



Atrial Fibrillation is by far the most common cardiac arrhythmia. Nearly *2.2 million Americans are affected. AFib related CVA is a serious and avoidable complication. Performing a standard ECG to screen for arrhythmias in criteria patients is difficult because it is very time consuming, requires a trained technician and equipment, plus disrupts patient flow.

In just 30-seconds, you can now spot-check your patients for arrhythmias with the SimpleECG™. Making the SimpleECG™ a part of your primary vital sign assessment is easy; minimal learning curve for your staff, no disruption to patient flow and CTP code 93040 for reimbursement.

*American Heart Association 2007

Criteria Patients:

- Patients over the age of 50.
- Patients with diabetes.
- Patients with family history of arrhythmias.
- Patients on medications.
- Patients with obesity.
- Patients beginning endurance sports.

Initial cost of Simple ECG	Medicare Reimbursement after 20 patients	Medicare Reimbursement after 50 patients	Medicare Reimbursement after 100 patients	Medicare Reimbursement after 250 patients
\$750	\$300	\$750 breakeven	\$1,500 \$750 profit	\$3,750 \$3,000 profit

* reimbursement calculated using CPT code 93040 2008 guidelines; Rhythm ECG one to three leads with interpretation and report, and minimum reimbursement from Medicare: \$15.00

