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UPDATE

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INTELLIHEART SET FOR MIDDLE EAST SALES

IM Medical Pty Ltd (IMI) has signed a five-year contract with a prominent Dubai company for distribution rights to the *Intelliheart* heart risk assessment system in the Middle East.

The contract is with the Nasser General Trading (NGT), part of the diverse Al Mansoori Group, headed and founded by H.E. Sultan bin Saeed Al Mansoori, the Minister of Government Development Sector of the United Arab Emirates and recently appointed Minister for the Economy.

Nasser has the distribution rights for the United Arab Emirates (UAE), Qatar, Bahrain, Kuwait, Oman, Yemen, Saudi Arabia, Iraq, Iran, Jordan, Syria, Israel, Lebanon, Egypt, Sudan and Palestine.

The agreement follows IM Medical's participation in the Australian Trade Commission's section of the Middle East's largest annual gathering of medical professionals, the Arab Health Exhibition, in Dubai in February this year.

Under the contract, NGT will purchase *Intelliheart* machines and all data will be transmitted back to IM Medical in Australia for analysis and reports on a fee-per-test basis. The first two machines will be shipped in June for the first testing centre in Dubai. The Dubai testing will begin after local staff are trained by IM Medical experts.

IM Medical Chief Executive Officer Mr Tommas Bonvino said he was delighted with the response to *Intelliheart* in the region.

"The Middle East is the fastest growing health industry in the world. The region has great wealth, but a rapidly rising and ageing population with special health risks such as diabetes, obesity and cardiovascular disease.

"Health officials in the Middle East are determined to make their health systems as good as anywhere in the world. For these reasons, the Middle East market is probably the most lucrative in the world, with health spending projected to increase fivefold to \$US60 billion a year by 2025.



IM Medical CEO Tommas Bonvino at a private meeting in Dubai with H.E. Sultan bin Saeed Al Mansoori, the founder and head of the parent company of Nasser General Trading, which has acquired Middle East distribution rights to *Intelliheart*.

"Preventative health is a priority and that is where *Intelliheart* fits in. Doctors and health officials liked our technology and the simplicity of combining several heart tests to provide a simple overall assessment."

Mr Bonvino said the financial model was consistent with IM Medical's international strategy to provide data analysis services for local operators.



ORDER YOUR IM MEDICAL UPDATE This is the third electronic edition of IM Medical Update. This and future editions will be posted on the ASX web site under (IMI) Company Announcements and on www.immedical.com.au Shareholders who would prefer to receive the newsletter by email should send their request and email address to info@immedical.com.au

The workplace is the place to be

The critical importance of the workplace as a forum for chronic disease screening was underlined by the Victorian Premier, Mr Brumby, last month.

Mr Brumby announced a world-first initiative to provide screening for heart disease, diabetes and obesity among Victoria's 2.6 million workers.

The initiative, called *WorkHealth*, will be funded for five years under a \$600 million fund to be set aside from *WorkSafe's* surplus funds.

Mr Brumby declared the epidemic of chronic disease as one of the biggest issues of our time. "*WorkHealth* will be the first program in the world to target the connection between chronic disease and workplace injury across an entire workforce," he said.

Under *WorkHealth*, health care workers will visit work sites to deliver information, advice and free screening services, including a Tick Test, which identifies factors that lead to preventable disease, and other tests carried out by health workers to identify a range of health conditions such as high blood sugar, blood pressure and cholesterol.

Those workers found to be at medium or high risk, or diagnosed with a preventable disease, will be provided with advice about next steps, like seeing their GP. They will also be able to participate in a lifestyle change program to get them back into a healthy condition.

The Chief Executive Officer of IM Medical, Mr Tommas Bonvino, said the Government deserved credit for the initiative. And it showed that IM Medical is "in the right place and in the right space".

Mr Bonvino said: "There is a growing recognition that the workplace is an ideal place to conduct health screenings systems. The workplace is where it can be easily shown to be a real hip pocket issue for companies and workers alike.

"This is evidence that our strategy to offer *Intelliheart* in the workplace from last year was the right strategy. *Intelliheart* is the superior test for predicting cardiovascular disease and includes tests for diabetes and obesity – they are the big three."

Victorian Government figures show that more than one million workers are at risk of developing a preventable chronic disease which can affect their capacity to work. Sixty-two per cent of Australian workers do not meet the minimum recommended level of physical activity.

In 2001, it was estimated that 4 million days per year were lost by Australian workplaces due to conditions arising from lack of physical exercise and poor nutrition. The associated annual costs to Victorian workplaces from lost productivity were estimated at more than \$440 million.

