYSE:FIT) flopped, and bridges the gap the more popular brand didn't span.

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Does the debacle that **Fitbit Inc (NYSE:FIT)** has become have you soured on the very idea of wearables? Don't let the rise and fall (and then more fall) of FIT deter you from wearables investments. Fitbit was in the ballpark, but even once it realized it wasn't quite hitting the target, it failed to reset its sight. Instead, it doubled down on an unmarketable premise. There's an up-and-coming outfit called **CardioComm Solutions Inc. (OTCMKTS:EKGGF, CVE:EKG)**, however, that understands exactly where Fitbit got tripped up and is appropriately responding.

CardioComm Solutions is the name behind a brand of wellness products sold under the HeartCheck brand. Those devices are small, handheld portable ECG (electrocardiogram) readers that put the power of a doctor's or hospital's heart-monitoring hardware in the hands of individuals who can use them just as effectively.

Its flagship products are the HeartCheck ECG Pen, for consumers (available without a prescription), and the HeartCheck ECG monitoring device (available only by prescription) that's a higher-level technology. More are on the way too. The ECG 'Card' is a credit-card sized device that syncs up with -- and is powered by -- a smartphone in close proximity. Also on the way is the HeartCheck band, which is worn on the wrist. It does a lot that the Fitbit bands do, with the added benefit of being able to produce clinical-grade ECG readouts viewable not just by the user, but by a doctor, clinic, or call center if that user chooses to deliver them remotely using the company's platform.



The foundation for the hardware, though, is the software called GEMS... short for Global ECG Management System. It's powerful enough to make ECG readouts a doctor could use, but accessible enough for the average person to use, and flexible enough to use on any kind of operating system, including any of the market's most popular smartphone platforms.

Indeed, GEMS and a sister piece of software called GUAVA are powerful enough to use by

caregivers even if the HeartCheck hardware isn't utilized to create the data. Indeed, it's already selling access and licenses to both platforms. Some of that is recurring revenue too, helping to drive the ongoing development and launch of the HeartCheck division's hardware. The two business models bring a value/growth mix to the table that most investors rarely see from a small cap company.

Bolstering the value proposition is the fact that all of its wares are -- or will be -- FDA approved devices, earnings 510K clearances or similar clearances from foreign regulatory bodies.

Perhaps the most compelling aspect of owning EKGGF (or EKG, for Canadian investors) at this time, though, is the fact that it's only turned up the heat on its marketing effort in the latter part of last year. Investors have yet to see the "best of" from CardioComm Solutions. Namely, it was only in November the company announced a dedicated sales force to approach doctors and clinics. It was only in September CardioComm unveiled the ECG Card... an easy-to-use, easy-to-carry solution that any user with a smartphone can make good use of. That product isn't out yet. Neither is the HeartCheck ECG Band, which will bridge the gap that turned many consumers off of Fitbit devices. Fitbit hardware just didn't offer that last bit of needed functionality... the creation of cardiac information of interest to a doctor.

That said, though EKGGF may have spent 2016 off the radar even though it was gearing up for a big 2017, the stars are aligning now... for the company, and the stock. With new products in the lineup and older products and services starting to get traction (CardioComm is nearing break-even), this stock may become one of this year's best Cinderella stories.