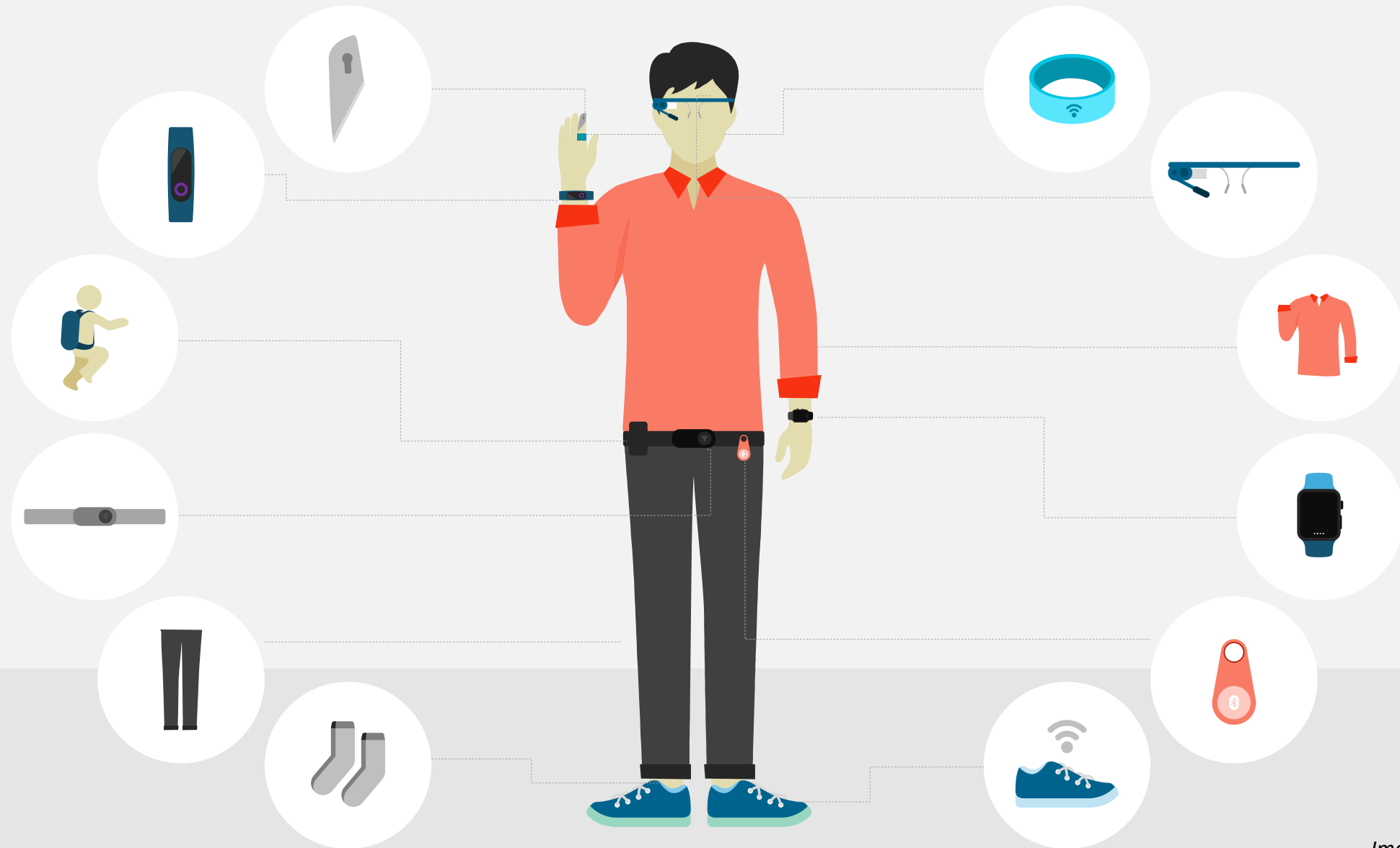


# YOUR HEALTH AN ARM'S LENGTH AWAY

Sponsored by:



# Wearables, Embeddables, Implantables, and Invisibles







SMART HEALTH —

## Fitbit gains FDA clearance for new atrial fibrillation-detection feature

The Google-owned company adds a feature previously seen in the Apple Watch.

