

Bittium

Bittium Faros™ Success Story



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Long-Term ECG from Your Nearest Pharmacy

ActiveAction's on-demand ECG service helps patients avoid clinic visits and long waiting times in Italy.

Growing service demands, rising costs, and bureaucratic inefficiencies overload European healthcare and cause long waiting times for patients. In the early 2000s, entrepreneur and medical device R&D expert **Emilio Attolini** and cardiologist **Dr. Massimo Gualerzi** noticed that while the medical devices were becoming smarter and more efficient, the healthcare system was too congested to make use of them. Having specialized in medical homecare devices, the two men founded ActiveAction in 2013 and took to preventing cardiovascular pathologies on a large scale using a service-based telemedicine business model.

Making MedTech Available for Remote Diagnostics

Italians are accustomed to turn to their neighborhood pharmacies for any non-emergency medical demand. Since 2015, the Italian government has subsidized pharmacies that help alleviate the mounting pressure on healthcare. Getting your blood pressure monitored

at a local pharmacy was the first remote service. ActiveAction decided to expand the examination range offered via pharmacies for strongly sought-after diagnostic services such as long-term ECGs to detect heart arrhythmias.

The Perfect Fit for Remote Services

Diagnostic accuracy, ease of use, and wearing comfort are criteria that need fulfilling to make remote ECG monitoring service possible. With an easy-to-use smart medical device like Bittium Faros™ ECG sensor, one can get high diagnostic accuracy without impeding people's everyday lives.

"The traditional ECG hollers as we know them are quite bulky and come with a number of electrodes and cables. They are not only more complicated to apply, but also uncomfortable to wear," explains Emilio Attolini. End-users don't like their employers, colleagues, or friends to see that they are wearing a long-term

ActiveAction

ActiveAction offers telemedicine services. Our mission is to prevent cardiovascular pathologies on a large segment of the population, by and with the help of telemedicine. We add value to the role of local healthcare professionals: pharmacists, doctors and specialists by providing them a simple and intuitive software program. Once connected with our medical reporting center, it allows for the management of innovative electronic medical devices, to quickly create simple, accurate medical reports.

For more information, please visit www.activeaction.eu



FOR MORE INFORMATION, PLEASE CONTACT:

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ECG device. They don't want to give the impression that they are seriously ill when they are merely getting their health checked because of earlier heart arrhythmia, for instance.

Bittium Faros™ ECG sensor measures ECG without the need for ECG cables. The FastFix patch electrode is easy to apply and, when necessary, quick to replace on the chest. One patch can be used for 3 to 7 days. Bittium Faros ECG sensor has quickly become one of ActiveAction's most successful and most requested devices.

"We researched and found Bittium Faros™ ECG sensor, which fits our customers' needs perfectly. It is small, lightweight, and very easy to install and use. It was a real game-changer for our service," declares Attolini and continues, "Once the pharmacy helps it on, you can forget about it and wear it for up to seven days without changing the electrode patch. Having a shower or doing sport is no problem because it's waterproof."

Medical Specialists and Smart Technology Behind the Scenes

Medical devices, software, and data handling are strictly regulated. They need to meet stringent compliance demands. Bittium Faros™ ECG sensor fulfills all the required medical certifications, e.g., CE class IIa and FDA 510(k). Once data is recorded, ActiveAction's software processes and transfers the data to the healthcare service provider's medical centers via a regulated, secure, encrypted connection.

Remote analysis, diagnoses, and medical reports can only be given by qualified physicians or cardiologists. ActiveAction employs seven cardiologists and has additional cardiologists on call for peak times.

Bittium Cardiac Navigator™ provides a software platform to help streamline

reporting. The intuitive analysis tools and informative data presentation make the software efficient and easy to use when analyzing multiple days of ECG recordings. "Our cardiologists really appreciated the Bittium Cardiac Navigator™ for its accuracy," Attolini praises.

Positive User Feedback and a New Mindset

"The feedback by both the pharmacists and end-users is very positive," confirms Emilio Attolini. "The device is effortless to use, comfortable to wear, and provides very accurate data." ECG services are used almost equally between men and women (54% - 46%). 67% of users are 41-80-year old. A shift has happened in the mindset. Earlier long-term ECG was used mostly by older patients with a history of arrhythmia. Today, people are more health-conscious. A lot of fit and sportive people just want to check their heart conditions, for instance, because they are training for a sports event, or they have felt a change in their general health condition. These users would not visit a clinic or doctor because they are not sick, but a remote ECG with an easy to wear device is an ideal option for them.

Outlook

Today there are ActiveAction services in over 2,000 pharmacies throughout Italy offering 24-hour Blood Pressure Monitoring, 12-lead ECG, Holter ECG, Spirometry, and Sleep monitoring. This B2B2C business model has been very successful. Especially older patients appreciate having pharmacists' help to fit the Bittium Faros™ ECG sensor.

Because of younger, tech-savvy target groups and the device's easy use, ActiveAction is expanding its business model to eCommerce with an additional B2C model. Soon, users can order the ECG device and electrode patch directly to their homes.

"Pharmacies will continue to play an important role," says Attolini. "With the growing interest, and especially with having to observe social distance during the COVID-19 pandemic, we wanted to provide an alternative route to long-term remote ECG monitoring. We are excited to launch this offer in 2021."

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Emilio Attolini,
Managing Partner & Founder,
ActiveAction

