Contact: Cindy Crump

Location: Reston, VA

Email: ccrump@aframedigital.com

Tel: 571-308-0147

Website: aframedigital.com

AFrame DIGITAL

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
Larta Institute

National Institutes of Health Commercialization Assistance Program (NIH-CAP)

Company Profile

Industry Sector: Healthcare IT

Company Overview: AFrame Digital provides clinically validated, advanced telemonitoring solutions that support the safety, independence and health of seniors, post-acute patients and patients managing chronic conditions. AFrame Digital's industry-leading, FDA-cleared MobileCare Monitor system is commercially deployed in senior living, rehabilitation, hospital, long-term care and home settings, helping providers achieve a more proactive, personalized and scalable approach to care.

Target Market(s): The addressable market is at least $2.6B, growing at 15% CAGR, and comprises 17M patients in home health, rehabilitation hospital and senior living settings. Key market accelerators include: aging demographics, the rise of chronic health conditions, labor shortages in caregiving, demonstrated healthcare savings from telehealth applications.

Key Value Drivers

Technology*: AFrame Digital's patents date from 2005 and are matched by technological know-how in predictive analytics, medical sensor technology, hardware/firmware/software, mobile and SaaS computing and secure global networks. Our team and advisors include peer-reviewed and noted medical, bioinformatics and bioengineering experts.

Competitive Advantage: AFrame's competition is fragmented; each competitor provides limited functionality in wellness, health or safety, or provides solutions in enterprise or home markets, but not both. Our low-cost, feature-rich solution serves individuals and enterprises across all these segments, including PERS/panic buttons (Philips LifeLine, Wellcore), passive motion detectors (WellAware, BeClose) and telemedicine (Intel, GE, MediApps, HealthSense).

Plan & Strategy: AFrame Digital's maintains a five year Business and Operational Plan that forecasts an increase in revenues from $1.1MM in 2013 to $48MM by 2018 with margins in the 75% range for the recurring revenue service. AFrame markets to ACOs and healthcare providers as well as MCOs and payers and continues to bring on new customers every month.

Management

Leadership: Our executives are veterans of Fortune 500 and start up technology companies who have successfully managed transformational technologies that profoundly shaped the delivery of remote electronic services. CEO Cindy Crump managed the build-out of CyberCash's global payments network, the information systems for MCI local broadband services and the predictive modeling systems for Freddie Mac's risk underwriting operations. COO Bruce Wilson was founder/president of NYNEX's $50M EFT business before co-founding CyberCash, taking it public as its COO. VP Sales Kelly Besecker led the largest regional sales territory for Sunrise Senior Living.

Scientific Advisory Board: Christine Tsien Silvers, MD, PhD is AFrame Digital's Chief Medical Officer and a board certified physician and noted bioinformatics expert, Dr. Amy Papadopoulos is a senior biomedical engineer and award winning scholar in the field and PI, Dr. Loretta Schlachta Fairchild, RN, PhD, LTC (retired) is a telenursing expert and Neil Charness, PhD is a noted psychologist and expert in technology design for the elderly.

Product Pipeline

Leadership: AFrame continually enhances our flagship MobileCare Monitor[SM] Service with quarterly releases that incorporate our latest innovations from our research. This includes most recently our work in gait stability and fall risk assessments as well as automated activity level recognition for functional capacity and wellness assessments. AFrame Digital's flagship MobileCare Monitor(sm) service helps healthcare providers and payors support the safety, health and independence of the most vulnerable patients -- including frail seniors, patients managing chronic conditions and post-acute patients transitioning across care settings. MobileCare Monitor combines telehealth and patient safety on a single, integrated platform. Its nonintrusive wristwatch-based monitor enables continuous, real-time monitoring of physical activity and fall-related events as individuals go about their daily activities. MobileCare Monitor's FDA-cleared, SaaS-based solution includes real-time data analytics and intelligent mobile alerts to promote more proactive and personalized interventions while improving the situational awareness, decision support and mobility of care teams. MobileCare Monitor enhances scalable care management practices in home and facilities-based settings, and is used today by hospitals, skilled nursing/rehab, long term care, senior living operators and home health providers.