SAMUEL AXON - 4/11/2022, 5:17 PM







March 2, 2022

## Johnson & Johnson Vision Care Receives FDA Approval for ACUVUE® Theravision™ with Ketotifen – World's First and Only Drug-Eluting Contact Lens

*Novel technology combines ACUVUE® daily disposable contact lenses with an established antihistamine in FDA- first in its new category*

JACKSONVILLE, FL –March 2, 2022 – Johnson & Johnson Vision Care, Inc.<sup>1</sup>, a global leader in eye health and part of the Johnson & Johnson Medical Device Companies,<sup>2</sup> today announced that the U.S. Food and Drug Administration (FDA) has approved ACUVUE® Theravision™ with Ketotifen (etafilcon A drug-eluting contact lens with ketotifen). Each lens contains 19 mcg ketotifen. Ketotifen is a well-established antihistamine. ACUVUE® Theravision™ with Ketotifen is the first in an entirely new category of contact lenses and brings forward a new wearing experience for contact lens wearers with allergic eye itch.









# Headphones read your MIND to know when you need a mental break and to increase noise canceling if your concentration slips

- Enten is a brain-computer interface (BCI) that looks like a regular headset
- It operates like an EEG, reading the electrical impulses in your brain
- Its app uses machine-learning algorithms to learn when your brain is distracted
- The system can suggest breaks, crank up noise cancelation or even silence notifications to help you concentrate

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By [DAN AVERY FOR DAILYMAIL.COM](#)

**PUBLISHED:** 18:15 EDT, 28 April 2021 | **UPDATED:** 18:22 EDT, 28 April 2021

# No wallet? No problem: This company is selling implantable payment microchips

Share



Updated: 12:14 PM EDT Apr 13, 2022





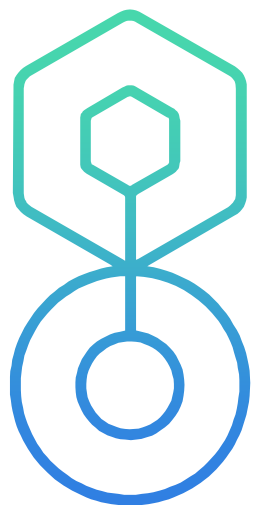
## Smart Bed Market to Reach USD 4.44 Billion by 2021-2028 | Smart Bed Industry Exhibiting CAGR of 5.8%

Key companies covered in smart bed market are Hi-Interiors Srl (Milano, Italy), Hill-Rom Holdings Inc. (Chicago, Illinois, U.S.), Johnson & Johnson Inc. (Elyria, Ohio, U.S.), Paramount Bed Holdings Co., Ltd. (Higashisuna, Tokyo, Japan), Joerns Healthcare LLC (North Carolina, U.S.), Sleep Number Corporation (Minnesota, U.S.), Stryker Corporation (Michigan, U.S.), Arjo AB (Malmo, Sweden), ReST (Atlanta, U.S.), BodiTrak (Vista Medical Ltd.) (Canada, U.S.) and more

April 05, 2022 05:12 ET | Source: [Fortune Business Insights](#)







# BioIntelliSense



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# CRISIS: Healthcare Workforce Staffing Shortage



- US currently **lacks 600,000 nurses**; 30% of existing nurses will leave bedside care or **quit by the end of 2022**
- Nurse labor costs are skyrocketing and hospitals are **closing beds** due to lack of nurses
- \$265 billion healthcare services will shift **from facility to home** by 2025 and “hospital at home” will be routine
- Manual, labor-intensive activities such as vital sign measurements will be replaced by wearable sensors that can generate better data and improve patient care at a fraction of the cost (**WSJ Editorial**)



Healthcare Systems & Services Practice

# From facility to home: How healthcare could shift by 2025

Up to \$265 billion worth of care services for Medicare fee-for-service and Medicare Advantage beneficiaries could shift to the home by 2025.



# Better Data is Essential to Delivering Better Care

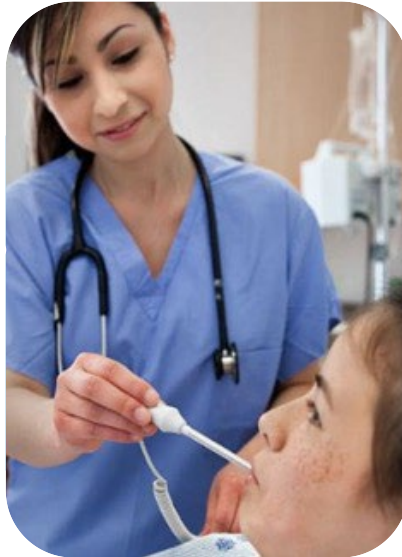


A century of intermittent vital sign measurements hasn't changed... until now!



