



More Pathways To More Value



At every point along the Cardiac Pathway, LifeSync's unique, patented Bluetooth Wireless Medical Device Technology Platform creates incremental opportunities for more value, patient and practitioner safety, and improved patient outcomes by...

- **Improving ECG signal quality** through innovative technology resulting in the reduction of nuisance alarms and unwanted time-off monitor
- **Increasing staff efficiency** through improved patient flow and reduction of procedure times
- **Radiolucency**, eliminating the need to move wires for unobstructed viewing during fluoroscopy
- **Reducing the risk of Healthcare Associated Infections (HAIs)** with single-patient use leads which replace reusable lead wires that can harbor antibiotic resistant bacteria
- **Facilitating early ambulation** and potentially **reducing hospital Length of Stay (LOS)** with our Wireless Platform
- **Reducing in-hospital trips and falls** caused by dangling lead wires, using our Wireless Platform
- **Providing 12-lead diagnostic consistency** in placement through innovative lead design
- **Recyclable** single-patient use leads

The LifeSync® Bluetooth Wireless Medical Device Technology Platform can be used throughout the Cardiac Pathway from Emergency Department (ED) to Catheterization Lab (Cath lab) to Operating Room (OR) to Telemetry (Tele), with single-patient use leads. The LifeSync **CLICK'n Go™** feature improves patient flow across departments while the Wireless Platform untethers the patient from the bedside monitor.

What is LifeSync's Value Proposition?



