



April 2023

INVESTOR PRESENTATION

Nasdaq: GMVD



Forward-Looking Statements

All statements in this presentation, other than those relating to historical facts, are "forward-looking statements." Words such as "may," "will," "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates," and similar expressions or variations of such words are intended to identify forward-looking statements. For example, G Medical Innovations Holdings Ltd. (the "Company") is using forward-looking statements when it discusses its plans and expectations from the net proceeds of its public offering of its securities in the United States, its financial plans, its expected revenue models and generation, the potential of its technology and products, its strategy and its future growth. Forward-looking statements are not historical facts, and are based upon management's current expectations, beliefs and projections, many of which, by their nature, are inherently uncertain. Such expectations, beliefs and projections are expressed in good faith. However, there can be no assurance that management's expectations, beliefs and projections will be achieved, and actual results may differ materially from what is expressed or indicated by the forward-looking statements. Forward-looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the forward-looking statements. For a more detailed description of the risks and uncertainties effecting the Company, reference is made to the Company's preliminary prospectus dated March 24, 2023, filed with the Securities and Exchange Commission ("SEC") as part of the Company's Registration Statement on Form F-1, as amended (File No. 333-269496). Forward-looking statements speak only as of the date the statements are made. The Company assumes no obligation to update forward-looking statements to reflect actual results, subsequent events or circumstances, changes in assumptions or changes in other factors affecting forward-looking information except to the extent required by applicable securities laws. If the Company does update one or more forward-looking statements, no inference should be drawn that the Company will make additional updates with respect thereto or with respect to other forward-looking statements.

Company Overview

G Medical is a Next-Generation Tele-Health and At-Home Testing Company

- We develop and market **clinical and consumer medical-grade remote monitoring systems** focused on chronic diseases as well as develop and market **at-home testing kits** which will be delivered to and processed by our CLIA certified lab, once operational, which we expect to occur in Q2 2023.
 - We utilize sophisticated *Deep Neural Networks based Artificial Intelligence (AI)-backed ECG software* which is used as a powerful secondary analysis tool.
 - We have developed *At-Home Testing Kits* to collect samples of blood, saliva, stool, urine, etc. to be used to detect a multitude of common and less common disorders. We expect to commence sales of the at-home testing kits during Q3 2023.
- We believe that we are at the forefront of the digital health and at-home testing revolution meant to empower consumers, patients and health care providers to better monitor, manage and improve clinical health outcomes.
- We focus on chronic diseases such as cardiovascular disease, pulmonary disease, diabetes and obesity.
- We have enjoyed **\$21 million in revenue** from sales of our devices & monitoring services in the last 4 and a half years.
- **7 granted patents** covering key aspects of our devices.

Digital health devices and monitoring

Reduce the Expense

in dollars and time in healthcare.

Digital health market projected at

\$316.8 B by 2027

Recent Developments

Collaborations with MiCare Path and AdventHealth Central Florida Announced in March 2023



- Goal is to provide innovative remote patient monitoring solutions globally.
- The partnership aims to incorporate MiCare Path's optimized patient care platform and G Medical Innovations' mobile health and digital health solutions.
- Both companies aim to transform the healthcare industry by leveraging technology and providing patient-centered care.
- G Medical's innovative and scalable solution for health technology was a reason for their selection as a partner.
- The collaboration will allow for a total remote patient monitoring and remote therapeutic monitoring solution from service to exceptional future solutions.
- The integration of both companies' solutions will benefit physicians and patients, driving better outcomes across all services.



- Goal is to provide innovative remote patient monitoring solutions for AdventHealth patients in central Florida.
- The agreement aims to expand AdventHealth's remote patient monitoring capabilities.
- G Medical will provide Prizma devices for remote patient monitoring, mobile cardiac telemetry, and extended holter monitoring for AdventHealth patients.
- Patients can monitor their symptoms in real-time from home through the AdventHealth virtual care center.
- AdventHealth's Central Florida division, sees over 5.7 million patients annually.
- Unusual arrhythmias or other monitored symptoms receive immediate communication from providers, enabling greater access to care and, in some cases, earlier diagnoses of serious medical conditions.

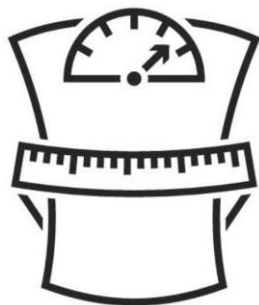
Rapidly Rising US Population HealthCare Risk



- **900,000** annual deaths due to heart diseases
- **183,000** annual deaths related to AFIB
- **12M** AFIB patients by 2030
- **1 of 2** Americans have high BP (116M)
- **\$147B** loss of productivity



- **+37M** Americans have diabetes
- **96M** (1 of 3) Americans are prediabetes – in high risk to develop type 2 diabetes, heart disease and stroke
- **80%** don't know they are prediabetes
- **\$327B** is the estimated annual cost for diabetes



- **42%** of Americans are obese
- The leading cause of heart disease, stroke, type 2 diabetes and certain types of cancer
- **\$173B** is the estimated medical cost related to obesity

Chronic Diseases in America

CDC's National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP)

CHRONIC DISEASES IN AMERICA

6 IN 10

Adults in the US
have a chronic disease



4 IN 10

Adults in the US
have two or more

THE LEADING CAUSES OF DEATH AND DISABILITY
and Leading Drivers of the Nation's **\$4.1 Trillion** in Annual Health Care Costs



