Media Kit

Health Tech: Digital and Beyond
Digital Health Boot Camp
Health Data: Acquisition and Management

September 8-10, 2022
San Diego, CA

ExperienceHRX.com

What is HRX?

- A new, immersive, collaborative, digital health experience with a greater latitude in content being non-ACE (formally CME)
- No podium talks — just thought-provoking sessions
- Focus on networking
- Roundtables, company, and KOL matchmaking for enhanced stakeholder interaction
- Hands-on demos, boot camp, and a pitch competition

Who should attend?

- Clinicians (MDs, AHPs)
- Engineers
- Product Developers
- Entrepreneurs
- Investors
- Hospitals and Health Care Systems
- Venture Capitalists/PE
- Medtech/Big Tech
- Pharma

Space is limited to 500 attendees. This event will sell out.

HRX Education Opportunities

Health Tech: Digital and Beyond
Content will explore the future of cardiovascular digital health through visionary, big conversations

Health Data: Acquisition and Management
Clinical content for Cardiology/EP audience with an allied health professional focus on developing solutions
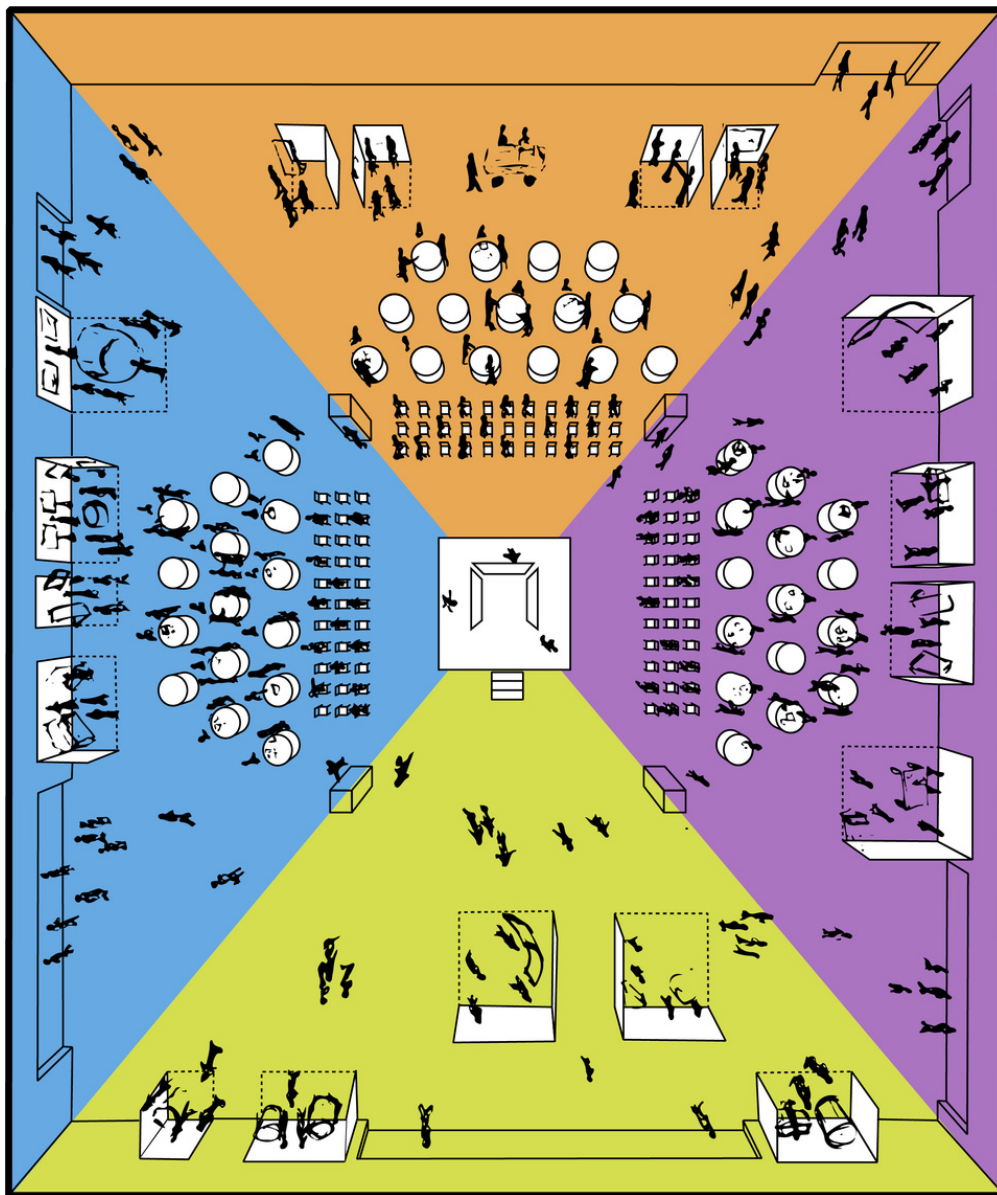
Digital Health Boot Camp
Innovators and entrepreneurs will gain foundational knowledge