LifeSync® Value Proposition for Hospital	Challenges	Realities	Cost Savings / Cost Avoided *
1. Improved quality of ECG signal through innovative technology^{1,2,3}			
<ul style="list-style-type: none"> Provides clear, consistent signal for every Cath/Electrophysiology (EP) lab case Reduces nuisance/false alarms that cause "alarm fatigue" Reduces unwanted time-off monitor 	<p>According to the Journal of Clinical Engineering (Jan/Mar 2007), "Impact of Clinical Alarms on Patient Safety", among the number of incidences in device types, patient monitoring was involved in more than three times the number of deaths as other devices.⁵</p>	<p>Caregivers did not respond to a patient alarm for an estimated four to six minutes. Patient suffered permanent brain damage.⁴</p> <p>In April 2010, a Boston-based hospital cited "alarm fatigue" as a reason for patient death.⁴²</p>	<p>Hospital was found negligent in failing to monitor alarm. Jury delivered \$20 million medical malpractice verdict against hospital.⁴</p>
2. Increase staff efficiencies			
<ul style="list-style-type: none"> Saves time spent responding to nuisance alarms CLICK 'n Go™ improves patient flow across departments No need to reposition leads in Cath/EP lab due to lead wires obstruction or noisy ECG signal Customers report an average saving of 5 minutes per Cath lab case 	<p>In-hospital observations yielded 10.8 false alarms per patient per 24 hour period in the Intensive Care Unit (ICU). Additional nursing time was spent changing ECG leads during transport and cleaning reusable wires.¹⁴</p>	<p>Nurses spend on average 185 minutes for an Acute Myocardial Infarction (AMI) patient per LOS managing / cleaning lead wires and responding to false alarms.¹⁴</p> <p>In 2012 the average hourly wage of a critical care RN was \$32.13.¹³</p> <p>\$2718 average reimbursement cost for a 90 minute Cath lab procedure.^{44,45}</p>	<p>Potential for nurse time saving of \$99 per patient stay.^{13,14}</p> <p>Potential average saving of \$151 by reducing case time by 5 minutes.^{44,45,46}</p>
3. Radiolucency eliminates the need to move wires			
<ul style="list-style-type: none"> Fluoroscopy can be done without repositioning the single-patient use ECG LeadWear®¹⁷ Unobstructed views of x-ray or fluoroscopy 	<p>The cost of operating an OR is approximately \$15 to \$20 per minute for a basic surgical procedure, excluding physician costs.¹⁸</p> <p>Traditional lead wires obstruct a patient's x-ray field.</p>	<p>A 68 year old female is admitted for Percutaneous Transluminal Coronary Angioplasty (PTCA) with stent. Under fluoroscopy the ECG wires on her back obstruct imaging, causing 5 minute delay while leads are repositioned.</p> <p>ICU patient requires multiple chest X-rays.</p>	<p>An average of \$87.50 in cost avoided.¹⁸</p> <p>\$45 average cost avoided for a frontal chest x-ray, according to Centers for Medicare & Medicaid Services (CMS) CPT Median Values (code 71010).¹⁹</p>
4. Reduce the risk of HAIs with single-patient use ECG LeadWear®			
<ul style="list-style-type: none"> The single-patient use ECG LeadWear® eliminates the standard reusable lead wires that have been proven to harbor antibiotic resistant pathogens.⁶ Reduces cross contamination from 12 lead & transport lead wires 	<p>According to CDC estimates, hospital cost double for each patient with a Surgical Site Infection (SSI) due to associated treatments and increased length of stay, which add an average of 6.5 days to a hospital stay.⁷</p> <p>Increased infection rate disclosure by hospitals may increase exposure to medical liability lawsuits from HAI's.</p>	<p>A surgical patient develops MRSA surgical Site Infection (SSI).</p> <p>A surgical patient develops CLABSI.</p> <p>A surgical patient develops Sternal Wound Infection.</p> <p>An ICU patient develops other HAI conditions, such as VRE, C. difficile, Acinetobacter.</p>	<p>\$6,400 costs avoided.⁸</p> <p>\$7,288⁹ - \$40,179¹⁰ costs avoided.</p> <p>\$20,000 - \$60,000 costs avoided.²¹</p> <p>\$6,408 - \$9,124 for C. difficile cost avoided.⁹</p>
5. Reduce hospital LOS by facilitating ambulation using Wireless Platform			
<ul style="list-style-type: none"> Early ambulation is a candidate therapy to prevent neuromuscular complications and Ventilator Associated Pneumonia/Hospital Associated Pneumonia (VAP/HAP)¹¹ LifeSync's Bluetooth Wireless Medical Device Technology Platform untethers the patient and facilitates ambulation 	<p>Immobility, de-conditioning, and weakness are common problems in mechanically ventilated patients with acute respiratory failure, and may contribute to prolonged hospitalization.¹²</p>	<p>In a recent study a patient with acute respiratory failure requiring mechanical ventilation on admission is able to ambulate earlier after receiving physical therapy treatment in the ICU. LOS was reduced on average by 3 days due to early ambulation.¹²</p>	<p>The reduction in LOS resulted in an average savings of \$3,160 per patient.¹²</p>
6. Reduce in-hospital trips and falls caused by traditional lead wires, by using Wireless Platform			
<ul style="list-style-type: none"> Decreasing the incidence of trips and falls is a goal of The Joint Commission¹⁵ 	<p>According to the American Academy of Orthopedic Surgeons (AAOS), ninety percent of the more than 352,000 hip fractures in the United States each year are the result of a fall.¹⁶</p>	<p>86 year old female with Chronic Obstructive Pulmonary Disease (COPD) gets out of bed and trips over the ECG lead wires causing a hip fracture.</p>	<p>An average cost of \$26,912 avoided.¹⁶</p>
7. Consistency in placement of 12-lead Diagnostic ECG through innovative lead design			
<ul style="list-style-type: none"> Single-patient use ECG LeadWear® provide a consistent lead placement template for consistent correlation² 	<p>Due to differences and inconsistency in placement of the ECG leads, the patient's ECGs can vary between readings.</p>	<p>These inconsistencies may result in additional ECG(s) or possible erroneous diagnosis.</p>	<p>\$27 average cost avoided for each additional ECG (with at least 12 leads without interpretation and report) according to CMS CPT Median Values (code 93005).¹⁹</p>
8. Additional benefits			
<ul style="list-style-type: none"> Wireless platform feature untethers patient²⁹ LifeSync's single-patient use ECG Leadwear® are recyclable²⁰ 	<p>Patients are tethered to bedside monitors.</p>	<p>At a New York hospital, a 46 year old male awaiting heart surgery had extremely limited mobility and low patient satisfaction.</p>	<p>The LifeSync® Bluetooth Wireless Medical Device Technology Platform can make most patient monitoring equipment wireless with minimal to no capital outlay.</p>

