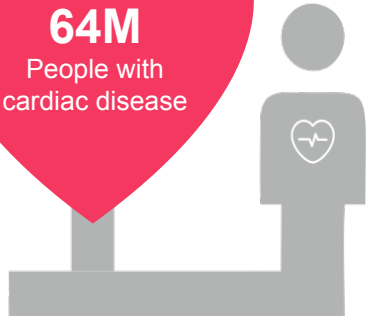


# Chronic Disease Management

Anand Madanagopal  
Founder and CEO  
Cardiac Design Labs

**64M**  
People with cardiac disease



6500 Cardiologists Only  
**500,000** operated annually

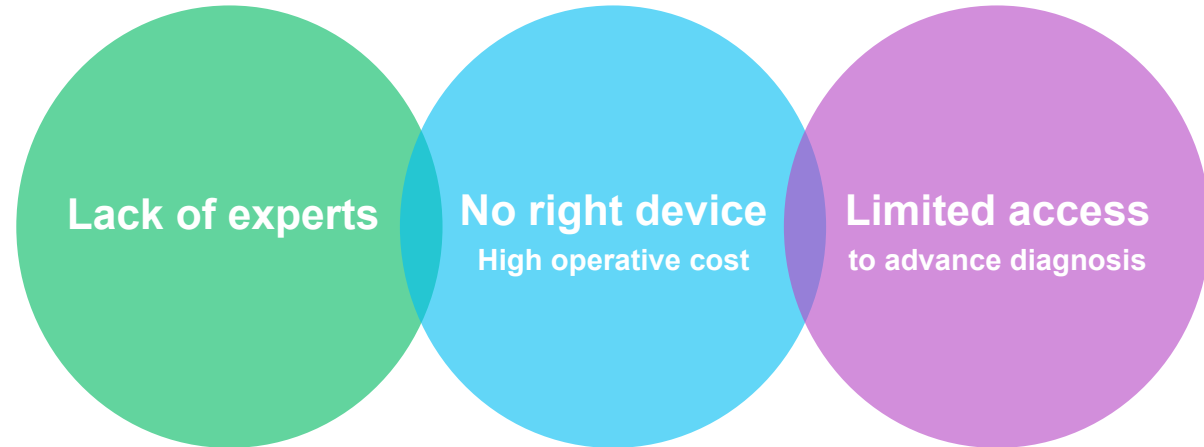


30% of all deaths is due to Cardiac



90% go to small hospitals only  
Early diagnosis does not happen

## The issue with Cardiac Patient Care



### Devices Today

**Resting ECG**

Small and Large Hospitals

ACUTE CASES

Multiple Resting ECGs taken to confirm problem and determine stage of problem (in emergency and ambulance)

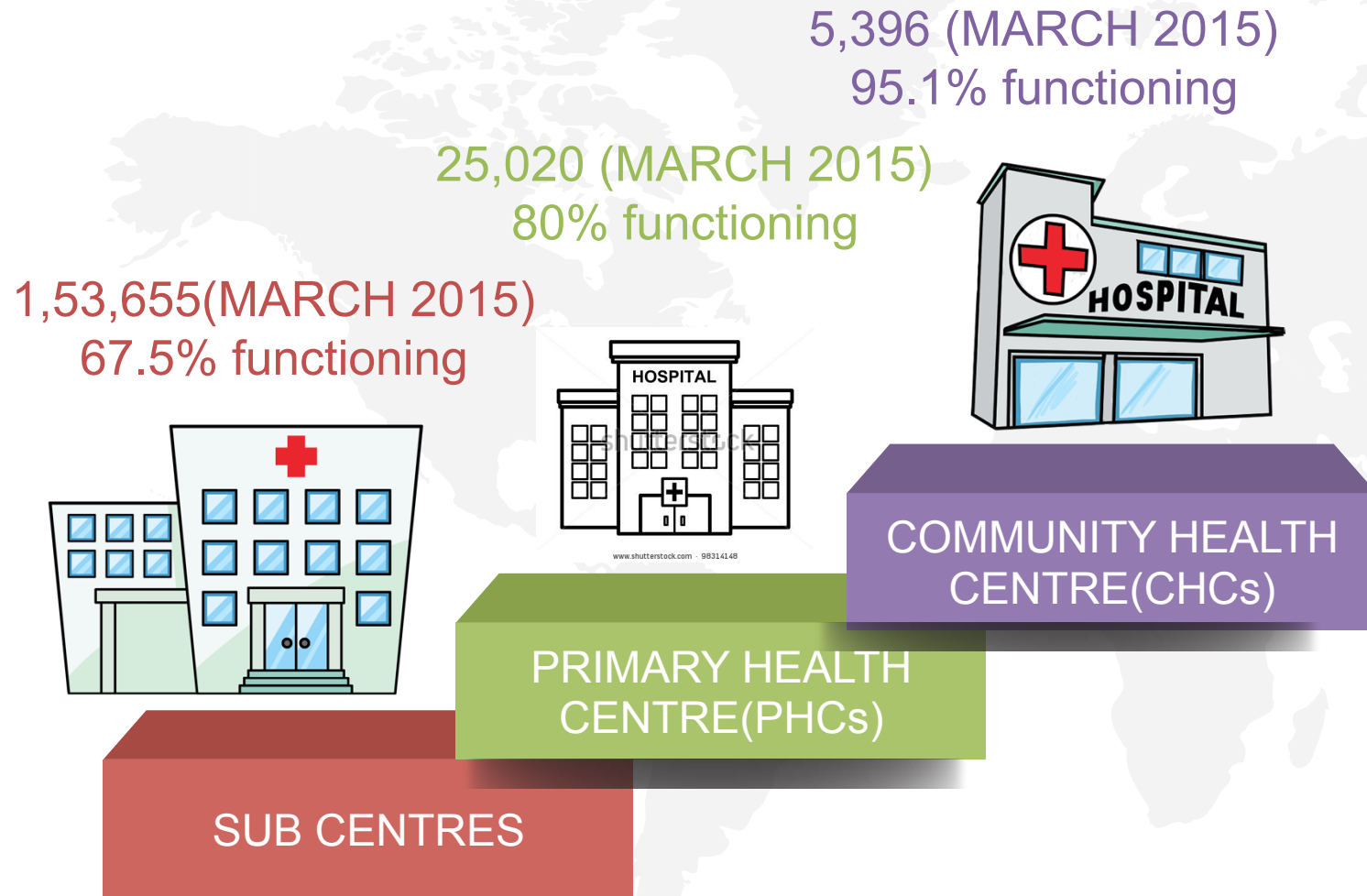
**Holters, Event Monitors and Treadmill Test**