1920

4 vital  
signs/day



2020

4 vital  
signs/day



TODAY

up to 1440 sets of  
vital signs/day

# Beyond the Hospital or Clinic



**The complexity and burden of monitoring and reporting falls to the patient**



**And care teams are left with no data to inform interventions and guide treatment plans**



## BioIntelliSense is ushering in a new era of personalized medical-grade health monitoring and management by:

- **CAPTURING** multi-parameter vitals + symptoms from a single sensor
- **INTEGRATING** high frequency, high density data with clinically validated algorithms
- **REPORTING** relevant and contextual results and trends
- **ENABLING** early detection and proactive interventions for acute and chronic conditions



The background of the slide features a dark blue gradient with a faint, light blue hexagonal grid pattern. On the left side, there are four semi-transparent, light blue images of wearable medical devices. At the top left is a device with a hexagonal shape, a power button, and the word 'BUTTON' with an arrow. To its right is a circular device labeled 'BioSticker™'. Below these are two more hexagonal devices, each with a power button and a small icon. In the bottom left corner, there is a small, light blue circular icon with a curved arrow.

# Medical Grade Wearable Device Portfolio



# An effortless user experience

**“Stick it on and forget it.”**



**An easy to apply medical grade wearable device and preconfigured BioHub or BioMobile gateway to reduce patient burden and complexity**

- Discreet and comfortable design for self-application
- Breathable and long-lasting replaceable adhesives
- Medical-grade clinical accuracy
- Multi-parameter measurements
- Cellular/Wi-Fi enabled gateways for auto-detection of the BioSticker and BioButton devices
- On-the-go data transmission with iOS/Android application
- On/off body reporting for adherence insights



# Ubiquitous Remote Patient Monitoring Requires...



- Effortless user experience (patient + clinician)
- Medical-grade clinical accuracy
- Near real-time HIPAA secure data capture & transmission
- Algorithmic analysis of streaming data for scalable exception management
- Low implementation cost with reimbursement for RPM clinical practice and technology





# Continuous Remote Vital Sign Monitoring



## FDA-cleared and Award-Winning Portfolio of Medical-Grade Wearable Devices



BioButton



BioButton

RECHARGEABLE

# A Comprehensive High-Resolution View of a Person's Health Status



Up to  
**1,440**

# of vital sign measurements per day of  
a fraction of the cost with BioIntelliSense

vs.