Poor Signal Quality Can be Alarming

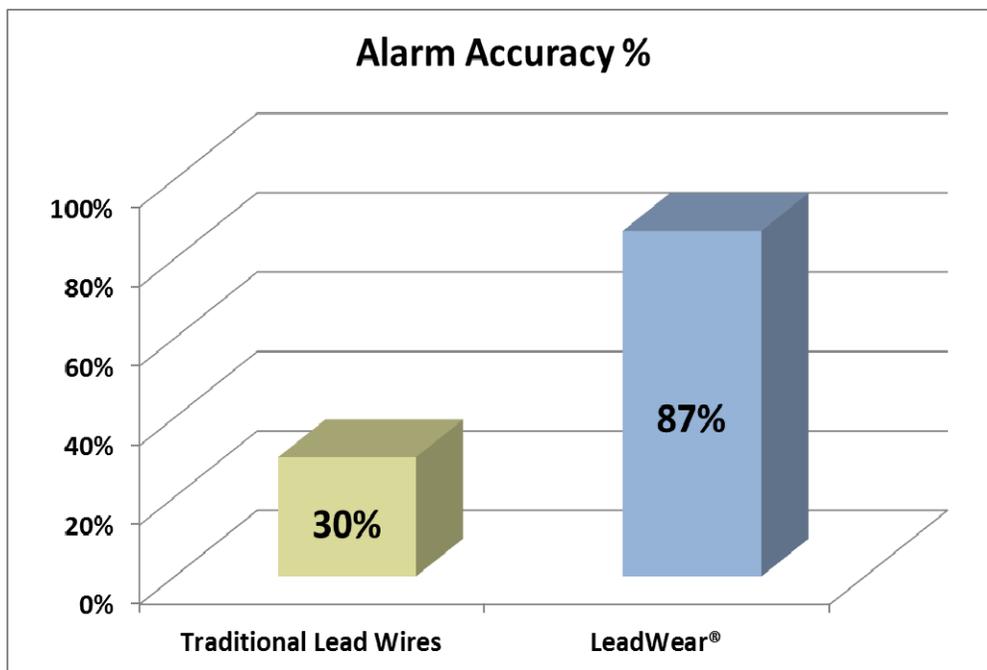
According to an article published in The Journal of Clinical Engineering, among the number of incidences in device types, patient monitoring was involved in over three times the number of patient deaths as other devices. ⁵ An embedded survey in this article showed 81% of respondents agree that nuisance alarms occur frequently, 77% agree it disrupts patient care and **78% agree that the frequency of false alarms can reduce trust in alarms and cause caregivers to disable them.** In 2009, Emergency Care Research Institute (ECRI) cited inaccurate alarms as the #2 technology hazard for hospitals today. ²² These inaccurate alarms create patient safety and liability issues for hospitals.

The LifeSync® Bluetooth Wireless Medical Device Technology Platform with single-patient use ECG LeadWear® has been shown to significantly increase signal accuracy:

- In an independent study conducted in the critical care unit at a hospital in Park Ridge, IL , the LifeSync® Wireless ECG System demonstrated a **37% decrease in false alarms.** ²
- A research study conducted by a hospital in Orlando, Florida, Cardiovascular Institute documented a **58% decrease in lead-off alarms** using the LifeSync® ECG System. The study also found with the LifeSync® ECG System patient time off monitor decreased by 105 minutes a day. ³
- In an interview with Jay Cyr, Vice President, Heath & Vascular Center of Excellence, UMass, Mr. Cyr states, “With the LifeSync® ECG System, we have seen at least a 50% reduction in lead off alarms, improving patient safety.” ²³
- A hospital in St. Petersburg, Florida conducted a three month case study to assess the effectiveness of the LifeSync® Wireless ECG System in the ED, ICU, CVICU, CVT and PCU departments of the hospital. The LifeSync® Wireless ECG System reduced artifact and increased ECG alarm accuracy significantly. With the LifeSync® Wireless ECG System, **alarm accuracy increased to 87%.** ¹

RESULTS:

- When monitored using traditional lead wire methods, alarm accuracy was found to be 30%
- With the use of LifeSync® ECG System, alarm accuracy increased to 87%®



