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# Watch Out!



Your pulse on blood pressure monitoring trends and events

## Message from the CEO

Dear Friends of HS,

One month ago, HS, with HP issued a press release on the wireless monitoring system, called M-Health. The new watch device, BPro-G2, in a new and bold design, sends the waveform data to a smart phone and onto the cloud platform to our call center. This is revolutionary and a dream come true for many. The 100-patients clinical trial will be completed by end of July before we launch M-Health to the world. We anticipate a very overwhelming response gauging from the enquiries we have so far.



In the issue, you cannot help but see the extending arms of HS family, as we establish the UK office following the China office. You can feel the pulse of the ground as it is turning sweeter when you see the trainings and symposiums requested and organised by medical groups and hospitals in the regions. We can feel the tsunami coming, certainly. At the same time, the company is getting ready internally as we bring in our CFO, Marcus Chua, and the other key staff in order for us to surge ahead.

There are so many stories of screening centers opening up with our devices, and medical screening booths in Chengdu adopting out CASP and ABPM devices for villages.... The space is simply not enough. However, I can assure you that they will be covered in the next issue.

What is important is for you, personally, to share our joy and excitement as the dream unfolds. Once again, we thank you for your unwavering support.

Yours truly, Dr. Ting

## HealthSTATS opens UK office

Introducing: HealthSTATS Technologies (UK) Limited, our new office in the United Kingdom located in the prestigious Marylebone area.

Mr Alan Ho, our General Manager, will lead the charge in this region. We have been planning to set up a physical presence in London so as to leverage and materialise ever increasing enquiries - both commercial and academic - we were receiving for our breakthrough BP monitoring technology.

This bold move also coincides with recent dramatic changes in the UK's health system in April. The National Health Services (NHS) declared that it would adopt NICE (National Institute of Clinical Excellence) guidelines for additional screening for hypertensive patients whereby all newly diagnosed hypertensive patients are required to undergo ABPM prior to being diagnosed for treatment or given medication.

This is a significant development as it was brought to action by an economic paper authored by Professor Bryan Williams, which highlighted the fact that substantial resources were wasted with wrongly diagnosed patients, many of whom might not have been hypertensive, but were prescribed with medication.

This bodes extremely well for HealthSTATS' proprietary technology. Having established our presence in London, we will embark on our primary objective to appoint suitable distributors and provide them with immediate support. Several prominent nationwide trials which will be announced in due time are also in the pipeline as well.

Moving forward, we will embark on aggressive marketing campaigns for ABPM and CASP.



**93, Gloucester Place**  
Close to Harley Street's famous physicians and the prestigious University College of London



**Alan Ho**  
HealthSTATS UK General Manager



SINGAPORE

## “Central Aortic Blood Pressure Monitoring – what is the evidence?”

*Speaker: Professor Bryan Williams (MD, FRCP, FAHA, FESC)*

Held on 9 May 2011 at T09-03/04, Cardiac Department, NUHS Tower Block, Level 9, 1 E Kent Ridge Road, Singapore 119288

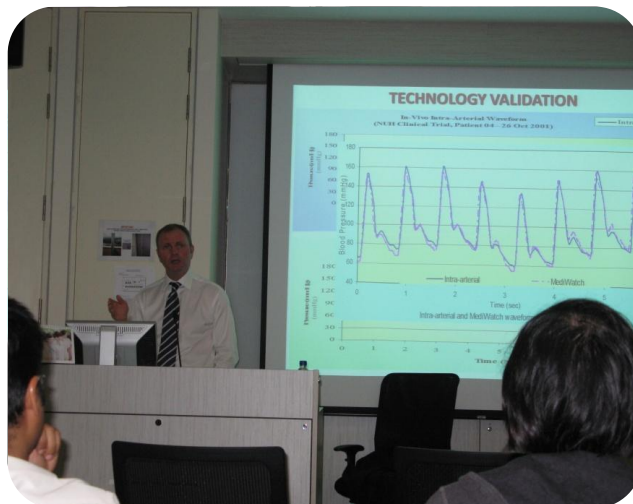
In May 2011, Professor of Medicine at the University of Leicester, UK, Bryan Williams presented his views on Central Aortic Blood Pressure Monitoring and its importance.

This event was held in order to create more awareness of Central Aortic Systolic Pressure and its significance.

During the talk, Prof Williams explained how evidence had been emerging to support the view that a rise in Central Aortic Systolic and pulse pressures were seen to be key drivers of target organ damage, cardiac dysfunction and enhanced risk of heart disease and stroke with ageing.

He also explained that this was especially apparent in those at risk of developing early aortic damage and particularly in those with hypertension, diabetes, renal impairment or all three.

Held over lunch, the talk was well attended by members of the medical community.



Have you visited our e-shop yet at <http://eshopping.healthstats.com>? Our medical devices are now available easily to users all over the world.

CASPal® and CASPro® are now available for purchase online. What are you waiting for?



