



ASX ANNOUNCEMENT

10 July 2019

## **CardieX's Addressable Market Significantly Enlarged as US Centers for Medicare and Medicaid Services (CMS) Expands Coverage of Ambulatory Blood Pressure Monitoring**

**CardieX Limited (ASX: CDX) (CardieX, the Company)** is pleased to announce that the US Centers for Medicare and Medicaid Services ("CMS") has expanded coverage of ambulatory blood pressure monitoring ("ABPM") to include "masked hypertension" and has lowered the blood pressure (BP) threshold to match hypertension guidelines - **thereby significantly expanding CardieX's addressable market.**

The new guidelines expand access to ABPM to include coverage for cases of suspected masked hypertension - which is when normal blood pressure measurements are taken in a doctor's office, but are elevated when taken outside a doctor's office. It is estimated that masked hypertension could represent as much as 5-10% of the population. In addition, CMS has lowered the threshold for hypertension from 140/90 to 130/80 to align with the latest society guidelines.

It is anticipated that the lowered blood pressure threshold and expansion of coverage to include masked hypertension will drive more adoption of ABPM blood pressure measurement technologies due to the expanded coverage by Medicare and the growing spotlight placed on monitoring hypertension. **These new guidelines also mean that > 45.6% of U.S. adults are now considered to have hypertension, highlighting the need for more precise measurement and management of this disorder.**

The expansion of Medicare coverage has specifically enlarged the clinical market for CardieX's SphygmoCor system as well as for the Oscar 2 ABPM with "*SphygmoCor® Inside*". The Oscar 2 is a successful collaboration between US based blood pressure monitor manufacturer and distribution company SunTech Medical, and CardieX wholly owned group company AtCor Medical. The Oscar 2 device is FDA approved for sale in the USA, CFDA approved in China, and is CE marked for sale in the European Economic Area.

The Oscar 2 ABPM allows for highly accurate blood pressure data to be collected from a patient over a 24-hour period outside of a physician clinic or hospital environment and features patented cuff design for patient comfort, as well as advanced motion tolerance algorithms. The Oscar 2 is jointly distributed by AtCor Medical and SunTech in the USA and solely distributed by SunTech in China and other select Asian markets.

### **CardieX Limited CEO Craig Cooper commented:**

"The new ABPM guidelines and expansion of Medicare coverage emphasise the value of precise hypertension management and the growing need for more accurate technology to monitor blood pressure and related cardiovascular disease. **Having recently significantly increased our internal sales targets for FY2020 our expectation is that policy decisions such as the recent announcement by CMS will further support our sales growth objectives in both our existing and new product development.**



**For more information please contact:**

**Investor Relations**

**Peter Taylor and Anne Leslie**

[peter@nwrcommunications.com.au](mailto:peter@nwrcommunications.com.au)

[anne@nwrcommunications.com.au](mailto:anne@nwrcommunications.com.au)

**About CardieX**

**CardieX Limited** is a global health technology company that develops digital and device-based solutions for large-scale population health disorders. The Company's XCEL device is the world leader in measuring "central blood pressure" which is considered essential for the management of hypertension and related cardiovascular disorders. CardieX also has a 50/50 joint venture partnership with Blumio, Inc in Silicon Valley for the development of a radar-based blood pressure sensor incorporating CardieX technology. In November 2018 CardieX entered into an agreement with telehealth services provider, inHealth Medical Services, Inc, allowing CardieX to acquire up to 50.5% of inHealth by way of a convertible note.