<https://www.cdc.gov/chronicdisease/resources/infographic/chronic-diseases.htm>

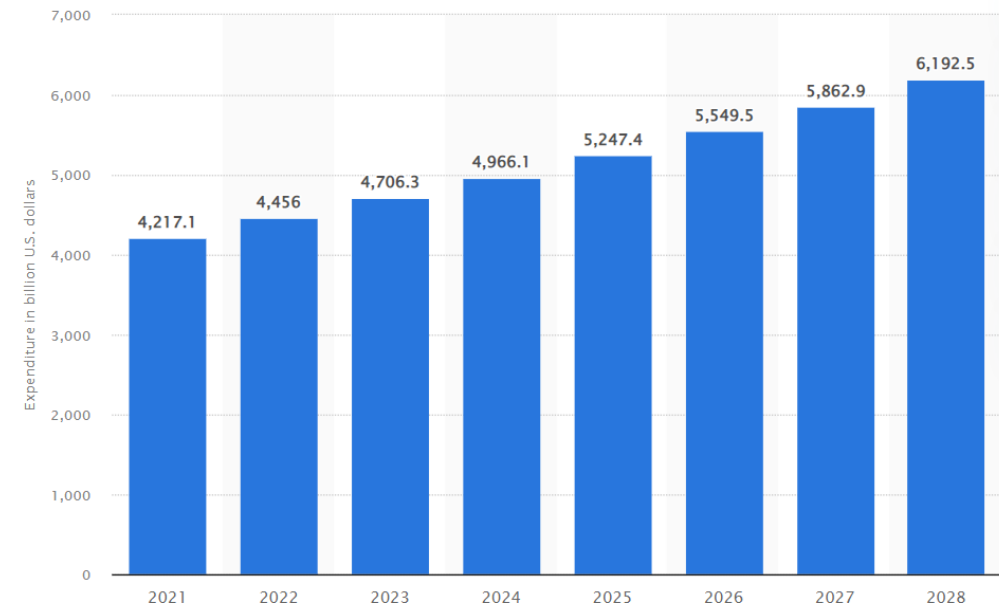
Rapidly Rising US Healthcare Cost

US National Health Expenditure ("NHE") Is Projected To Reach \$6.2 Trillion by 2028



- Health spending in the United States is expected to grow at a pace of **1.1%** year over year faster than U.S. GDP.
 - Healthcare spending in the United States, as a portion of total GDP was **17.7%** in 2019 and is expected to grow by 11 percentage points to **19.7%** in 2028.
- Chronic diseases such as cardiovascular disease pulmonary disease, diabetes and obesity continue to be a mainstay of American life.
- Medicare is expected to experience the fastest spending growth (**7.6%** per year over 2019-28), largely as a result of having the highest projected enrollment growth.

Forecasted national health expenditure 2021-2028



<https://www.cms.gov/research-statistics-data-and-systems/statistics-trends-and-reports/nationalhealthexpenddata/nhe-fact-sheet>



Tele-Health & At-Home Testing – Paradigm Shift Towards Solving the Problem



Care givers & payers ¹

- At-Home hospitalization cost for acute care episodes is approximately **40%** lower than hospital admission costs for those same episodes.
- The At-Home hospitalization model also relieves pressure off of hospital emergency rooms. Since 2019, there has been a **13%** reduction in emergency rooms and clinics in the US.³
- Recently, *Humana Health* teamed up with *Dispatch Health* to deliver in-home care to Humana's **8.4M** Medicare patients.



Patients ²

- Patients are more involved in their treatment.
- Since 2019, there has been a **31%** overall increase in Remote Patient Monitoring programs in the US.⁴
- Since 2019, the use of health-related wearable technology increased by **18%** in the United States.



Physicians ⁵

- Physicians, on average, regularly use almost twice the number of digital “health tools” in 2022, vs. 2016.
- Physicians prefer tele-visits (**57%**) followed by remote monitoring devices (**53%**) as their primary digital “health tools.”



Technology & Services

- The continuous evolution of AI allows better and faster analysis of data, saves time for physicians, reducing mistakes, Op-Ex and increases profitability.

1. <https://www.aha.org/aha-center-health-innovation-market-scan/2021-02-16-hospital-home-gains-momentum-added>

2. <https://www.digital-adoption.com/digital-adoption-healthcare-research/> (data refers to 2021)

3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9387065/>

4. <https://www.hcinovationgroup.com/clinical-it/clinical-decision-support/news/21280629/ama-study-physicians-increasingly-adopting-digital-health-tools>

5. <https://www.hcinovationgroup.com/clinical-it/clinical-decision-support/news/21280629/ama-study-physicians-increasingly-adopting-digital-health-tools>

Tele-Health & At-Home Testing – A Strong Reimbursement Incentive



Our Devices Have Gained CPT Code Reimbursement Approval at more than 150 of the Leading HealthCare Insurance Providers

“Over the last few years, I have witnessed a marked willingness by insurers to reimburse for lower-cost and, in many cases, more effective tele-health & at-home solutions over traditional care.