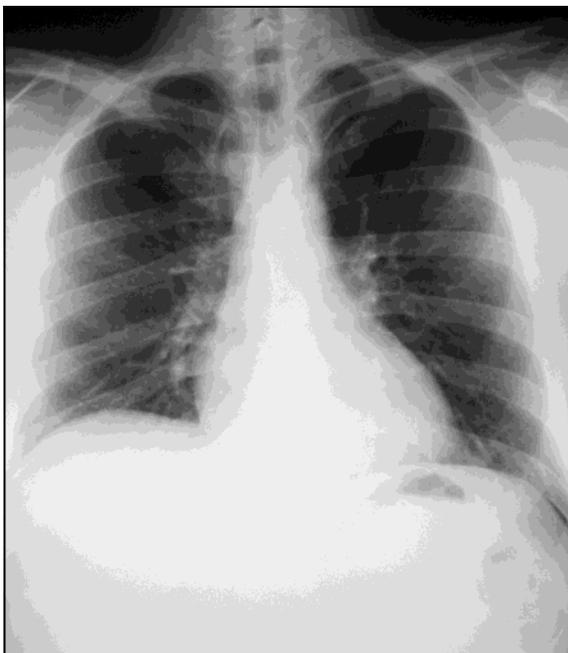
Increase staff efficiencies

- **Increase nurse productivity:** A study conducted by the Lewin Group¹⁴ to assess the burden of lead wire management on health care providers concluded that nurses spend 40 minutes per day, per patient, managing lead wires. This included responding to false alarms, untangling lead wires, and attaching and detaching lead wires to patients.
 - In 2008, a research study conducted at a hospital in Orlando, FL, found the volume of calls due to dislodgement of lead wires dropped an average of 38.5 calls to 16.2 calls per day over 40 days when traditional wires were replaced with the LifeSync® ECG System, a 58% reduction.³
- **Transport patient faster:** The LifeSync **CLICK 'n GO™** feature allows caregivers to transport patients without having to change the ECG leads when disconnecting them from the bedside monitor and reconnecting them to a transport monitor. This ability facilitates patient flow from one unit to another throughout the patient's continuum of care.
- **Delivers clear and consistent signal:** No need to reposition leads in the Cath/EP lab due to lead wire obstruction or noisy ECG signal. Just "Set it and forget it".
- **Enhance patient care:** When asked what other duties they would perform with potential time savings offered by a wireless system, nurses indicated that they would provide more patient care, complete chart work, spend more time tracking administered medications, perform more patient education, and spend more time talking to families.¹⁴

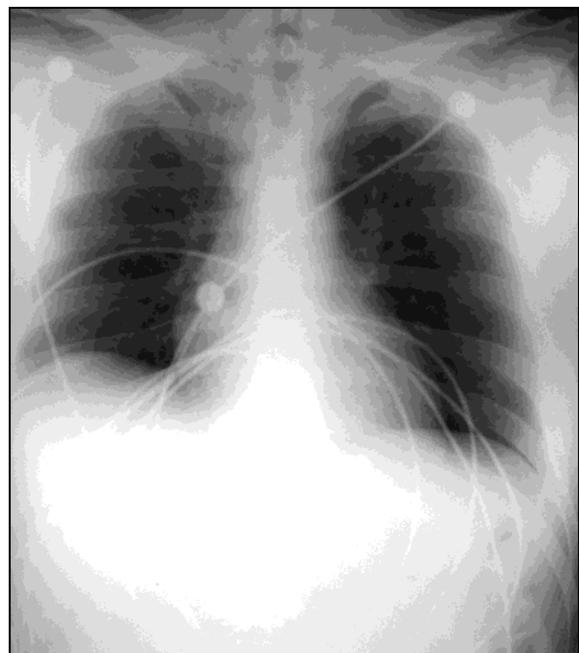
Radiolucent

- The LifeSync ECG LeadWear® disposables are the first radiolucent single-patient use ECG leads appropriate for use in high acuity settings. No need to reposition lead wires for x-rays or when utilizing fluoroscopy.¹⁷
- Eliminate the need to repeat x-rays due to wires in the viewing area.