**4**

Average # of vital sign measurements  
per day per FTE at patient bedside



# Scalable Clinical Intelligence Platform

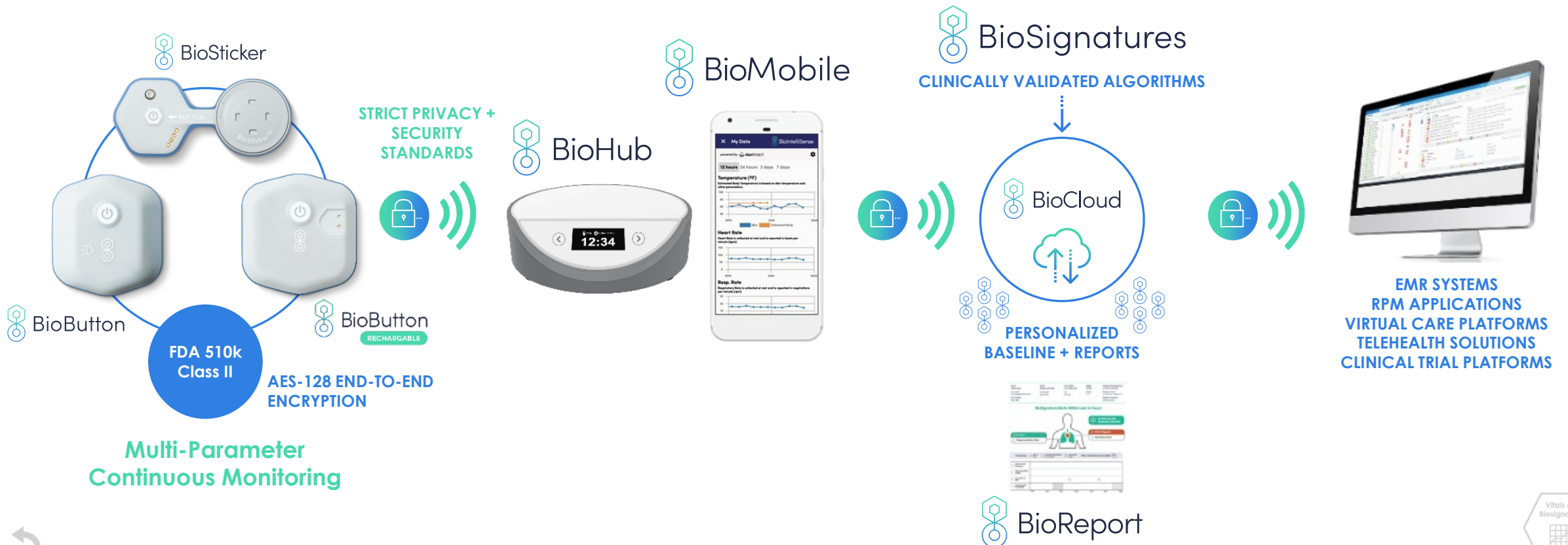
## End to End solution to accelerate RPM deployments

Medical Grade  
Wearable Devices

Wireless Secure + Seamless Data Transmission

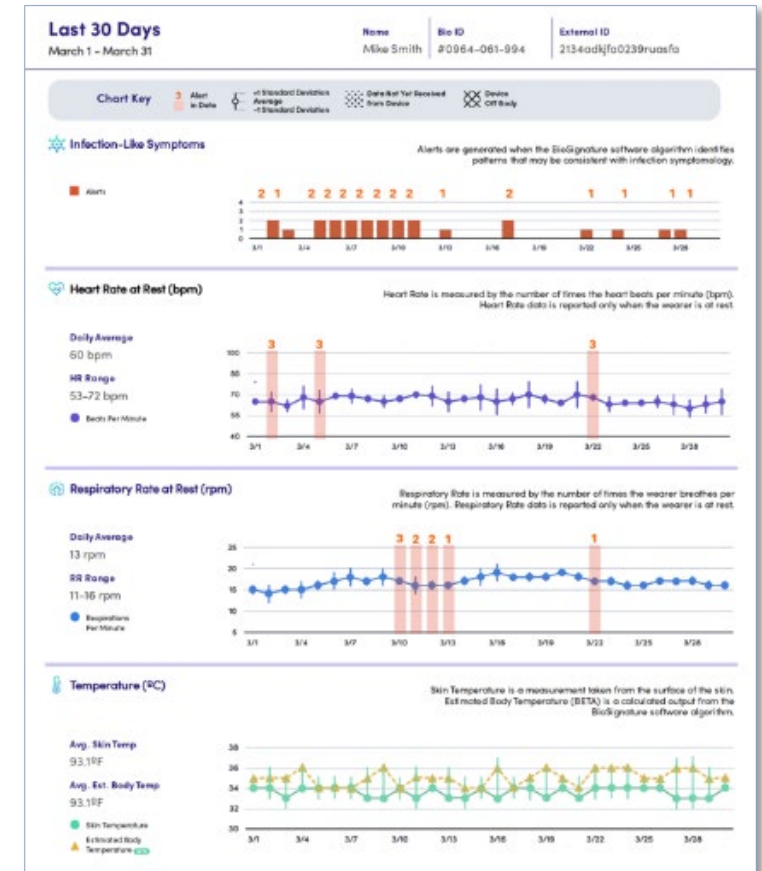
Cloud-based Advanced Analytics

Enterprise System Agnostic





# Personalized Trending Alerts



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## REIMBURSEMENT ALIGNS INCENTIVES

