

CardioComm Solutions (EKGGF, CVE:EKG) Hits the Target Fitbit (FIT) Never Bothered to Aim At

Fitbit Inc (NYSE:FIT) has been a bust, but not because the idea was bad. CardioComm Solutions Inc. (OTCMKTS:EKGGF, CVE:EKG) addresses the one key matter Fitbit never quite got.

By [Bryan Murphy](#)

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To say **Fitbit Inc (NYSE:FIT)** went from being a hero to being a zero would be a considerable understatement. In 2015 shortly after its IPO, the world was certain its wearable device was going to revolutionize fitness. Less than two years later, you can barely give the things away.

It's enough to convince an investor to mentally write-off the idea of wearables forever. Don't let the rise and fall (and then more fall) of FIT deter you from the industry though. Fitbit had the right idea, more or less. It just failed to adapt and improve even when it became clear its first wave of products weren't quite what they were hoped to be for the average fitness-minded consumers (a target market that was part of the problem). There's a young-and-hungry company called **CardioComm Solutions Inc. (OTCMKTS:EKGGF, CVE:EKG)** that understands exactly why Fitbit was largely sidelined, and this company has responded before committing to products that miss the mark.

CardioComm Solutions is the name that makes wellness technology sold under the HeartCheck brand. Those devices are small, handheld 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 - which is available without a prescription - and the HeartCheck ECG monitoring device (available only by prescription) which is a higher-functioning technology.

More products are on the way too. The ECG 'Card' is a credit-card sized device that syncs up with (and is powered by) being in close proximity to a smartphone. Also on the way is the HeartCheck band, worn on the wrist. It does a lot of the same things Fitbit bands do, but 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 monitoring service.

The foundation for the hardware, however, 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, yet flexible enough to use on any kind of operating system including any of the market's most popular smartphones. 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; it's already selling access and licenses to both platforms.

Much of that revenue is recurring revenue too, helping to drive the ongoing development and launch of the HeartCheck division's hardware. The dual business models allow the company to enjoy some cash flow now to invest in more hardware-driven revenue later... an situation not often seen from a small cap startup.

Adding to the bullish argument 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, however, is the fact

that it's only recently turned up the heat on its marketing and publicity effort in the latter part of last year. Investors haven't see the "best of" from CardioComm Solutions. Specifically, it was only in November the company announced it had formed a dedicated sales force to approach doctors and clinics. It was only in September of last year CardioComm unveiled the ECG Card... an easy-to-use, easy-to-carry solution that any user with a smartphone can utilize. 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. It's coming though, and it's a potential game-changer. Fitbit's hardware just didn't offer that last bit of needed functionality... the creation of cardiac information of interest to a doctor, and a user.

While EKGGF may have spent 2016 off the radar even though it was prepping for a big 2017, the planets are lining up 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.

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

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Fitbit Inc ([FIT](#))

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