Large Hospitals

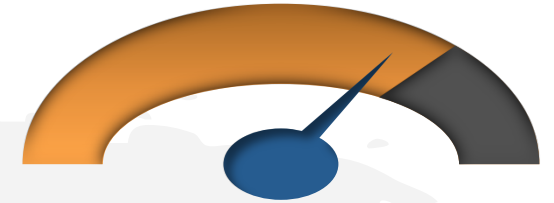
EARLY DIAGNOSIS

The devices do not do real-time comprehensive diagnostics using ambulatory ECG, critical for easy early diagnosis and require technical teams and experts on site.

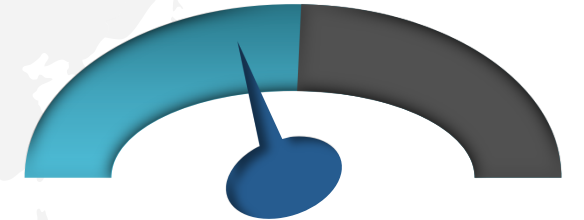
# Current Rural Healthcare



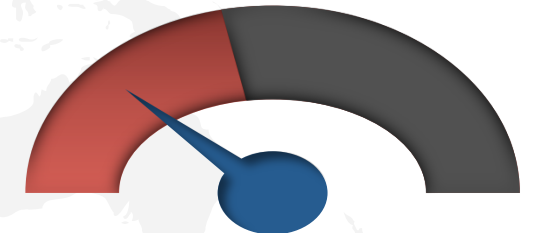
## SPAN OF VILLAGES COVERED



CHCs:119



PHCs:25



Sub centres:4

# Current Private Healthcare



Large Hospitals

900



Medium Hospitals

20,000



Diagnostic Centres

