HeartSmart Rehabilitation Device is a game-changing innovation, being the only stand-alone adaptive exercise training system for cardiac rehabilitation which aims to make rehab sessions safer, easier, and more effective for cardiac patients and their doctors.

**Problem**

The top killers in the Philippines and in the whole world are heart and vascular diseases.

Sadly, studies show that 1 in 5 women and 1 in 6 men will die within 1 year after a first heart attack. This, however, is just the tip of the iceberg as more people actually die from other related diseases such as diabetes, stroke, hypertension, and obesity. And those who do survive, most of them get debilitated, unproductive, and very unhappy with their lives.

Cardiac Rehabilitation

- Recommended for recovery of cardiac patients
- Reduces mortality among patients
- Includes a structured exercise program

The problem lies in the conventional method of cardiac rehabilitation: when the therapist manually adjusts the exercise intensity, the cardiovascular stress on the patients may either be excessive and harmful, or insufficient and ineffective.

Moreover, since rehab sessions are supervised manually, the number of patients who can be catered to during rehab is then limited by the availability of medical experts. This makes rehab sessions very inefficient.

1 https://www.cardiosmart.org/Heart-Basics/CVD-Stats

HeartSmart System

HeartSmart provides an adaptive and comprehensive workout system that can be personalized to meet the different needs and conditions of each patient. This ensures safer and more effective rehab sessions. Because it fully automates the rehabilitation session from warm-up to cool down, doctors and therapists can easily supervise more patients at a time, making them more productive and efficient.

**Market**

**Target Market**

- Hospitals
- Cardiac Rehabilitation Centers
- Cardiac Patients
- Medical Experts

There are more than 1,000 hospitals and rehab centers in the Philippines alone, with most hospitals replacing their equipment every 5 years. We target to tap into this market initially, and later on expand to the preventive healthcare industry.

Globally, healthcare is a billion-dollar problem. According to studies, yearly direct healthcare costs and productivity losses due to cardiovascular diseases may rise up to 1,044 billion USD in 2030.

**Marketing Plan**

- Employ sales reps
- Conduct nationwide tests, free trials
- Partnerships with HMOs, government units, associations
- Join healthcare events
- Online campaigns


**Status**

- MVP done
- Initial tests conducted with medical experts from Philippine Heart Center
- Pre-clinical trials upcoming this 2016
- IP filing in process
- Pre-start-up stage

Initial investment is needed for clinical trials and operational expenses for the first year of incorporation.

**Contact Us**

Engr. Gianinna Santos
+63 906 553 8187
giavsantos@gmail.com

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“HeartSmart is really brilliant! It makes exercising safely and independently easy. I highly recommend it!”

— Mr. Arthur King
Physical Therapist
Cardiac Rehabilitation, Philippine Heart Center