Radiolucency No More Lead Wire Obstruction



LifeSync LeadWear® Disposable



Traditional lead wires

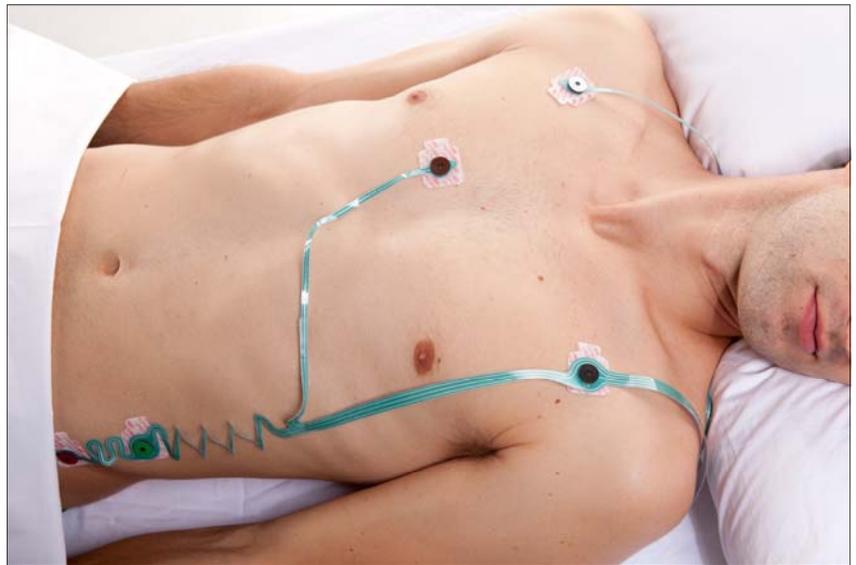
Reduce Risk of Healthcare Associated Infections

When used as part of a comprehensive infection-prevention program, the LifeSync® ECG System can help reduce the risk of HAIs by eliminating one of the last reusable items in critical care – ECG lead wires.^{24, 6, 25}

- A University of Wisconsin study found that **77% of reusable ECG lead wires were found to be contaminated with one or more drug resistant pathogens—after they had been cleaned.**⁶
- In a study conducted by the University of Texas Medical Center, Galveston, **a VRE outbreak in a burn unit was traced to reusable ECG lead wires.**²⁴
- A 2008 study conducted by Advocate Lutheran General Hospital, in Park Ridge, IL presented at the AHA found that 74% of the 57 organisms found on the 35 cultures taken from traditional reusable ECG lead wires were resistant to one or more antibiotics.^{26, 43}
- In a study conducted by Cleveland Clinic, 320 clean, reusable electrocardiography lead wires (ECG-LW) were swabbed at 4 hospitals and in 4 care settings: operating room, telemetry, intensive care, and emergency care. **63% of ECG lead wires contained bacteria, and 37.8% were species with potential-risk or at-risk for nosocomial infection in hospitalized patients.**³⁹

The LifeSync® ECG System with LeadWear® disposables reduces the risk of transmission of dangerous pathogens from one patient to another by eliminating reusable lead wires. HAIs are costly both in terms of dollars and lives.^{24, 25}

- HAIs cause 1.7 million hospitalizations and 99,000 deaths per year.^{27, 38}
- MedMined, a Cardinal Health Company, reported that 4% of patients who acquire an infection while hospitalized erode as much as 185% of hospitals' net inpatient operating profits.²⁸
- Assistant vice President, Patient Care Services at a hospital in Norwich, CT, discussed with *Future Healthcare* the benefits of the LifeSync® ECG System. "Since implementing the Lifesync LeadWear® disposables. . . ., we have now gone 19 consecutive months with zero percent central line infection rate in our critical care area...Therefore, with a 0% infection rate, we believe we save between two and four patient lives. We don't need to spend time trying to figure out the value of that in dollars: it speaks for itself."^{29, 30}
- Patients who developed sepsis after surgery stayed in the hospital 11 days longer, at an extra cost of \$33,000 per patient, while patients who developed pneumonia after surgery, stayed in the hospital an extra 14 days longer than average, at an extra cost of \$46,000 per patient.^{31, 32}



Reduce inpatient hospital length of stay (LOS) with early ambulation

With the The LifeSync® ECG System, caregivers can continue to monitor ECG patients while getting them up and moving. It has been clinically demonstrated that earlier ambulation results in more rapid healing and shorter hospital stays, thereby reducing hospital costs.^{12, 29, 33}

