

CardioComm Solutions (EKGGF, CVE:EKG) Will Get Your Heart Rate Up

CardioComm Solutions Inc. (OTCMKTS:EKGGF, CVE:EKG) hits the target Fitbit Inc (NYSE:FIT) missed.

By [Bryan Murphy](#)

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Does the rise and fall of **Fitbit Inc (NYSE:FIT)** have you distrusting the very premise of wearables? Don't let the debacle FIT dished out over the course of the past year and a half turn you off of wearables altogether. Fitbit more or less had the right idea. Its mistake was (even once it realized it wasn't quite hitting the target), it didn't adjust its approach. Rather, it doubled down on a tactic/product, trying to tell the market what the market wanted rather than supplying what consumers said they wanted. There's a young and hungry small cap called **CardioComm Solutions Inc. (OTCMKTS:EKGGF, CVE:EKG)**, though, that understands exactly what Fitbit got wrong, and is responding the right way.

CardioComm Solutions is the name behind a brand of wellness products called HeartCheck. These technologies are small, handheld portable ECG (electrocardiogram) readers that put the accuracy of a doctor's or hospital's heart-monitoring hardware in the hands of individual consumers who can use them just as effectively.

Its flagship products are the HeartCheck ECG Pen, for consumers (which is available without a prescription), and the HeartCheck ECG monitoring device (available only by prescription) which could be considered a more robust technology. More such products are in the works too. The ECG 'Card' is a credit-card sized device that links up with -- and is even powered by -- a smartphone that's merely in close proximity. Also on the works is the HeartCheck band, worn on the wrist like the aforementioned Fitbit. It does a lot that Fitbit bands do too, 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 should that user opt to deliver them remotely using the company's subscription-based monitoring service.



The foundation for the hardware, however, is the software called GEMS, which is short for Global ECG Management System. It's powerful enough to create ECG readouts a doctor could use, but accessible enough for the average person to use, while flexible enough to use on any kind of operating system including any of the market's most popular smartphone operating systems like iOS or Android. Better yet, GEMS and a companion software called GUAVA are strong enough to use by caregivers even when HeartCheck hardware isn't being utilized to create the ECG. In fact, **CardioComm Solutions** is already selling access and licenses to both platforms. Much 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 don't often see from a small cap company.

Adding to the value proposition here is the simple fact that all of its wares are -- or will be -- FDA approved devices, earning 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, however, is the fact that it's only recently gotten serious about its marketing effort during the latter part of last year - investors have yet to see the "best of" from CardioComm Solutions. For instance, it was only in November the company announced it had created a dedicated sales force to approach doctors and clinics. It was only in September CardioComm unveiled the ECG Card... the easy-to-use, easy-to-carry solution any user with a smartphone can utilize. This 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 and software just didn't offer that last bit of needed functionality, which is the creation of cardiac information of interest to a doctor, or to the patient.

With all of that being said, although EKGGF may have spent 2016 off the radar even though it was gearing up for a big 2017, the proverbial fog is lifting... for the company, and the stock. With new products on the way and existing products and services starting to get traction -- CardioComm is almost at an operating break-even -- this stock may end up being one of 2017's best Cinderella stories.

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

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