Pitch Competition
Five early-stage innovators and start-ups can showcase their breakthrough digital health innovations

The HRX Experience

The entire HRX experience will take place in a single space allowing each attendees to float from one content stream to another, visit with an Xhibitor or network with a fellow attendee without having to leave the room. A master of ceremonies will inform attendees throughout the day, while a DJ will provide music to energize and entertain.

Product-Market Fit

$14.7B

Digital Health Spending

372

Deals, Including 48 Mega-Deals

22

IPOs and SPACs

HRS, a Leader in Cardiovascular Digital Health

HRS is the leading resource on cardiac pacing and electrophysiology and an organization representing more than 7,500 medical, allied health, and science professionals across the globe.

HRS' Cardiovascular Digital Health Journal publishes original, important, innovative, and practice-changing research. High-quality science and supporting the ethical use of technologies and data in practice.

Dating back to 2018, HRS has authored and co-authored several digital health white papers and guidance documents.

The Society's annual meeting has included digital health sessions and summits for several years, while also collaborating at other non-HRS hosted digital health events.

Producers

Sana M. Al-Khatib, MD, MPH

Executive Producer

Dr. Sana M. Al-Khatib is a tenured Professor of Medicine at Duke University Medical Center, a board-certified clinical electrophysiologist and an experienced clinical researcher in cardiac arrhythmias.

🐦 **@SanaAlkhatib9**

Jag Singh, MD, PhD, FHRS

Producer

Dr. Jag Singh is a Professor of Medicine at Harvard Medical School, and is currently the national and global principal investigator on seven ongoing multi-center clinical trials in device therapy, sensor strategies, and artificial intelligence for heart failure and atrial fibrillation.

🐦 **@JagSingMD**

Content Stream Leads

Health Tech: Digital and Beyond

Jennifer N. Avari Silva, MD, FHRS, CEPS-P
@jenniferavari

Rod S. Passman, MD, FHRS
@PassmanRod

Jeanne E. Poole, MD, FHRS, CCDS
@jepoolemd

Health Data: Acquisition and Management

Elizabeth Davenport, BA, RN, MSN, CNML
@BethBdavensport

Martha Ferrara, DNP, FNP, FHRS, CCDS
@MGMayanrn

Suneet Mittal, MD, FHRS
@drsuneet

Digital Health Boot Camp

Hamid Ghanbari, MD
@HamidGhanbariMD

Stuart Mendenhall, MD, FHRS
@GSMedicine

Speaker Spotlights

Digital Health in the Post-COVID Era – Where Are We Going?

This session will feature the luminary author and physician-scientist, Dr. Eric Topol. The chat will be moderated by Dr. Peter Fitzgerald. The conversation will highlight Dr. Topol's personal journey, as well as focus on the impact of COVID on the future of cardiovascular digital health. The discussion will include the struggles, barriers, and strategies to advance the acceptance of digital health in the cardiovascular community and beyond.

SPEAKER
Eric Topol, MD
Professor, Molecular Medicine, Founder and Director, Scripps Research Translational Institute, Executive Vice President, Scripps Research

MODERATOR
Peter Fitzgerald, MD, PhD
Director of the Center for Cardiovascular Technology, Stanford University Medical School

How Do We Empower People to Live at the Center of Their Health?