# Remote Physiologic Monitoring (RPM) 2022 Medicare Reimbursement



CPT	NON-FACILITY	FACILITY	SERVICE DESCRIPTION
CPT 99453	<b>\$18.77</b>	<b>None*</b>	Remote monitoring of physiologic parameter(s) (e.g., weight, blood pressure, pulse oximetry, respiratory flow rate), initial; set-up and patient education on use of equipment
CPT 99454	<b>\$55.72/30-day period</b>	<b>None*</b>	Remote monitoring of physiologic parameter(s) ... ; initial; each 30 days
CPT 99091	<b>\$56.41/30-day period</b>	<b>Same</b>	Collection and interpretation of physiologic data . . . digitally stored and/or transmitted by the patient and/or caregiver to the physician or other qualified health care professional, qualified by education, training, licensure/ regulation (when applicable) requiring a minimum of 30 minutes of time, each 30 days)
CPT 99457	<b>\$50.18/month</b>	<b>\$31.15</b>	Remote physiologic monitoring treatment management services, clinical staff/physician/other qualified health care professional time in a calendar month requiring interactive communication with the patient/caregiver during the month initial 20 minutes
CPT 99458	<b>\$40.84/month</b>	<b>\$31.15</b>	Each additional 20 minutes of treatment management services during same month

**Physician Practice w/ 300 Eligible Medicare Patients x \$50.18/month = \$15,054/MONTH = \$180,648/YEAR**

To bill for any of the RPM codes, each of the following conditions must be satisfied

- Patient must be an established patient and consent to RPM services
- RPM services must be ordered by physician or non-physician practitioner who has determined service is medically necessary
- Device must qualify as a medical device as defined by the FDA
- Data must be transmitted automatically by the device (vs. patient-reported data)
- Device must record at least 16 days' data during the 30-day period

\*If CPT 99453 or 99454 is furnished in a hospital outpatient

department, the hospital bills a separate facility fee rather than receiving reimbursement under the Medicare Physician Fee Schedule

- CPT 99453 = APC 5012 (\$121.35)
- CPT 99454 = APC 5741 (\$38.03 – Q1)



## REIMBURSEMENT ALIGNS INCENTIVES

# Remote Therapeutic Monitoring (RTM) 2022 Medicare Reimbursement



CPT	NON-FACILITY	FACILITY	SERVICE DESCRIPTION
CPT 98975	<b>\$19.38</b>	<b>None*</b>	Remote therapeutic monitoring (e.g. respiratory system status, musculoskeletal system status, therapy adherence, therapy response); initial set-up and patient education on use of equipment
CPT 98976	<b>\$55.72/30-day period</b>	<b>None*</b>	Remote therapeutic monitoring (e.g. respiratory system status, musculoskeletal system status, therapy adherence, therapy response); device(s) supply with scheduled (e.g. daily) recording(s) and/or programmed alert(s) transmission to monitor respiratory system, each 30 days
CPT 98977	<b>\$55.72/30-day period</b>	<b>Same</b>	Remote therapeutic monitoring; transmission to monitor musculoskeletal system, each 30 days
CPT 98980	<b>\$50.18/month</b>	<b>\$31.15</b>	Remote therapeutic monitoring treatment, physician/other qualified health care professional time in a calendar month requiring at least one interactive communication with the patient/caregiver during the calendar month; first 20 minutes
CPT 99458	<b>\$40.84/month</b>	<b>\$31.15</b>	Remote therapeutic monitoring treatment; each additional 20 minutes.

**PT Practice w/ 200 Eligible Medicare Patients × \$50.18/month = \$10,036/MONTH = \$120,432/YEAR**

To bill for any of the RTM codes, each of the following conditions must be satisfied

- Patient must be an established patient and consent to RTM services
- RTM services must be ordered by a professional who can bill for services on the Medicare Physician Fee Schedule who has determined service is medically necessary
- Device must qualify as a medical device as defined by the FDA; data may be patient-reported.