40,000



Small Hospitals

45,000

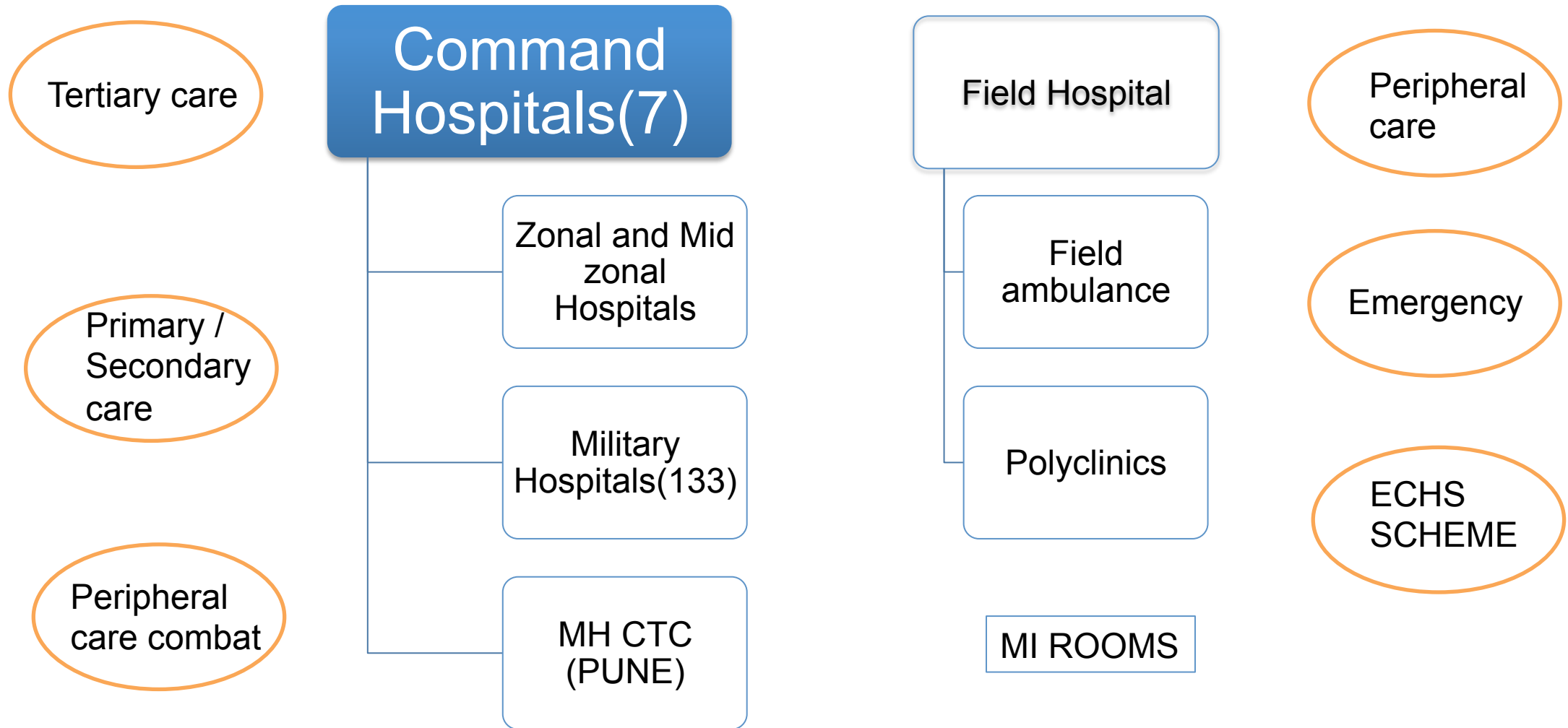


Clinical Partitioners

9.3 Lakhs

CAGR % extrapolated from a 2010 numbers for 2015

# Current Defence Healthcare



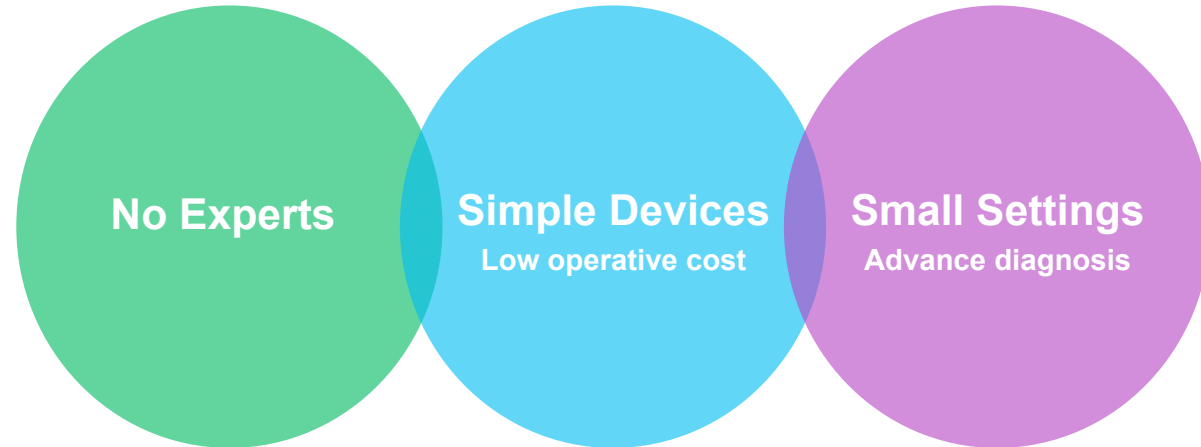
## Solutions for **Advanced Patient Care**

Comprehensive  
Clinical Diagnostics

Real time & Intelligent  
Processing

Reliable  
Secure  
Communication

Affordable Business  
model



### **Targeted Areas**

- In Emergency
- 24 hour analysis
- In Ambulance
- CCU/ICU
- Stress Test
- Screening

