

Medtronic (MDT) + Apple (AAPL) = CardioComm Solutions (EKGGF, CVE:EKG)

Apple Inc. (NASDAQ:AAPL) makes the world's most popular smartphone, and Medtronic plc (NYSE:MDT) is the name behind some of the world's best health-monitoring equipment. CardioComm Solutions Inc. (OTCMKTS:EKGGF, CVE:EKG) successfully bridges the gap.

By [Matthew Briar](#)

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What do you get when you combine a medical device company like **Medtronic plc (NYSE:MDT)** and a mobile communication device like the iPhone from **Apple Inc. (NASDAQ:AAPL)**? You get a **CardioComm Solutions Inc. (OTCMKTS:EKGGF, CVE:EKG)**, which can turn your smartphone into a high-powered, high-functioning heart-monitoring piece of hardware as potent as anything you'd have access to in the hospital.

Yes, there's a market for the melding of what Apple and Medtronic -- *and* several other players -- do. The healthcare wearable market was worth \$5.1 billion in 2015, and now that such technologies are being accepted, its revenues could reach \$19 billion by 2020. Meanwhile, the heart-monitoring space happens to be a market worth more than \$20 billion per year, and some say it will be worth \$26.7 billion by 2020.

CardioComm Solutions is nestled nicely between the two of them.

CardioComm Solutions is the name behind a brand of wellness products sold under the HeartCheck moniker. 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.

Bolstering the value proposition is the 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 investing in CardioComm 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.

And there's no doubt this is the direction things are going. Last year, [Apple filed a patent application for a wearable device with sensors that could measure electrocardiographic signals](#). Fortunately for EKGGF shareholders (or EKG owners, if in Canada) is ahead of Apple on this front, in terms of product development and intellectual property. Indeed, it's that little detail that makes one wonder if CardioComm Solutions is an acquisition target.

Whatever the case, EKGGF looks like it's firing on all cylinders now.

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

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