

Ambulatory Cardiac Monitoring Modality Decision Makers

| TARGET:

Ambulatory Cardiac Monitoring Modality Expert

| MARKET:

US

| METHODOLOGY:

360-Minute Telephone/ Web IDIs

SPECS:

Industry experts (likely VP level and above) that can speak to ambulatory cardiac monitoring modalities, their business models, the impact of reimbursement, and future market outlook. Looking at a high level for individuals in commercial, BD, or marketing roles rather than operations or R&D

Likely in Commercial, BD, or Marketing verticals

Likely VP level or above

Specific experience in their respective ambulatory cardiac monitoring devices

- Short-Term Holter
 - GE, Philips, Medi-Lynx PocketECG, Rhythmmedix's RhythmStar
- Long-Term Holter
 - Bardy Bx's Carnation Ambulatory Monitor, Biotelemetry's ePatch, Cardiac Insight's Cardea, iRhythm's Zio XT, Preventic's BodyGuardian
- Event Recorder
 - Biotelemetry's wEvent, Mednet, Preventice, Rhythmmedix's RhythmStar
- MCOT
 - BioTelemetry, InfoBionic, iRhythm's Zio AT, Medi-Lynx's PocketECG, Medtronic's SEEQ MCT, Preventice, Rhythmmedix's RhythmStar
- Implanted Loop Recorder
 - Medtronic's LINQ, Boston Scientific's S-ICD

SAMPLE PROFILES:

- VP Of Global Product Research and Development at GE
- Executive VP, Research & Development at iRhythm Technologies, Inc
- VP of Marketing and Business Development at Cardiac Insight, Inc
- VP, Commercial Operations and Business Development at Preventice Solutions Executive VP of Strategy, Corporate Development and Investor Relations at iRhythm Technologies
- VP Research and Development at Medtronic Vascular
- VP of Research and Development at Boston Scientific