# 1<sup>st</sup> ABPM Public Symposium in Penang

HealthSTATS held its first Public Symposium in Penang, Malaysia over 2 days in May this year. Professor Bryan Williams from the UK spoke at the symposium, and Prof Williams and Dr Ting Choon Meng, HealthSTATS CEO fronted the Q&A session.



**MALAYSIA**



<b>Date:</b>	4 - 5 May 2011
<b>Time:</b>	7:00 pm
<b>Location:</b>	Hotel Equatorial, Penang
<b>Event:</b>	Public symposium
<b>Speaker:</b>	Professor Bryan Williams
<b>Topic:</b>	24-hour ABPM

Other members of the HealthSTATS team: Yilan Wang, Xiaomin Chen and Alan Ho were in attendance, as well as from HealthSTATS' Malaysian Distributor - Mr Chin Kiu Hau and Li Hong of Easternworld Medical Corporation Sdn Bhd.

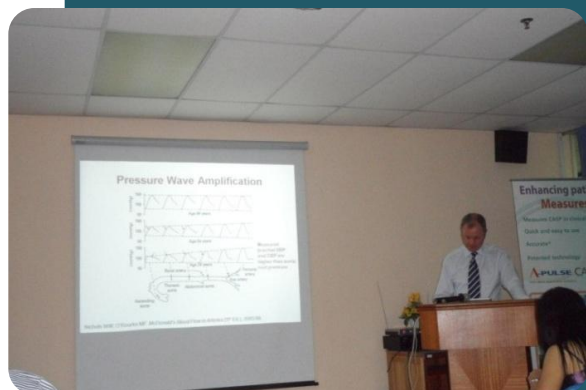
The symposium focused on ABPM in line with the upcoming NICE guidelines in the UK which are currently being drafted. The importance and impact of the guidelines are expected to create excitement amongst BPro centers around the world.



## Professional symposium on CASP in Pantai Hospital, Penang

Professor Bryan Williams headlined this event for medical professionals in Penang, Malaysia on 5 May 2011.

The hospital is the first to adopt BPro<sup>®</sup> to measure CASP and ABPM. Moving forward, Pantai Hospital will set up a number of BPro Centers, which will benefit the general public in terms of the monitoring of their cardiovascular health.





## INDONESIA

### Bringing CASP and ABPM to



HealthSTATS brought CASP and ABPM to Indonesia's Siloam Hospitals over the last few months, a division of Indonesian's largest diversified property group PT Lippo Karawaci Tbk. The Group comprises four International Standard hospitals, three located in greater Jakarta and one in Surabaya.

#### ▶ 9 January

During this inaugural trip, Dr Ting took the doctors from Siloam Hospitals through a presentation to introduce the concepts of Central Aortic Systolic Pressure (CASP) and 24-hr ambulatory blood pressure monitoring (ABPM). A demonstration on CASP measurement was held using HealthSTATS' CASPro®.

Doctors whom attended Dr Ting's presentation had a chance to try on the CASPro® themselves and measure their own CASP. Most doctors expressed keen interest in the device and were able to operate it by the end of the day to help their peers to take their CASP measurements.

#### ▶ 8 – 9 April

Fronted by Regional Sales and Marketing Manager **Ryu Tan**, Clinical Application Specialist **Sylvia Zheng** and Clinical Application Specialist **Justina Lee**, training was held for the doctors and nurses from Siloam Hospitals Lippo Village (SHLV) and Siloam Hospitals Kebon Jeruk (SHJK).



Doctors and nurses from different departments in both hospitals were actively invited and encouraged to participate in the training for CASPro® and the non-invasive measurement of CASP, as well as fitting the BPro® devices comfortably for 24-hr ABPM. In all, 10 sets of BPro® and BPro Soft® and 2 sets of CASPro® were deployed.

Siloam Hospital hopes that HealthSTATS' 24-hr ABPM and CASPro® devices will be fully utilized by staff across various departments, such as nephrologists, neurologists, OBGYN, diabetes as well as cardiologists.

#### ▶ 23 – 24 May

SHLV and SHJK sent their key nurses for a refresher training course on BPro® and CASPro® at the end of April. Training was led by Regional Sales and Marketing Manager **Ryu Tan**, and Clinical Application Specialist **Sylvia Zheng**.

The team provided an overview of BPro®'s capabilities and the simple and easy steps required to fit a BPro®. Over 40 subjects including doctors, nurses and admin staff were sent to the training centre to either have their CASP taken, or be fitted with the 24-hr ABPM BPro® device to monitor their 24-hr blood pressure patterns.



## Around The Region



11 April 2011, Monday  
Indonesia Distributor  
Training

PT Murti Indah Sentosa was appointed HealthSTATS' distributor for Indonesia in December 2010. Training was conducted for their sales force which was more than 20-strong.

Ms Eka Zhuhuriyah, trained as a HealthSTATS product specialist, felt that the devices - especially CASPro® and CASPal® - were too easy to use compared to other products PT Murti Indah Sentosa distributes.