This Fireside Chat will feature Apple's Vice President of Health, Dr. Sumbul Desai. The chat will be moderated by Dr. Sana Al-Khatib. Dr. Desai and Dr. Al-Khatib will explore the role science-based technology has to break down barriers between consumers and their own health information as well as between researchers and study participants. Also, Dr. Al-Khatib will open up the stage and welcome esteemed researchers conducting groundbreaking studies using Apple's technology.

SPEAKER
Sumbul Desai, MD
Vice President of Health, Apple

MODERATOR
Sana M. Al-Khatib, MD, MHS, FHRS, CCDS
Professor of Medicine, Duke University Medical Center

The Intersection of Cancer, Cardiology, and the Evolving World of Digital Health

This Fireside Chat will feature the physician-scientist and Pulitzer prize winner Dr. Siddharth Mukherjee. The chat will be moderated by Dr. Jag Singh. This lively discussion will track Dr. Mukherjee's career as a clinician and author. It will draw on the similarities and differences between cancer and cardiovascular diseases, and the influence of digital health. The dialogue will encompass the challenges and opportunities for sensors and artificial intelligence strategies in this space.

SPEAKER
Siddhartha Mukherjee, MD, DPhil
Associate Professor of Medicine, Division of Hermatology and Oncology, Columbia University Medical Center

MODERATOR
Jag Singh, MD, PhD, FHRS
Professor of Medicine, Harvard Medical School

Pitch Competition

In the spirit of transforming cardiovascular digital care, HRX is hosting a Pitch Competition where early-stage innovators and start-ups can showcase their breakthrough digital health innovations.

The HRX Pitch Competition is in collaboration with and supported by in-kind donations from the Massachusetts Medical Device Development Center (M2D2).

Monetary Awards: 1st place: $30,000; 2nd place: $15,000; 3rd place: $10,000

"The Breakthrough Innovations pitch competition embodies the spirt of HRX – we're convening in San Diego to accelerate innovation and transform cardiovascular patient care," said Dr. Ki Chon, Krenicki Chair Professor and Head of Biomedical Engineering at University of Connecticut, who will be serving as on of five pitch competition judges. "Of course this ambitious goal requires inventive thinking, collaboration, inspiration, and in many instances, funding."

Meet the Pitch Competition Teams

anumana

Read My Rhythm

relay response™

GPX

VPExam

AbstracX

AbstracX are presented in partnership with the Cardiovascular Digital Health Journal (CVDHJ). If accepted for publication, the CVDHJ will offer complimentary publication for these manuscripts and will invite the authors to discuss their findings in an interview with Dr. Hamid Ghanbari (Deputy Editor) during one of the Journal's podcasts. 56 AbstracX were accepted and will be presented live during HRX.

Top Scoring AbstracX

1. Evaluation of an Artificial Intelligence Heparin Dosing Algorithm to Maintain Therapeutic Anticoagulation During Atrial Fibrillation Ablation presented by Matthew Martini
2. Native Implementation of the IDCO Interoperability Standard for All Major CIED Vendors (US) presented by Paul Steiner
3. Identification of Arrhythmias Preceding Ventricular Fibrillation in Patients Prescribed Philips Mobile Cardiac Outpatient Telemetry presented by Manish Wadhwa
4. Evidence-Based Best Practices for Patient Engagement Using Digital Navigation Pathways: Insights from Over 800,000 Digital Prescriptions presented by Supriya Doshi
5. A Chest-Mounted Accelerometer for Estimation of Cardiorespiratory Fitness presented by Samuel E. Schmidt
6. The Reality of Integrating Virtual Reality (VR) to Enhance Patient's AF Ablation Education presented by Aimee Lee
7. Prediction of Atrial Fibrillation Recurrence after Repeat Ablation Using Machine Learning presented by Syed Khairul Bashar
8. Development of an Atrial fibrillation Detection Algorithm for ECG collected with Textile Garment presented by Bastien Moineau
9. Andy's Story: Hybrid Cardiac Rehabilitation Using a Digital Health Platform presented by Zane MacFarlane
10. Distribution of False Arrhythmic Alerts from Implantable Loop Recorders in the Philips Geneva Health Solutions Implantable Device Remote Monitoring Database presented by CJ Grigoriadis
11. Accuracy of the Apple Watch for Detection of Atrial Fibrillation: A Multi-Center Experience presented by Jeremiah Wasserlauf

