



INFOBIONIC

MEDIA CASE STUDY

InfoBionic is a digital health company that provides physicians and patients cutting-edge remote cardiac monitoring devices.

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In This Case Study,



WHO IS INFOBIONIC?

InfoBionic is a digital health company that provides physicians and patients cutting-edge remote cardiac monitoring devices. Their latest, MoMe® Kardia, is a next-generation non-invasive remote heart monitoring device that delivers beat-to-beat, instant alerts, and other critical medical data to cardiologists on mobile devices in real time. The technology is brand new and mostly unknown to their market – how did cardiologists and other physicians become aware and begin adopting and this innovative new technology into their care practices?

INFOBIONIC FOUND A NEED.

Physicians utilize all the data they can to provide the best care possible for their cardiac patients. Sudden cardiac death and arrhythmias are responsible for about 15-20%, or 180,000 to 300,000 fatalities per year in the United States alone. However, older generation devices are more limited in the type, continuous, and timeliness of the cardiac data they can provide caregivers. These older devices, namely the Holter monitor, are becoming antiquated, unable to provide a truly non-invasive, full-disclosure monitoring system, precisely what the MoMe® Kardia device is designed to do. Additionally, the Holter device is well-known and in common usage among medical professionals. Because the MoMe® Kardia was so new to the market, InfoBionic's intended audiences were unaware of the technology, let alone its vastly superior capabilities.

WHILE THEY FACED CHALLENGES...

InfoBionic's brand-new cardiac monitoring technology provided the very data capabilities and monitoring versatilities that doctors and other medical professionals require in order to make the most well-informed analyses and treatment decisions they can for their patients. Their device fulfills that need, but physicians needed to be educated on the differences between the Holter device's limitations and the expanded capabilities of their MoMe® Kardia. How were they to build their reputation as the provider of the only full-disclosure mobile cardiac telemetry (MCT) on the market and overcome the Holter monitor's brand dominance?

...WE PROVIDED **DISRUPTIVE SOLUTIONS...**

InfoBionic had a company background and a genuinely innovative product that we molded into an educational campaign. We built a multipronged approach that accomplished two goals – generating public interest in InfoBionic's industry expertise via targeted lower-tier, industry-specific and higher-tier media outlets. Secondly, we concentrated on social media that created awareness of InfoBionic's leadership in remote cardiac monitoring. A critical part of this effort was establishing InfoBionic CEO Stuart Long as a thought leader within his industry as well as their healthcare and financial audience targets.

MEDIA EXPOSURE METRICS

During their year-long campaign, InfoBionic achieved as many as ten placements in a single month, totaling more than 50 placements in precisely targeted media outlets including many industry-specific publications, podcasts, and television news.

This amounted to an exposure aggregate of 24 million potential views within industry-specific healthcare, business, and finance publications, websites and a television news appearance. Based on that aggregate and the expected industry standard of 2.5% for actual views, more than 600,000 of their targeted decision-makers (i.e. prospects) read, listened to, or saw these news stories.

- *Scripps National TV*, which reaches an audience of about 2,000,000, showcased InfoBionic CEO Stuart Long who explained the functions and advantages of the MoMe® device, helping him establish himself as an industry leader and innovator in cardiac monitoring technology.
- *Inc. Online*, with a readership exceeding 19 million that provides content for day-to-day business operations to company owners and decision-makers, featured Stuart Long among a list of 20 highly successful people who gave advice on their daily working habits.
- *EP Lab Digest*, an online publication created as an educational tool for electrophysiology lab professionals and physicians, featured a doctor from the largest private cardiology practice in the United States describe in detail MoMe®'s many advantages, giving InfoBionic a highly credible third-party endorsement of their product.

Each news story and interview, we positioned InfoBionic CEO Stuart Long as an authority on remote heart monitoring technology and his next-generation technology as the new benchmark in the field. He went from being a relative unknown player in the industry to being viewed as having the transformative platform that removes the roadblocks that impede faster, more effective diagnosis and decision making.

...AND INFOBIONIC RESPONDED!

"We had attempted traditional means of gaining media attention without much success. However, JOTO PR understands the media as a business and could translate our company's story and our mission into interest and exposure. Our **influence** is now palpable. A year ago, I was struggling for media attention. Now, the media is coming to me for my expertise, and we're being recognized as the important industry player we actually are."

~ Stuart Long, CEO InfoBionic



ABOUT INFOBIONIC

InfoBionic is a digital health company transforming the efficiency and economics of ambulatory remote patient monitoring processes by optimizing clinical and real-world utility for the users that need it most—physicians and their patients. The Massachusetts-based team of seasoned entrepreneurs have had successful careers in healthcare, IT, medical devices and mobile technology, and bring specific expertise in remote monitoring and cardiology. They have seen first-hand the complexities of traditional cardiac arrhythmia detection and monitoring processes and designed the transformative MoMe® Kardia platform to remove the roadblocks hindering faster, more effective diagnosis and decision-making. Frost & Sullivan bestowed the 2019 North American Remote Cardiac Monitoring Technology Leadership Award upon InfoBionic.

ABOUT STUART LONG, CEO

Stuart Long is an experienced executive with more than 25 years of experience in leadership positions at the nexus of the medical device and information technology industries. He has an established track record leading medical device and IT companies through rapid expansion and sales growth, leading to successful acquisitions.

Prior to being appointed CEO of InfoBionic in March of 2017, Stuart was CEO at Monarch Medical Systems, LLC, a Charlotte-based software provider for insulin dosing calculations, where gained valuable experience overseeing the organizational restructuring of the company. Prior to Monarch, Stuart served as the global chief marketing and sales officer for CapsuleTech, Inc., a medical device integration and clinical data management system for hospitals and healthcare institutions. During his tenure at CapsuleTech, Stuart developed and executed a strategic business and product plan that ultimately led to the company's acquisition by Qualcomm Life, Inc., a subsidiary of Qualcomm, Inc.

Prior to CapsuleTech, Stuart worked in executive leadership at Philips Healthcare, overseeing global product management and marketing for their healthcare imaging and informatics group as well as emerging markets in the company's cardiac monitoring division. Stuart has also held executive positions at healthcare IT-focused companies including Agfa HealthCare, AMICAS, FUJIFILM USA and Eastman Kodak.

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