Handheld heart monitoring for when the doctor is out

Toronto-based CardioComm is building a global market for its portable ECG devices

PAUL AITFIELD

Elirene Grima, head of CardioComm Solutions Inc., took his company’s portable ECG device to a trade show in Las Vegas in 2015. A global audience was out of reach, thanks to her devices.

“People in Canada...have a challenge. We have a population that’s used to having doctors see...what they’re already sick and they’re used to having health care being paid for,” says Mr. Grima. CardioComm’s chief executive officer.

“In the United States, they’re used to paying for things for the things they don’t want to go to the doctor.”

The Toronto-area company manufactures both the HeartCheck Handheld Electrocardiograph (HEC) and the HeartCheck PES, which monitors the heart, doesn’t need a prescription. The company also produces the software to operate both, now selling in 20 countries worldwide, according to the company.

The true turning point for the company was obtaining widespread approval of the PES, which easily allows health-care professionals, or those looking to monitor themselves after a heart attack or stroke, in keep on top of their heart health. Having been approved by Health Canada, the United States Food and Drug Administration, and having received its CE mark, allowing it to be sold in Europe as well as other regions in Asia and Australia, the PES is North America’s only over-the-counter device displaying heart health monitors available without prescription.

The company’s products are used in hospitals, rehabilitation centers, and nursing homes.

Elirene Grima, CEO of CardioComm Solutions, with the company’s HeartCheck PES.

people will eventually start to monitor their health, whether in the hospital or at home, and the company estimates that some countries medical professionals are not available around the clock.

“We wanted to do was...come up with a disruptive product in the medical market that gives consumers a chance to monitor themselves,” he says.

With 50 years of experience with ECG management products, the company only started selling abroad in 2015, using word of mouth through medical professionals and advertising in trade magazines and professional periodicals to spread the word.

“With the rapid increase of technology, there was the realization that there was something that was needed,” he says. “This was certainly...the medical community’s vision of innovation in the medical field.”

The company estimates that by the end of the year, they will have sold over $1 million worth of devices.

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