Based on the fundamental shift in the technology against the backdrop of rising costs and an overall rising chronically-ill patient population, I firmly believe that this trend will only continue”

Dr. David Bello, Head of Cardiology, Orlando Health



Our Tele-Health Devices and Monitoring Solutions



- Devices share data between patients and doctors
- AI based algorithms for real-time alerts
- FDA cleared
- Patented technologies
- Reimbursed by insurers
- Scalable manufacturing

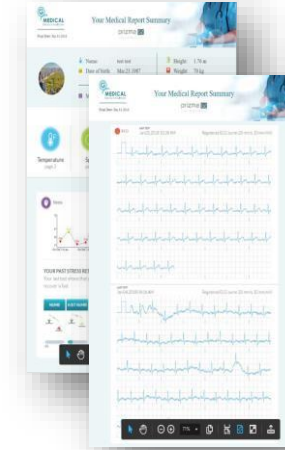


Spider
FDA
CLEARED

G-Patch
FDA
CLEARED



Prizma
FDA
CLEARED



- Medicare-Certified independent diagnostic testing facilities
- Continuous Monitoring Online and Call Center
- Experienced Clinicians On-call



Our Tele-Health Devices and Monitoring Solutions







How it Works in a Real-Life Situation... Meet Jeff



How We Measure Up In the Tele-Health Landscape



We believe that we are the only one-stop shop multifunctional platform of devices and monitoring services to enable the highest data monetization across the entire tele-health ecosystem

		BioTelemetry		iRHYTHM [®]		Heart  Beam <i>(Not Approved by the FDA)</i>
Real Time Abnormal ECG Detection	✓	✓				
Remote Call Center Monitoring	✓	✓		✓	✓	
Long Term Care	✓		✓			✓
High Risk Patient Monitoring	✓	✓		✓		
Vital Signs Monitoring	✓					

Our Recent Penetration into the US Healthcare System

A Few Recent Distribution & Partner Wins



- Three-year agreement with LiveCare, a U.S.-based remote patient monitoring service provider.
- LiveCare will integrate G Medical's Prizma suite of devices into LiveCare's smart home gateway and offered to direct-to-consumers in the United States.



- Agreement with All County Health Care of New York, a Medicare-certified home care service provider.
- All County will distribute G Medical's Prizma suite of devices.



- Pilot program with UnityPoint Health, the cardiovascular services arm of UnityPoint Health Methodist, a service provider with over 275 clinics.
- The pilot will initially include 500 cardiac patients.
- Patients will be monitored remotely to detect abnormal heart rate and complications related to a decrease of oxygenation in the lungs.



- Joint development, licensing and distribution agreement with Heartbuds.
- G Medical will jointly develop a newer, enhanced model of Heartbud's HB1 which will be included with the sale and distribution of the Prizma suite of devices.

The At-Home Testing Kit Market & Our Kit



- In the second half of 2022, we decided to focus on comprehensive home testing solutions as part of our vision to move towards a home-based healthcare system.
- We have developed a wide range of consumer focused At-Home Testing Kits used to collect samples of bodily fluids to be used to test for a multitude of common and less common disorders. We expect to commence sales of the at-home testing kits during Q3 2023.



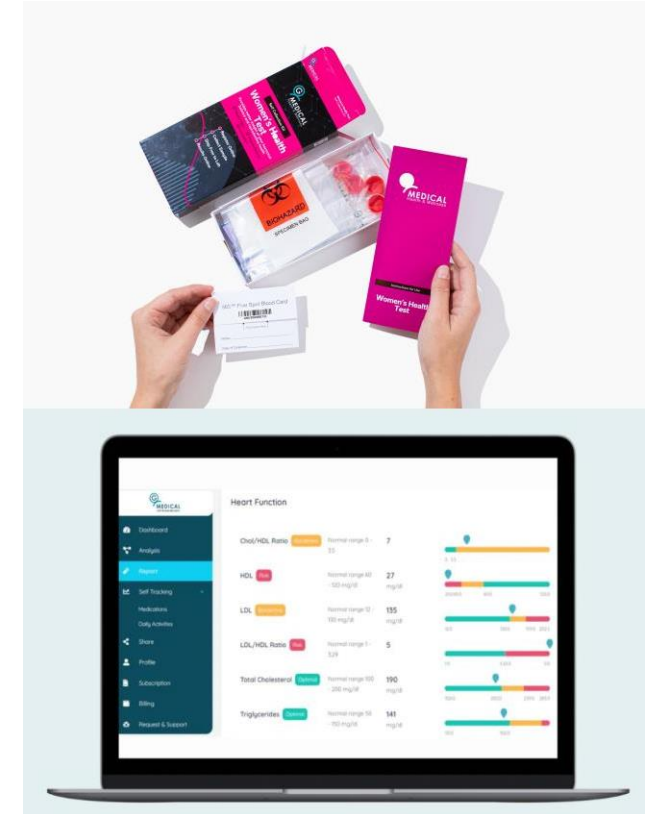
Key Features of Our At-Home Testing Kits



