

physIQ Acquired by Prolaio to Enhance its Next-Gen Connected Heart Care Technology for Clinical Care and Research



The market for advanced digital biomarkers, derived from continuous, near real-time physiological data from wearable biosensors is poised for significant growth as life sciences and healthcare companies look to scale precision medicine and personalized care, increase patient safety, detect exacerbations and develop better interventions for patients across a host of conditions and diseases. Advancements in deep learning algorithms and AI along with rigorous clinical validation studies and an increasingly accepting regulatory framework has further enabled adoption.

Founded in 2011 and based in Chicago, physIQ is a leader in the development of novel, clinically-validated, FDA-approved digital biomarkers capable of predicting physiological changes from a personalized baseline, often ahead of current standards of care – empowering more timely and effective interventions by clinicians and researchers. The company's software platform collects continuous, physiological data streams from any wearable biosensors and analyzes this data, in near real-time, with its proprietary deep learning algorithms

to provide unique clinical insights for patients in clinical trials or under clinical care. physIQ's platform and digital biomarkers are used by premier life science and healthcare organizations to make treatment safer, less expensive and more accessible across a number of therapeutic areas, diseases and conditions including; cardiovascular, immuno-oncology, pulmonary / respiratory and sleep. These unique capabilities positioned physIQ as the preferred partner for Prolaio to enhance its next generation, connected heart care platform.

Crosstree's extensive experience in healthcare and pharma technology played a pivotal role in helping physIQ navigate a challenging market backdrop and find an acquirer with complementary capabilities and shared vision for the future. This collaboration is poised to propel the combined company forward by integrating physIQ's advanced physiological data capture and digital biomarker platform with Prolaio's connected heart care solution for precision cardiology.

Crosstree's specialized expertise in the health sciences industry enables us to deliver outcomes for our clients that go beyond exceptional.

ABOUT PHYSIQ



physIQ delivers personalized medical insights that vastly improve patient outcomes. By combining proprietary AI and wearable biosensors, physIQ can continuously monitor patients in real-world environments and enable clinical trial sponsors and clinicians to proactively detect physiological decompositions, improve the safety and efficacy of new therapies, and speed time to market. The company has published one of the most rigorous clinical studies to date in digital medicine and are pioneers in developing, validating, and achieving regulatory approval of Artificial Intelligence-based analytics.

ABOUT PROLAIO



Prolaio's founders, esteemed experts in cardiovascular medicine, are committed to reimaging how patients with heart failure are proactively managed, achieving better outcomes at lower costs. Prolaio envisions a future in which personalized care for heart failure patients is delivered through a connected data platform grounded in science and evidence, optimizing care plans by extending technology's reach beyond mere patient monitoring to continuous patient management, rather than solely during periodic doctor's appointments. This commitment to precision cardiology ensures patients get timely interventions and access to real time data and closer collaboration with their care providers.

CROSSTREE'S EXPERTS ARE SPECIALISTS IN THE NUANCES OF HEALTH SCIENCE AND PROVIDE:

- Deep analytics of capabilities and gaps
- Systemized tactical strategies and a road map to success
- Engaged experts in market analysis, financials, and premium valuations
- Targeted and qualified prospects
- Up-to-date industry trend analysis and forecasting

All while prioritizing corporate core values.

MEETING THE NEEDS OF BOTH THE BUYER AND THE SELLER - BY THE NUMBERS AND BEYOND - IS CROSSTREE'S SPECIALTY.

Crosstree's **proven track record** of superior outcomes is the result of balanced, hands-on guidance from start to close. Partner with the leading advisor to health science companies



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