



PUREEP™

# REIMAGINE WHAT'S POSSIBLE IN CARDIAC CARE



## INTRODUCING THE PURE EP™ PLATFORM

A first-of-its-kind technology that provides immediate and clear data of heart rhythms to support electrophysiologists to identify, diagnose and treat cardiac arrhythmias.

### REAL WORLD IMPACT IN U.S.



- **14.4 million** suffer from cardiac arrhythmias.<sup>1</sup>
- **6.1 million people** are affected by atrial fibrillation.<sup>2</sup>

### TREATING ABNORMAL HEART RHYTHMS

Prescription medications are not curative and come with side effects, fueling a global cardiac ablation market projected to exceed \$14 billion by 2032.<sup>3</sup>

### WHAT IS CARDIAC ABLATION?

A procedure where a catheter is placed in the heart to deliver hot or cold blasts creating small lesions in the tissue that may be causing the arrhythmia(s).

### WHO PERFORMS CARDIAC ABLATIONS?

Electrophysiologists (EPs) are specialized cardiologists that are experts in the electrical activity of the heart. They focus on the diagnosis and treatment of abnormal heart disorders through therapeutic interventions like catheter ablations.

### THE NEED FOR CLARITY

Despite catheter advancements, EPs still rely on outdated signal processing technology for clear visualization of cardiac signals inside the heart.



**Lab Noise**  
interferes with  
visibility



**Mixed Signals**  
lead EPs to  
"chase the signal"



**Lost Time**  
due to the poor  
quality of signals



**Rising Costs**  
from more  
time in the lab



## PURE EP™'s COST EFFICIENCY

**\$418.10** cost savings per procedure given the mean operating room cost is ~\$37 per minute.<sup>4</sup>

## A NEW APPROACH

Cleveland Clinic's research presented at Heart Rhythm 2023 showed that signals provided by the PURE EP™ Platform assisted EPs to:

- Distinguish between healthy and scarred tissue during lesion placement.<sup>6</sup>
- Create successful blocks of abnormal heart rhythms.<sup>7</sup>



For more information, please visit [biosig.com](https://biosig.com).

## REFERENCES

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## COMPARING CONVENTIONAL SYSTEMS TO THE PURE EP™ PLATFORM

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patients underwent ablations with PURE EP™ and the conventional 3D mapping system at the same time. EPs conducted unbiased comparisons of signal capture and found that with PURE EP™<sup>5</sup>:



**75%** of signals were superior.



**87%** of signals earned a rating of equivalent or superior.



**83%** improved confidence in interpreting multi-component signals.