31 Testing Kits ...

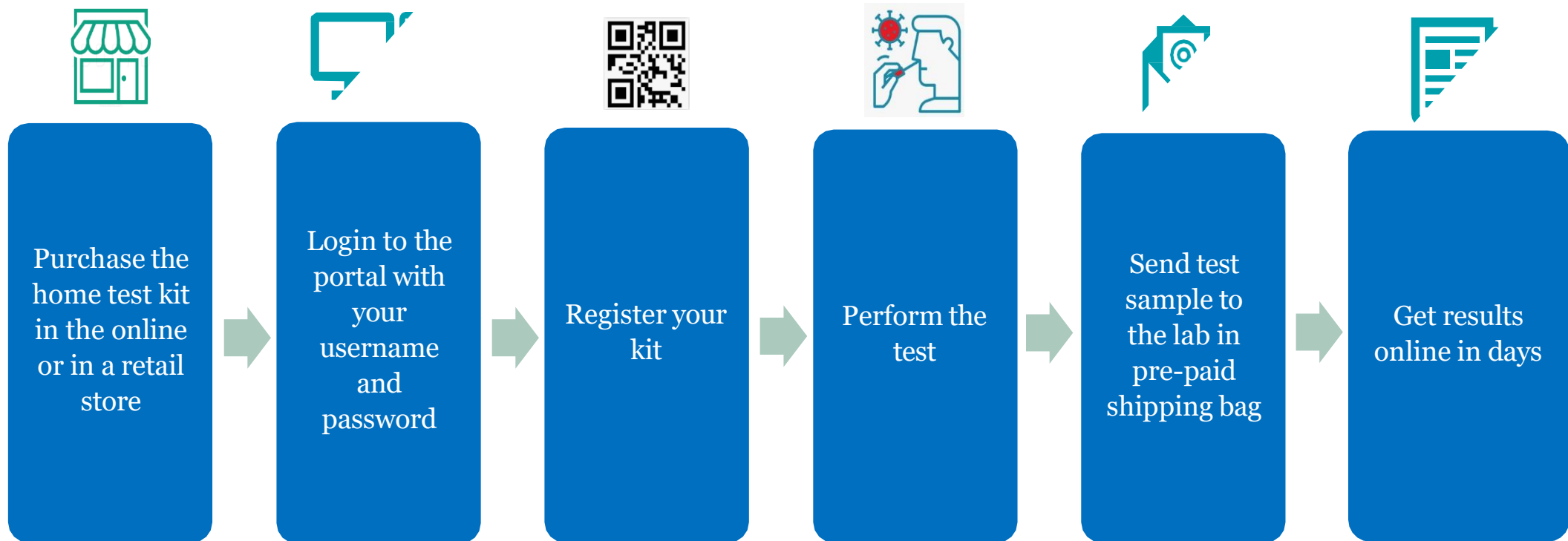
1. *Thyroid*
2. *Colon Cancer Screening*
3. *Indoor/Outdoor Allergy*
4. *Extensive Fitness*
5. *Heart Health*
6. *HbA1c*
7. *Sleep and Stress*
8. *Weight Loss*
9. *Skin Vitality*
10. *Testosterone*
11. *Men's Health*
12. *HPV*
13. *Women's Health*
14. *Perimenopause*
15. *Post menopause*
16. *Women's Fertility*
17. *Mother's Milk DHA*
18. *Vitamin D*
19. *Omega-3 Index*
20. *Inflammation*
21. *Metabolism*
22. *Basic 96 Food Sensitivity*
23. *Extensive 208 Food Sensitivity*
24. *STD Male*
25. *Monkeypox*
26. *Hepatitis C*
27. *STD Female*
28. *Chlamydia and Gonorrhea*
29. *Trichomoniasis*
30. *HIV*
31. *Syphilis*

- Price range from **\$49 - \$259**.
- Samples will be delivered to and processed by our CLIA certified lab, once operational, which we expect to occur in the second quarter of 2023.
- Physician network support authorize the release of lab test results to patients generating additional services:
 - Consultation
 - Prescriptions
 - Monitoring
 - Supplements
- Registration and test results via secured, HIPAA compliance portal.
 - Physician reviewed
 - Accessible by customer
- We expect to commence sales during Q3 2023.
- Consulting agreement with Ideology 360 to accelerate future sales.





How it Works



Sales Consulting Agreement with IdeaoLOGY 360



- IdeaoLOGY 360 has accumulated extensive experience & relationships in marketing health and wellness products.
- IdeaoLOGY 360's client's products have achieved sales in excess of \$1 billion in the US retail market.
- Retail sales network currently represents well-established brands in over 45,000 key retail outlets including:
 - Walmart, Walgreens, CVS, Costco, Target, Kroger, Albertsons, Amerisource Bergen, Cardinal Health
 - & many more
- We have the opportunity to tailor the selection offered to each retailer based on its customers' demographic and psychographic needs, for in-store as well as online sales.





At-Home Testing Kit Comparable Company

everlywell

Everlywell is a direct-to-consumer health testing company that connects people with accessible, innovative, and insightful **at-home lab tests**.¹

Everlywell, whose founder appeared on entrepreneur-oriented television show “Shark Tank,” announced a financing round in 2020 that **valued the company at \$1.3 billion**.²

Everlywell is **valued at \$2.9 billion** after acquiring PWNHealth and Home Access Health Corp. in a cash and stock deal.²

1. <https://www.everlywell.com/blog/news-and-info/everlywell-shark-tank/>
2. <https://www.bnnbloomberg.ca/everlywell-valued-at-2-9-billion-with-pwnhealth-deal-1.1581967>

Management Team



Dr. Yacov Geva, CEO, Executive Director

A well-known pioneer in the industry of Medical Devices and remote monitoring services, and co-founder of LifeWatch AG (former Card Guard AG and Card Guard Scientific Survival Ltd.). Successfully led LifeWatch to an IPO. Dr. Geva holds a B.Sc in Mechanical and Nuclear Engineering from the Technion-Israeli Institute of Technology, a Ph.D. (with honors) in Business Administration from the International School of Management, Paris and an honorary doctorate from Oxford Brooks University. Dr. Geva is also a senior member of the UK's Royal Society of Medicine (RSM). Tutorship with Honors granted from the University of Shanghai Science and Technology Training center.

Nir Geva, President Health and Wellness & CTO

Mr. Geva has over 22 years of experience in the high-tech and medical device industry. A former CTO and strategic projects manager at LifeWatch Technologies, he has broad knowledge on project management and manufacturing. Mr. Geva wrote over 15 patents related to medical devices, remote patients monitoring and IoT. He holds a BSc. in Mechanical Engineering from the Technion in Haifa and an Executive MBA from Kellogg School of Management, (Northwestern University in Chicago).