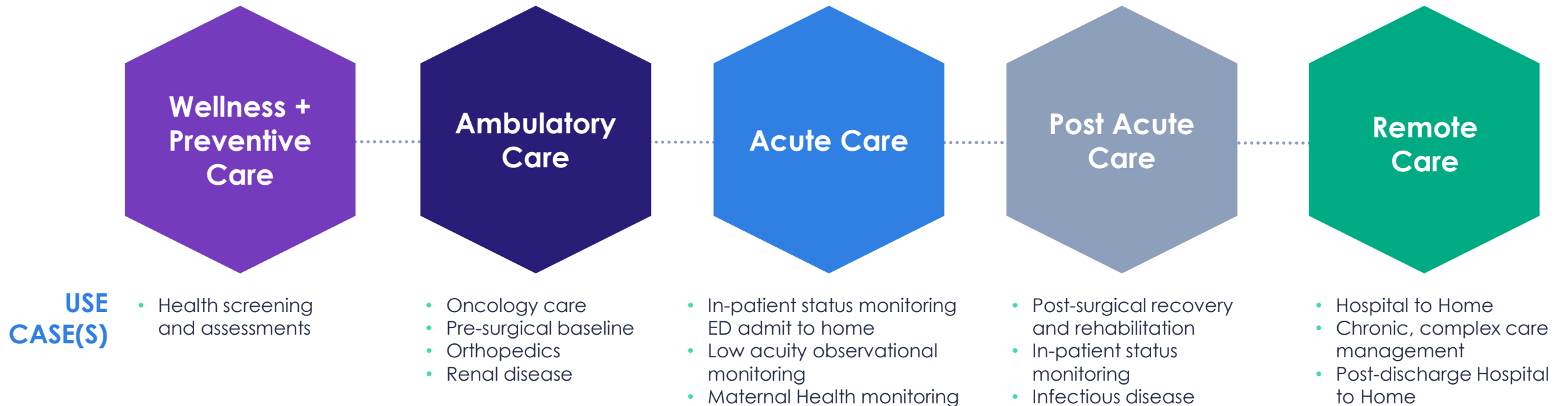
\*If CPT 98975, 98976, or 98977 is furnished in a hospital outpatient department, the hospital bills a separate facility fee rather than receiving reimbursement under the Medicare Physician Fee Schedule

- CPT 98975 = APC 5012 (\$121.35)
- CPT 98976 and 98977 = APC 5741 (\$38.03 – Q1)





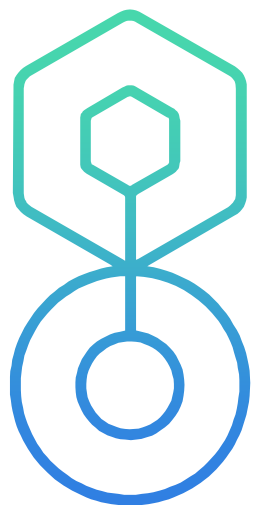
# Continuous Medical-Grade Monitoring Across Care Settings



## IMPACT

Reduce preventable adverse health events > Enhance quality performance > Improve risk coding > Improve patient/caregiver experience > Capture reimbursement revenue (RPM/RTM/CCM) > Increase capacity > Reduce readmission > Transition to lower cost care setting > Reduce length of stay > Improve operational efficiency





# BioIntelliSense



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# UPCOMING EVENTS



The poster features a background image of a modern glass-walled office building. In the top left corner is the Incyte logo, which consists of the word "Incyte" in a blue sans-serif font inside a blue circle. Below the logo, the text "Networking Breakfast" is written in a large, bold, black sans-serif font. Underneath that, the date and time "Thursday, July 14<sup>th</sup>  
7:30 AM - 9:00 AM" are displayed in a smaller black font. In the bottom left corner is the Delaware State Chamber of Commerce logo, which includes a stylized yellow and blue 'C' and the text "DELAWARE STATE CHAMBER OF COMMERCE".

**Incyte**

**Networking Breakfast**

Thursday, July 14<sup>th</sup>  
7:30 AM - 9:00 AM

DELAWARE STATE  
CHAMBER OF COMMERCE



The poster has a background image of a city skyline at sunset. A hand is shown holding a glowing sphere made of network nodes, with more network lines extending across the sky. The title "UNIVERSAL BROADBAND CONQUERING THE DIGITAL DIVIDE" is at the top in a large, bold, black sans-serif font. To the right, the date and time "JULY 19, 2022  
11:00 AM - 12:00 PM" are listed in a smaller black font. In the bottom left corner is the Delaware State Chamber of Commerce logo, featuring a stylized yellow and blue 'C' and the text "DELAWARE STATE CHAMBER OF COMMERCE".

**UNIVERSAL BROADBAND  
CONQUERING THE DIGITAL DIVIDE**

JULY 19, 2022  
11:00 AM - 12:00 PM

DELAWARE STATE  
CHAMBER OF COMMERCE