



# Shift in Marketing of Cardiac & Respiratory Monitoring Devices from B2B to B2C via Smartwatches

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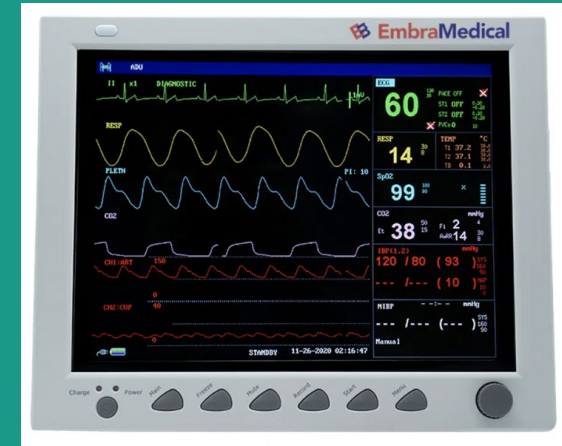
# Where We Started:



Standard ECG. Photo courtesy of [https://swmedical.com/products/ge-mac-5500-12-lead-ecg?variant=33475901751382&currency=USD&utm\\_medium=product\\_sync&utm\\_source=google&utm\\_content=sag\\_organic&utm\\_campaign=sag\\_organic&gclid=Cj0KCCQiAJMKqBhCgARIsAPDgWlww86HI54gJKIsnLsxY27tw\\_OFu4wvxI4TKR9JZHkUirDutybDiK9MaAjn1EALw\\_wcB](https://swmedical.com/products/ge-mac-5500-12-lead-ecg?variant=33475901751382&currency=USD&utm_medium=product_sync&utm_source=google&utm_content=sag_organic&utm_campaign=sag_organic&gclid=Cj0KCCQiAJMKqBhCgARIsAPDgWlww86HI54gJKIsnLsxY27tw_OFu4wvxI4TKR9JZHkUirDutybDiK9MaAjn1EALw_wcB)



Pulse Oximeter  
<https://www.medicaexpo.com/prod/acare/product-79300-648311.html>



Vital Signs Monitor  
<https://embramedical.com/vitals-signs-monitors/vs8-vital-sign-monitor-2/>

# Monitoring Needs & Opportunities

- Growing wellness movement
- Rise in big data
- Clinical monitoring isn't enough
  - Outpatient monitoring
  - Post-surgical ward monitoring



# Where Are We Moving?

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Apple Watch w/ECG Capability. Photo courtesy of <https://www.hardwarezone.com.sg/tech-news-apple-watch-series-9-new-heart-rate-sensor-u2-chip-rumour>



Garmin Venu Series 3  
<https://www.garmin.com/en-US/c/wearables-smartwatches/>

# Clinical Changes

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