Igor Bluvstein, CFO

Mr. Bluvstein has over 15 years of financial leadership positions in the e-commerce, biotechnology, petrochemical, and medical cannabis industries. He served as the CFO at MDD Group, as Regional CFO at Frutarom Industries Ltd. (acquired by International Flavors & Fragrances Inc. (NYSE: IFF), as the CFO of an e-commerce retailer, as a Financial Controller at Mirland Development Corporation PLC, and as a senior auditor at Ernst & Young Global Ltd. Mr. Bluvstein holds a Bachelor of Arts in accounting and economics from the Open University in Israel. He is a Certified Public Accountant (CPA).

Dror Nuriel-Roth, EVP of US Operations

Ms. Nuriel-Roth has 13 years of experience in the US Healthcare industry. A former SVP US Operations at LifeWatch Services Inc, for seven years where she managed every aspect of a medical device company and brought significant efficiencies to operations in the Clinical, Reimbursement, Managed Care, Logistics, and Customer Service departments. Ms. Nuriel-Roth also specializes in healthcare insurance, reimbursement and managed care. Dror holds a Bachelor's degree in Business Management and Economics as well as MBA in Business Management, Finance and Marketing from the Interdisciplinary Center in Hertzelia.

Oded Shahar, SVP Merger & Acquisitions, G Medical Innovations

Mr. Shahar has over 25 years of international business and banking experience and an extensive global network in which he oversaw several multi-million global deals. Held senior executive positions including Head of the Israeli branch of Crédit Agricole Corporate and Investment Bank, following hands-on experience in investment banking in Paris and private banking in Switzerland; Senior Country Officer in Israel of one of the top ten global banks; Senior Partner in one of the Israel's leading law firms. Mr. Shahar is qualified as a lawyer and as a Notary and is a member of the Israel Bar Association. His fields of expertise are banking and international investments, mergers & acquisitions and international contracts.

Board of Directors



Dr. Kenneth R. Melani Non-Executive Chairman, began his career in 1981 as a practicing physician growing his internal medicine practice into the largest multi-specialty physician practice in Western Pennsylvania. In the mid 1980's he helped start a physician hospital organization, West Penn Cares, where he became the CEO. In this role he prepared for managed care risk sharing contracts (known as ACO's today). In addition, he started seven successful for-profit health services businesses. In 1989 he joined Highmark Inc where he spent the next 23 years of his career in a variety of positions including Chief Medical Officer, President of Health-Related Services, and EVP, Strategy and New Business Development. In 2003, he was named the President and CEO of Highmark Inc. During his nine- and half-year tenure he grew the company into one of the largest and most diversified health care companies in the United States, serving over 32 million individuals.

Professor Zeev Rotstein Non-Executive Director, Prof. Rotstein MD MHA, trained in medicine at Tel Aviv University. He has held several fellowships abroad: at the New York Department of Health, Tufts University, and Johns Hopkins Medical Centre, including the School of Hygiene and Public Health. He is an internationally recognized cardiologist and expert in health care management systems, with decades of experience serving as the Director General of both Sheba and Hadassah Medical Organization, Associate Clinical Professor in both Tel Aviv and the Hebrew Universities. Currently, Professor Rotstein is a consultant in the field of HealthCare management, construction of medical facilities throughout the world and developing innovative medical technologies.

Dr. Shuki Gleitman Non-Executive Director, is the Chairman of the Guangzhou Israel Biotech Fund, Chairman of the Board of Directors of Capital Point Group, a Board member and Chairman of the audit and financial committees of Elbit Systems (NASDAQ, TLV traded), Chairman of the YoYa Group, Senior Advisor to the World Bank (national policy for innovation) and Senior Strategy Advisor to Serbia Innovation Fund. Prior to holding the positions set out above, Dr. Gleitman was the Chief Scientist and Director General of Israel's Ministry of Industry and Trade, where he managed Israeli Government technological programs. Dr. Gleitman also served as the CEO of Ampal Investment Group (Nasdaq: AMPL), where he was responsible for the investment of over \$200 million in high-tech ventures. During his tenure at Ampal, Dr. Gleitman led a \$330 million joint venture with Motorola Israel founding Mirs Communications Ltd., Israel's fourth largest cellular operator. Dr. Gleitman holds a Ph.D. (with distinction), M.Sc. (with distinction) and B.Sc. in Physical Chemistry, from the Hebrew University of Jerusalem.

Urs Wettstein Non-Executive Director, was an advisor and investor in numerous pre- IPO investments since 1985 and was instrumental for several successful IPO's in Switzerland. He operated his own accounting, auditing and tax consultancy firm in Zurich, Switzerland from 1983 to 2007. From 1976 to 1982, he was an auditor and tax consultant with Coopers & Lybrand AG, Zurich. Urs Wettstein graduated as a Certified Public Accountant. From 2001 to 2014 he served as non-executive Vice Chairman of the Board of Directors of LifeWatch AG, a company listed on the Swiss Stock Exchange.



Appendix

MANAGEMENT TEAM CONT.

Tim Lohman, VP Operation G Medical Diagnostic

Mr. Lohman has served in various roles in the healthcare industry for 40 years, specifically in remote diagnostic services. Lohman received his technical background as a biomedical equipment specialist in the U.S. Army and National Guard. That training was the bedrock for his roles in product development, where he received two patents and FDA clearances for several cardiac devices, as well as director of operations for multiple remote cardiac monitoring centers. His experience spans sales, marketing, logistics, and technical roles.