Founders' Circle Sponsors

Platinum Sponsors

BIOTRONIK
excellence for life

Boston Scientific
Advancing science for life™

Medtronic

PrepMD**RMS**

Gold Sponsors

Abbott

Bristol Myers Squibb™
Pfizer

PaceMate™
We never miss a beat.™

Vector

ZIO® BY iRHYTHM

Silver Sponsors

AliveCor®

Janssen
PHARMACEUTICAL COMPANIES OF
Johnson & Johnson

Rhythm

BardyDx®

PHILIPS

Cardiologs®
AI Serving Cardiology

Bi Tel
HEART

SCOTTCARE
cardiovascular solutions

Champions

Nassir F. Marrouche, MD, FHRS

Dr. Nassir F. Marrouche is a globally renowned electrophysiologist and pioneer in the treatment of atrial fibrillation and its outcomes. He is a tenured Professor in the Division of Cardiovascular Medicine within the Department of Internal Medicine at Tulane University and is Director of the Cardiac Electrophysiology Division

@nmarrouche

Abbott

Boston Scientific — Advancing science for life™

BIOTRONIK — excellence for life

Medtronic

Microsoft

PaceMate™ — We never miss a beat.™

PrepMD RMS

RHYTHM MANAGEMENT GROUP

SAMSUNG

SEQSTER™

Ardy Arianpour
Seqster
Co-founder & CEO

Alan Cheng
Medtronic
Chief Medical Officer & VP
@alanchengep

Andrea Clark
Rhythm Management Group
SVP, Sales & Marketing

Robin Leahy
Microsoft
VP of Operations
@leahy_robin

Kenneth Nelson
BIOTRONIK, Inc
Head of Digital Health, Diagnostics, & Monitoring

Hon Pak
Samsung
CMO

David Rhew
Microsoft
CMO
@drhew

Ken Stein
Boston Scientific
CMO for Rhythm Management & Global Health Policy & SR VP

Mintu P. Turakhia, MD, MS, FHRS

Sachin Vadodaria
Abbott Laboratories
Division VP, Global Marketing Electrophysiology
@sachinjv

Matt Wilson
PrepMD
VP of Remote Monitoring Operations

Logo
Usage

Clearance

To preserve visual integrity of the logo, a relative amount of clear space should surround the logo on all sides. No graphic elements, text, patterns, or edges of layouts should invade this clear space.

Suggested Backgrounds

The HRX logo is designed to work best in full color on a white, subtle gray pattern, the secondary logo works best on some dark color with subtle pattern background, the all white logo is best for colored backgrounds

Minimum Size

Do not reproduce the logo smaller than the size shown below. When using the logo at this size, please use the logo sans tagline.

Key Details

Date

September 8-10, 2022

Location

Town and Country Resort
500 Hotel Circle North San Diego, CA 92108

Website to Share

ExperienceHRX.com

Email

media@HRSonline.org

Social Profiles

Twitter: @HRSonline
LinkedIn: Heart Rhythm Society
Facebook: Heart Rhythm Society

Social Media Posts + Copy Examples

Join HRS in sunny San Diego, CA, from September 8-10, 2022, for #HRX2022, a cardiovascular digital health experience unlike any other.

HRX attendees will collectively examine digital clinical applications that have a direct impact on healthcare delivery, procedures, and workflows while highlighting evidence and data from recent clinical trials. Together, we'll envision future digital health solutions for the delivery of optimal patient care.

You won't want to miss this—Learn more and register. Limited spots available.

Hashtags for Social

#HRX2022
#DigitalHealth

Tips for Posting on Social

- Always use the hashtag #HRX2022
- Use an image to make your post POP
- Tag your colleagues!

Click to Download Gifs and Images for Social Use

Questions regarding this Media Kit should be sent to:
media@HRSonline.org