# The MIRCAM System

## Body Worn device

12 – Lead/ Single lead & Vital Signs Patch



## Patient Bedside Tablet

Clinical Intelligence

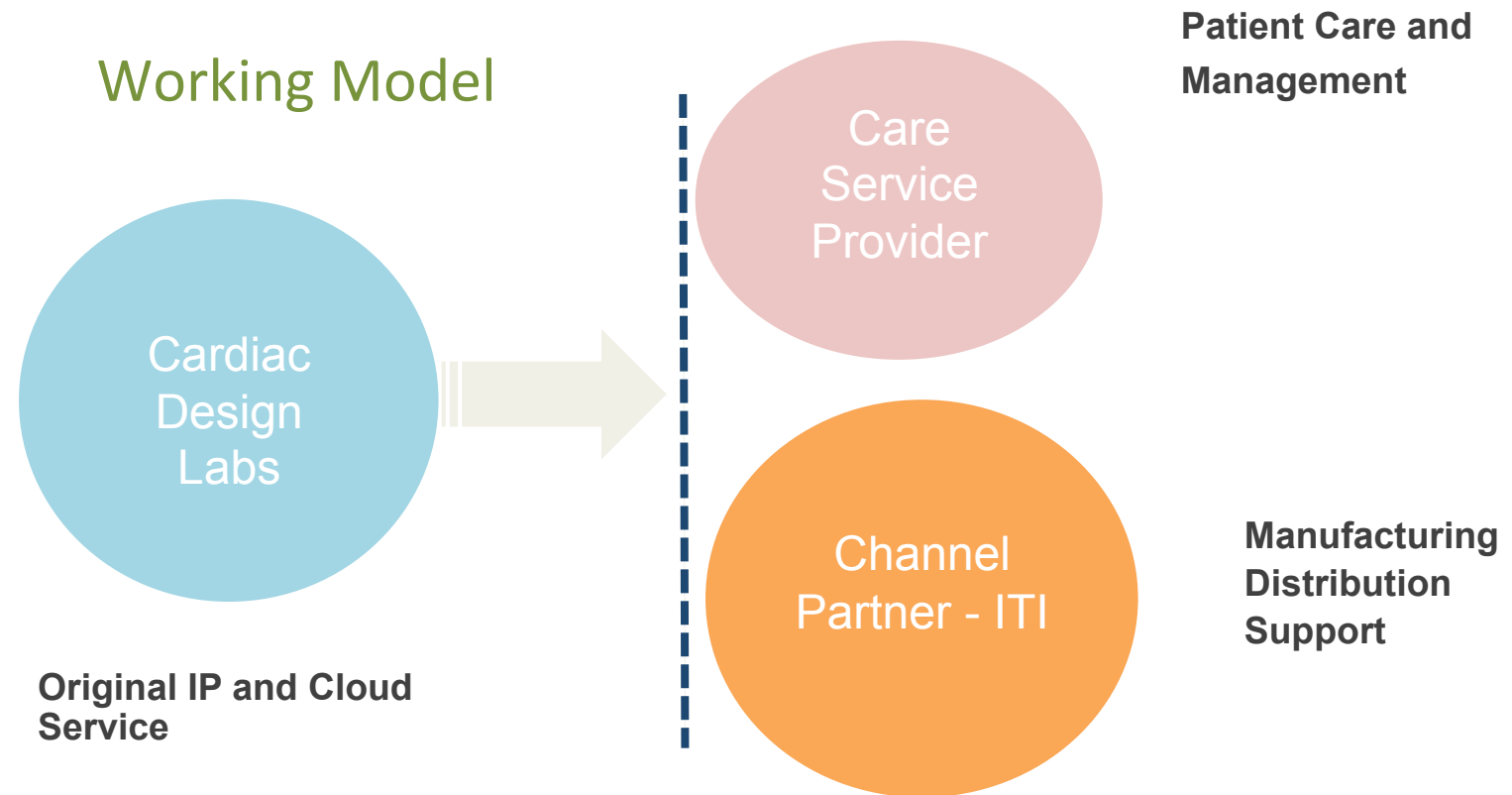
## MIRCAM Doctor's App

Reporting

## Cloud Server

Episodes - Workflow

# The Approach to **Go-To Market**





## Vision

Bringing advanced diagnostics to the masses. Will achieve this by bringing our solution to smaller hospitals, clinics and healthcare providers to enable diagnosing of patients early and effectively. Eventually reach out to consumers directly.

## Recognitions



Winners of the  
Startup India Launchpad 2016  
By Google



Cardiac Design Labs  
Wins "Impact" award in the  
GE Healthcare Product Showcase



"Best IoT Startup 2015" award



Taking India to ESDM Leadership

MIRCaM wins  
"The Most Innovative Product"  
In the Vision Summit IESA 2015



Top Ten Startup Q42015  
By Intel India Makers Lab



Thank you