Mr. Lohman most recently was the President and CEO of Cardiostaff Corporation, which was acquired by G Medical in 2017.

Mustafa Khan, VP Commercial G Medical Diagnostic

Mr. Khan has over 20 years of sales management experience working at Fortune 500 companies, with 9 years in the U.S. Healthcare industry. Mustafa holds a Bachelors degree in Decision and Information Sciences and an MBA, both from the University of Florida.

Benny Tal, VP R&D G Medical Innovations

Mr. tal has over 30 years of experience in medical devices, electronics development, engineering and operation. He holds a B. Sc in electrical engineering and computers & M.B.A from the Ben-Gurion University in Israel. In the last 25 years Benny played a major role as VP Engineering, VP R&D, VP Operation and VP for OEM/ODM products, in developing, inventing and managing products development in CardGuard, LifeWatch and Gmedical ,focusing on unique physiological Sensors, mixed ASIC, RF & Hybrid modules, as well s overseeing algorithms for embedded medical sensors.

Prof. Zeev Rotstein, CMO, G Medical Innovations

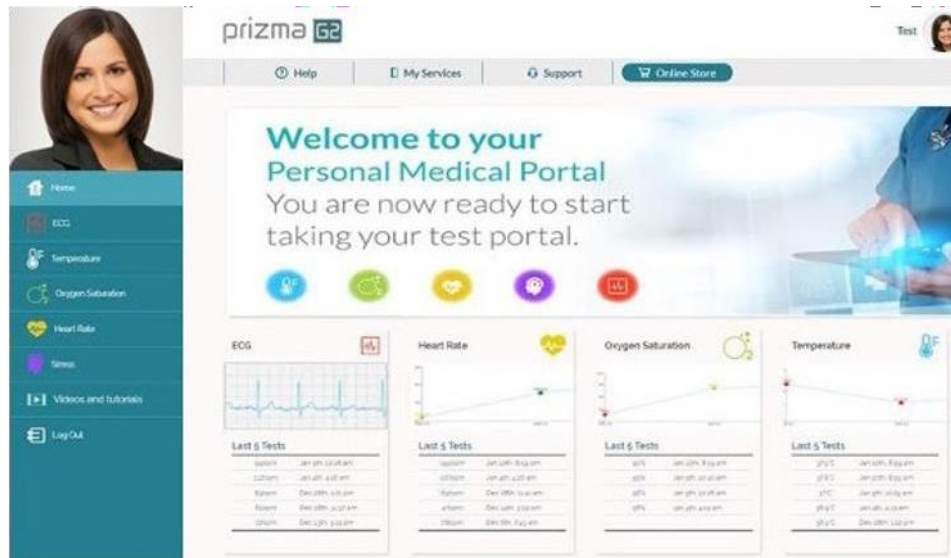
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INTELECTUAL PROPERTY

Patent Name	Country	Status	Patent Number/ Application Number	Product	Type of Protection	Expiration date
SYSTEMS AND METHODS FOR VITAL SIGNS MONITORING WITH EARPIECE	United states	Granted	10251603	VSMS	Utility patent	30/2/2036
JACKET FOR MEDICAL MODULE	China	Granted	201790000342-0	Prizma	Utility model	30/01/2028
HEALTH MONITORING DEVICE THAT INCLUDES A COMPACT OXIMETER	China	Granted	201820157683.5-0	Prizma	Utility model	30/01/2028
JACKET FOR MEDICAL MODULE	United states	Granted	11478196	Prizma	Utility patent	14/02/2039
METHODS AND SYSTEMS FOR VITAL SIGNS MONITORING WITH EARPIECE	United states	Granted	11571167	VSMS	Utility patent	30/2/2036
METHOD AND SYSTEM FOR LOCATING A DEFIBRILLATOR	United states	Granted	11298557	VSMS	Utility patent	07/08/2039
METHOD, DEVICE AND SYSTEM FOR NON-INVASIVELY MONITORING PHYSIOLOGICAL PARAMETERS	United states	Granted	11504059	VSMS, Prizma	Utility patent	08/02/2036
HEALTH MONITORING DEVICE THAT INCLUDES A COMPACT OXIMETER	United states	Allowed	Waiting for official number	Prizma	Utility patent	15/05/2040
A ROBUST MEDICAL DEVICE AND METHOD	United states	Pending	17/051,170	Prizma	Utility patent	27/10/2040
COATING ELECTRODES OF MEDICAL DEVICES	United states	Pending	17/633,952	Prizma	Utility patent	08/02/2042
METHOD AND SYSTEM FOR OBTAINING PHYSICAL CONDITION THAT LEAD TO A DEFIBRILLATOR CONUTERSHOCK	United states	Pending	16/650,010	VSMS	Utility patent	24/09/2038
METHODS AND SYSTEMS FOR VITAL SIGNS MONITORING WITH EAR PIECE	United states	Pending	18/162,693	VSMS	Utility patent	28/02/2036