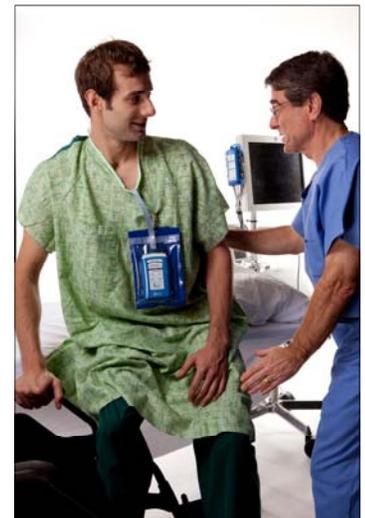
- A 24 month study at Wake Forest University conducted by Dr. P.E. Morris, involving 330 patients and four step protocol designed for early mobility, resulted in earlier ambulation, reduced LOS and no increase in costs. The average hospital LOS was 11.2 days for the protocol group, compared to 14.5 days for the usual care group, a 3-day length of stay savings.³³
- Patients who are critically ill and participate in mild exercise programs led by physical therapists achieve higher functional mobility and spend fewer days in ICU's and in hospitals overall than those who receive less exercise.⁴⁰

Reduce in-hospital trips and falls caused by lead wires

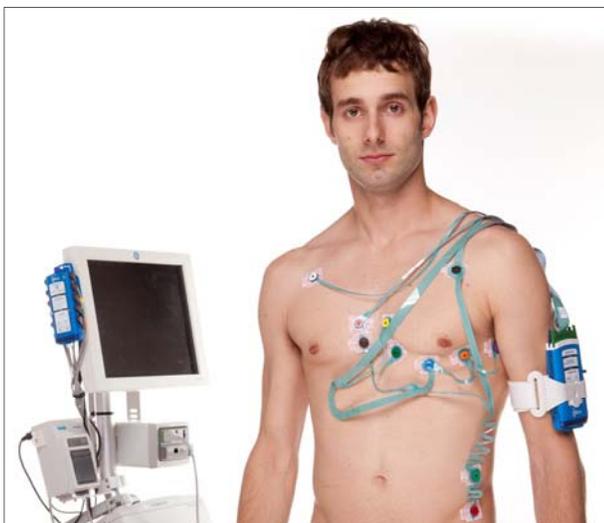
“Patient falls are the single most frequently reported event affecting patient safety, with surgical errors and care management errors following well behind”.³⁵

The LifeSync® Wireless ECG System eliminates tethered trunk cables and lead wires so that patients can move more easily, whether in transport, walking, standing up to stretch, or just turning over in bed.

How often does a patient trip or fall because of entanglement in the traditional ECG lead wires? Even once is too often for this preventable accident, particularly considering the fact that the Medicare program no longer pays hospitals for preventable accidents such as tripping over lead wires. How often do your healthcare workers trip and fall because of dangling ECG wires while aiding patients in and out of bed? National Patient safety Goal 09.02.01 requires hospitals to implement and evaluate a falls reduction program. At the patient level, an effective fall prevention program begins with a robust process for assessing the patients risk of falling and the patient's risk of injury.¹⁵



Ensure consistency of 12-lead placement (diagnostics/continuous)



The LifeSync ECG LeadWear® disposables innovative design aids in consistent placement of the ECG leads. This provides consistent quality 12 lead ECG for accurate comparison and diagnosis. A Hospital in Park Ridge, IL conducted a study of ECG monitoring with traditional lead wires and with the LifeSync® ECG System using 47 medical & cardiac ICU patients. Each system was evaluated for consistency of 12-lead placement. Recordings of traditional 12-lead ECG placement versus the LifeSync® ECG System revealed that traditional lead wires had 9% of the patients with lead misplacement, while there were no lead placement issues with the LifeSync® ECG System.²

The LifeSync® ECG System Works throughout the Continuum of care



Customer Testimonials

Medical Director, Cardiac Intensive CARE Unit, Advocate Lutheran General Hospital, Park Ridge, Illinois