Mr Satya from the Sales Team felt that "these would be excellent entry products for us to approach hospitals and doctors with."

Everyone was impressed with the small devices which are able to capture Central Aortic Systolic Pressure (CASP) and in turn, measure high blood pressure more accurately.

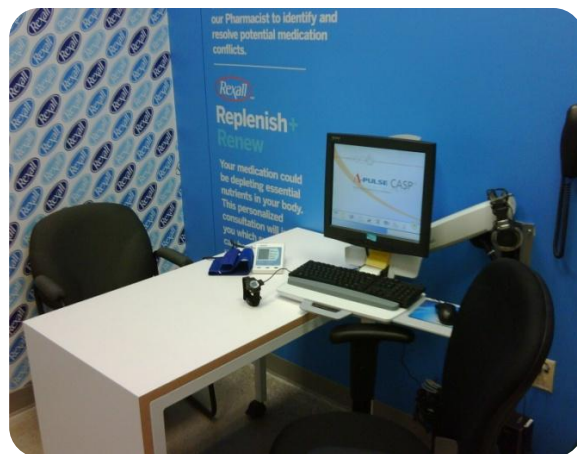
HealthSTATS' distributors in Canada, Elite Cardiology Group and their exclusive Sales and Marketing partner CMC Venture Corp., are proud to be at the forefront of innovation by driving the Canadian Pharmacy Programs, where patients are connected directly to local cardiologists in a pharmacy setting with the BPro®.



After three years of hard work and hands-on involvement with Canada's 'A' list pharmacy retailers, Elite Cardiology Group and CMC Venture Corp. continue to host BPro® clinic days across Canada with some of the industry's largest national pharmacy chains.

**Mr Lenny Organ, President, ECG Inc says: "National program expansion seems imminent. We have tested over 2000 patients here in Canada and the number is growing daily.**

**Our patients are 'over the top' when they learn that the BPro® device can offer complex and accurate diagnostic information not found in many other pharmacies across Canada. A paradigm shift in how patients and doctors view hypertension seems to be unfolding within the medical community".**



This program started with a pilot project of 4 stores in Ontario. Given the success of the Ontario program, pharmacies from other provinces are interested in getting the BPro®. Rexall in Westbank, BC is the latest store that has purchased a unit, as part of their latest Healthy Living Store, which is geared to help customers improve their health and wellness by investing in tools meant to empower customers to lead healthier lives. One such device would be A-PULSE CASP equipped with BPro® (watch-like device) for the measurement of Central Aortic Systolic Pressure (CASP), which goes beyond the normal brachial or cuff blood pressure test. To date, Rexall's store network includes 1,800 corporately owned, franchised and independent pharmacies across Canada.

## Welcome to the HealthSTATS' family

We have recently expanded the team and warmly welcome our new colleagues on board

Marcus Chua	Chief Financial Officer
Reedwood Jayson Fadrilan	Quality System Executive
Charles Lau	Hardware/Firmware Engineer
Lee Beng Feng	Software Engineer (Application Software)
Ian Khor Boon Chong	Hardware Engineer

## Face-to-face with Ellen Lee

Hailing from a small town in Pahang, Malaysia, Ellen Lee joined HealthSTATS (HS) in July 2010 as Technical Support Analyst after graduating with a Bachelor Degree in Bio-medical Engineering from the University of Malaya, Malaysia.

Ellen has always been intrigued by how technology can help improve a person's quality of life, thus her choice of study and her aspiration to to pursue a career in a healthcare-related field.

Through a job search portal, Ellen chanced upon HS and after doing research on the company, she was impressed with its CASP invention and seized the opportunity to embark on her career with such an innovative company.

In her role, Ellen provides technical support and maintenance service for all HS' medical devices and software application products to ensure they work smoothly.

She liaises with customers ranging from end-users, nurses and healthcare staff on a daily basis by attending to their queries and complaints, assessing HS products and providing solutions and repair service. Ellen is also involved in customer product training and product commission.

Her role has recently been expanded to include being part of the project team in software product testing and clinical trial for the company's second generation core product – BPro®.



*"This is my first full time job after graduation and it has been a great experience and learning ground. With my passion for the medical devices industry, I would like to learn as much as I can and grow with HealthSTATS.*

*I work in a very friendly and employee-focused environment, and my colleagues have been very helpful, especially my manager, who has helped enhance my communication skills as well as give guidance on dealing with different customers more effectively. He has also been very encouraging and has provided support for any difficulties that I've encountered," commented Ellen.*

Spritely and willing to learn, Ellen hopes to grow with HS and improve on her communication skills as well as customer relationship management, ultimately giving customers the assurance that HS does not just provide quality medical products but also quality after-sales services.

Despite her short working stint, Ellen has learnt that 'failure' is not the end of the world. It is merely a hurdle for one to learn and gain from the experience to get to where one aspires to be.