WEB PORTAL FOR PATIENTS AND PHYSICIANS

PATIENT PORTAL



Profile and Main Menu
View and Edit

Quick View to last 5 tests -
click will load results to
current page

Top Menu help and 3rd
party systems like CRM,
Call Center and Online
Store

PHYSICIAN PORTAL



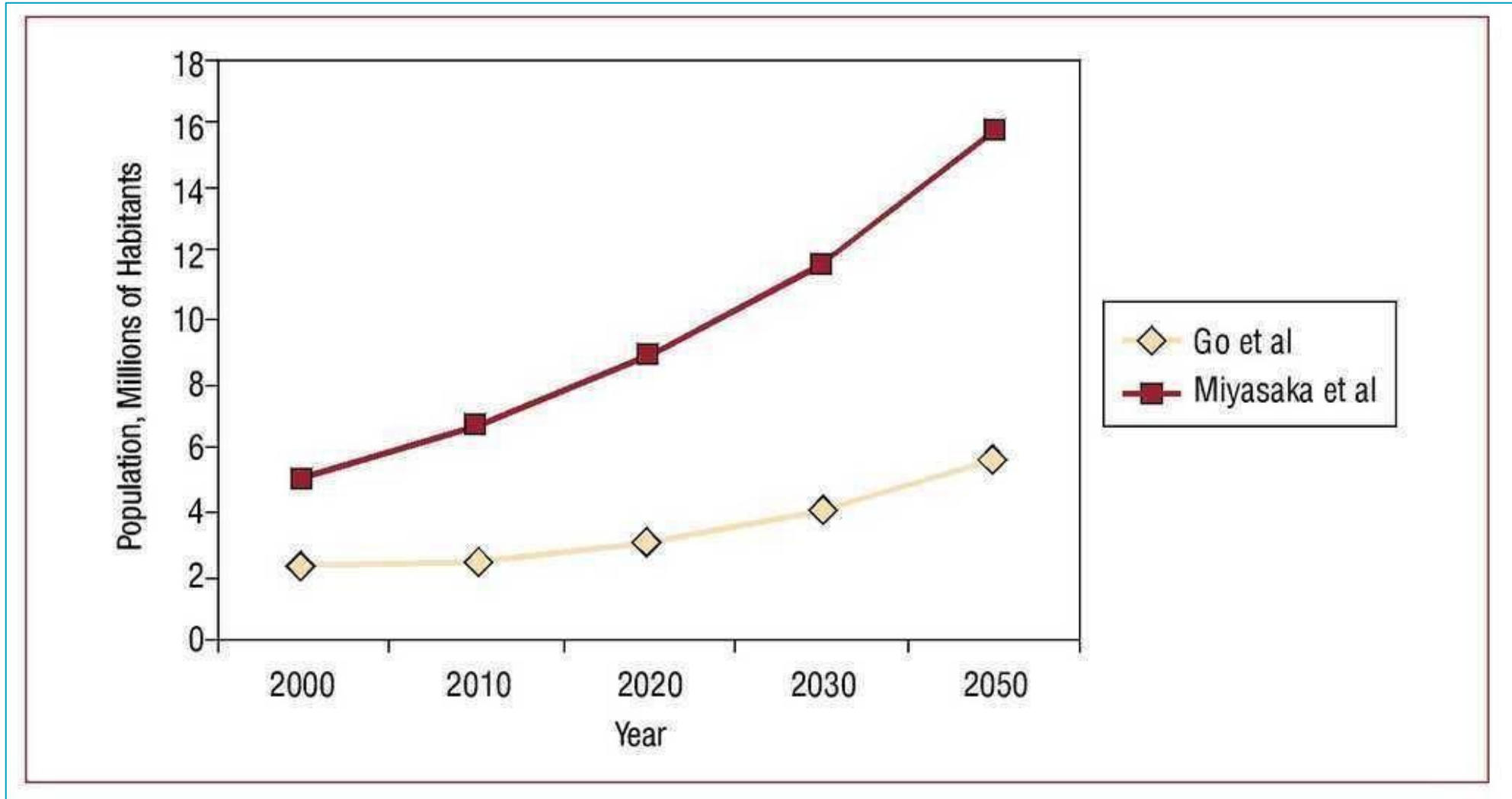
Patients' medical history
with option to edit and view for
comprehensive status

Abnormal measurements
indication based on flexible
time filter

Incoming calls and history
supporting a triage service

View of each tests
measurements based on
time filter

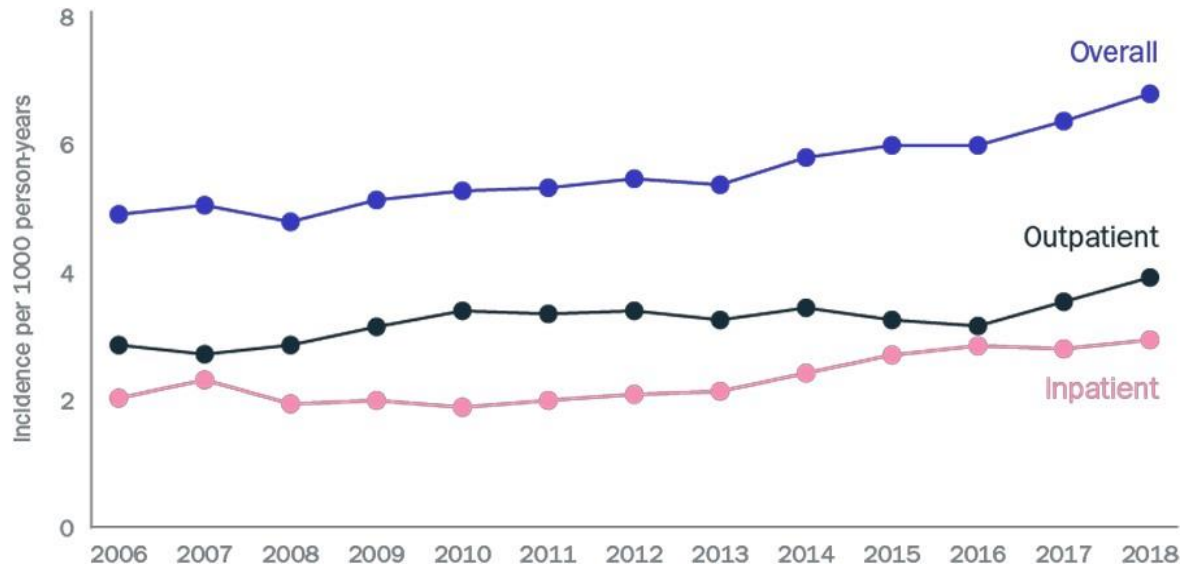
GROWTH OF AFIB PREVALENCE IN THE USA



<https://www.revespcardiol.org/en-atrial-fibrillation-is-it-an-articulo-13131641>