"The LifeSync wireless technology increases the accuracy of clinical alarms, resulting in less false alarms. It also increases nurse productivity by eliminating responses to false alarms and time spent untangling, attaching and reattaching lead wires. Once in place the LeadWear® product can stay with the patient from one unit to another. Most importantly, because of its single-patient use this technology decreases the risk of infection from EKG wires." ²

Vice President Heart & Vascular Center of Excellence, University of Massachusetts Memorial Medical Center

"After having some issues dealing with standard reusable ECG lead wires, a combination of alarm issues and other clinical concerns, we identified the LifeSync® Wireless ECG System as a potential clinical solution. . . . Had we not taken steps to alleviate the problem by implementing the LifeSync® System, we felt that it would have resulted in some patient harm in the future. With the LifeSync® ECG System we have seen at least a 50% reduction in lead off alarms while improving patient safety...In the long run, I think **the return on investment has been several-fold** since its introduction." ²³

Administrative Director, Critical Care, Bon Secours St. Francis Medical Center, Midlothian, Virginia

"While the surgical site infection (SSI) rate had been very good before the LifeSync® ECG System began to be used in the OR, after the first four months of using the System, the SSI rate dropped 40% without any changes being made to any other infection prevention practice....No matter how much you attempt to clean, there's always things that stay behind, the disposable leads provided an option for not having to be cleaned between patients for the transmission of disease... As of July 2008, the facility has experienced 18 months with **zero** central line infections or ventilator associated pneumonia events." ³⁶

Nurse Manager, University of Massachusetts Memorial Medical Center

"We noticed a huge difference after implementing the LifeSync® ECG System. In fact, there was much less artifact. Our EP lab, who had a system that was different from the cath lab and from short stay, asked if they could use it as well and trialed it on theirs. They typically have a lot of noise with their monitors. So we switched them over to the LifeSync® ECG System too, for use with a 12-lead ECG monitor. They use the LifeSync 12-lead and they absolutely love it. They get a much clearer picture, there was much less noise in artifact, and they've never gone back.

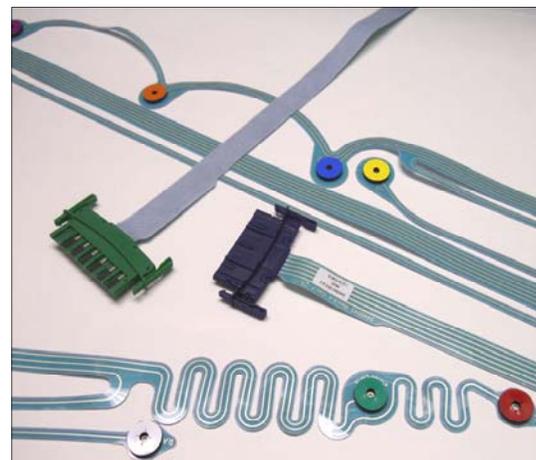
We were very pleased to be one of the first hospitals to use it on the East Coast. We've had very good experiences with the company and with the product. And as a result of our experiences, the CCU is now using it, the cardiac step-down unit is using it, and our cardiovascular floors are using it as well and they have the same experiences with the decrease in alarms and greater patient safety that we had. It's streamlined the whole process because now LeadWear® is more cost effective when patients can keep it on throughout their hospitalization." ³⁷

Administrative Manager CVICU, Florida Hospital Orlando Cardiovascular Institute

"In addition to reducing lead-off alarms, the LifeSync® System encourages early ambulation by untethering the patient from the monitors, allowing patients freedom of movement in the critical care environment." ⁴¹

Cardiovascular Surgeon, Florida Hospital Orlando Cardiovascular Institute

"The use of the LifeSync® System and its disposable LeadWear sets shows our commitment to providing a positive patient experience... We want each patient with a chest incision to know that they are important to us, important enough to have their own set of lead wires." ⁴¹



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Q: How can your hospital justify the cost of disposable ECG leads on infection alone?

A: Now you don't have to.

LifeSync Corporation is a privately held company specializing in the development of a Bluetooth Wireless Medical Device Technology Platform, with associated installation and support for its ECG/EKG monitoring application. The company is based in Fort Lauderdale, Florida, and provides product and support nationally to health care organizations.



Have Questions?

Contact LifeSync at 1.866.324.3888 and schedule a meeting with a representative.

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