PREVALENCE OF AFIB WILL ONLY INCREASE IN THE FUTURE WITH AGING POPULATION AND LIFESTYLE RELATED COMORBIDITY

AFIB incidence rapidly rising (2006-2018) ¹



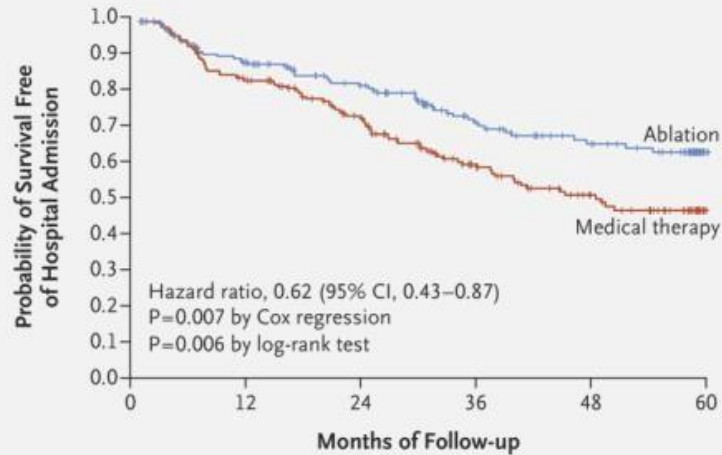
Millennials are less healthy than age matched Gen Xers ²

CONDITION	GEN XERS (2014) (RATE PER 100)	MILLENNIALS (2017) (RATE PER 100)	DIFFERENCE IN PREVALENCE
Major depression	4.7	5.6	18%
Substance use disorder	1.6	1.8	12%
Alcohol use disorder	1.5	1.5	0%
Hypertension	12.5	13.7	10%
Hyperactivity	3.6	4.9	37%
Psychotic conditions	0.6	0.5	-3%
Crohn's disease/ Ulcerative colitis	1.2	1.3	15%
High cholesterol	10.8	11.6	7%
Tobacco use disorder	6.5	7.2	11%
Type II diabetes	3.4	4.1	19%

Between millennials and Gen Xers: Data show higher prevalence rates among millennials for 8 of the top 10 conditions

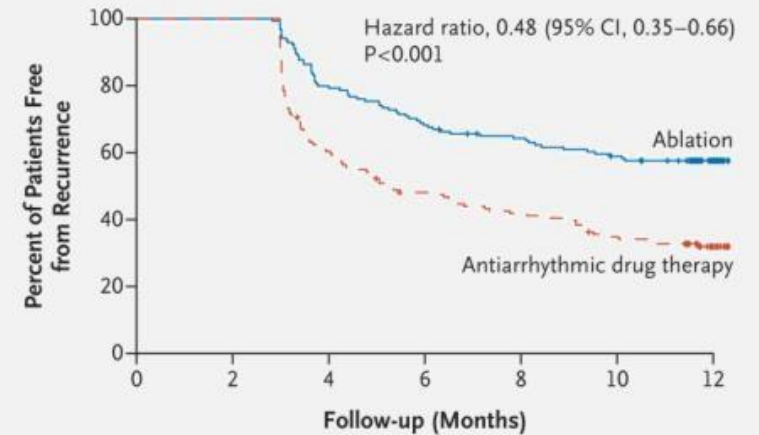
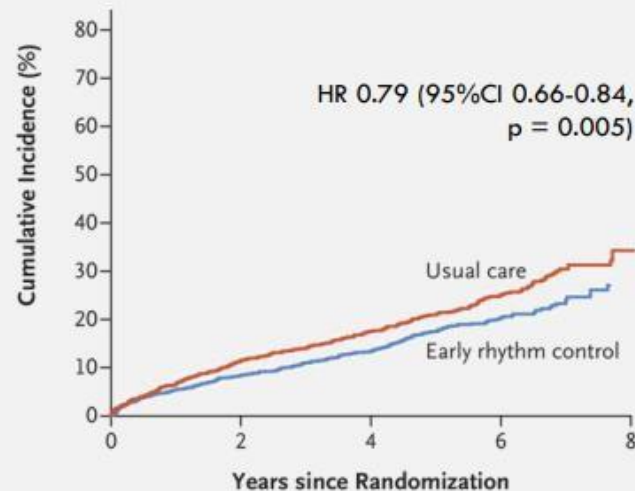
1. Williams BA, et al. JAMA Network Open. 2020.
2. Blue Cross Blue Shield, 2018 (bcbs.com)

IDENTIFYING AND TREATING AFIB EARLY IS CRITICAL TO ACHIEVING BETTER OUTCOMES FOR PATIENTS, PROVIDERS AND PAYERS



Early rhythm-control therapy associated with a lower risk of adverse cardiovascular outcomes

Incidence of death from cardiovascular causes, stroke, or hospitalization reduced with early rhythm control



Death or hospitalization for worsening heart failure reduced with catheter ablation for AFib