COMPANY CHIEFS IN LOVE WITH **INTELLIHEART**



GABRIELE PERONI, MANAGING DIRECTOR OF BONFOOD PTY LTD, MARKETER AND DISTRIBUTOR OF ITALIAN FOOD AND BEVERAGES IN AUSTRALIA, NEW ZEALAND, ASIA AND FIJI.

"*Intelliheart* is quick, simple and not at all scary to staff. We have all our people take the *Intelliheart* program because we want them to look after their health and prevent any problems. We care about our people so we try to take away the time and costs pressures by doing the *Intelliheart* program at work. I regard it as a great investment as well as the right thing to do."



MAURIZIO MAROCCI, DIRECTOR OF THE UNIVERSITY FOOD GROUP, MELBOURNE.

"If you want to perform to your maximum, you have to be healthy. That's why I ask all my executives to have an *Intelliheart* test once a year to get a crystal ball diagnosis and the opportunity to rectify any problems."



RON BURGOINE, CHAIRMAN OF THE KINCROME GROUP, A DISTRIBUTOR AND IMPORTER OF HAND TOOLS, BASED IN MELBOURNE

"I regard *Intelliheart* as an extension of flu vaccines we have been arranging for staff for many years. It's all about keeping everyone as healthy as possible which is good for the staff and good for the company."

"There is a growing recognition that the workplace is an ideal place to conduct health screenings systems."

– TOMMAS BONVINO, CEO

Cardanal show a hit in Chicago

IM Medical has presented research confirming the potential of its unique Cardanal technology to one of the world's foremost gatherings of heart doctors.

Dr David Eccleston, a member of the company's scientific advisory board, presented the research in early April to the 57th annual international conference of the American College of Cardiology attended by nearly 30,000 cardiologists and other experts from around the world who meet to share best practices and learn about exciting new developments in cardiovascular science and innovation.

Dr Eccleston said there was a high degree of interest in Cardanal and many doctors were quick to realise the potential clinical applications for the technology.

Cardanal is basically a piece of software that produces mathematical analysis of electrocardiograph (ECG) waves to facilitate faster and more reliable diagnosis of ischaemic heart disease.

Dr Eccleston said the ECG had been the standard non-invasive test for heart disease for more than a century and was used millions of times each day throughout the world. However, until now, it had not been significantly enhanced for clinics and hospitals.

"It looks like Cardanal can turbo-boost an ECG test to pick up blockages about twice as frequently as normal ECG does," Dr Eccleston said.

The Cardanal research compared the results of a normal ECG with a Cardanal ECG analyses in patients undergoing a coronary angioplasty (a procedure which inserts a balloon catheter or stent inside the arteries that is used to open artery blockages).

Dr Eccleston said a normal ECG detected a blockage in only about 50 per cent of cases prior to or during angioplasty. Cardanal's ECG analysis was vastly superior, picking up blockages in nearly 100 per cent of cases.

The Cardanal advantage is that blockages could be more accurately predicted when there is no sophisticated equipment available. The Cardanal program feeds data from a conventional 12-lead ECG machine into the doctor's PC and the diagnostic material is displayed within seconds.

Dr Eccleston said a number of doctors in Chicago saw the potential to use Cardanal for stress testing. He was able to inform them that the Monash University medical team had already begun stress tests study with Cardanal technology.

The first stage of Cardanal allowed ECG data to be transported over the internet for storage and remote diagnosis. This part of Cardanal technology was integrated into the *Intelliheart* system in the middle of last year.



IM Medical's Dr David Eccleston at the Chicago conference

The second stage of Cardanal will further enhance *Intelliheart* as a superior cardiac diagnostic tool without peer as a simple, non-invasive and inexpensive test.

Dr Eccleston said the presentation in Chicago and the subsequent publication in the Journal of the ACC was an important commercialisation milestone for IM Medical because it demonstrated peer review and acceptance of the high quality of the research results.

10 REASONS WHY HEART CHECKS ARE GOOD FOR BUSINESS

- 1 Absenteeism due to cardiovascular disease (CVD) costs Australian companies \$100 million a year*
- 2 People with CVD have more disabilities, more hospital stays and more visits to the doctor*
- 3 CVD is the number one cause of death in Australia. On average, it costs \$159,405 to replace a worker who dies prematurely from a chronic disease such as diabetes*
- 4 Four out of five heart attacks are caused by factors people can change**
- 5 Strategic investments starting with risk assessment can avoid much of the burden of CVD*
- 6 The healthiest employees are almost three times more productive than their unhealthiest colleagues***
- 7 Employees with poor health behaviors have up to nine times the annual sickness absence of healthy individuals****
- 8 Cardiovascular disease and five other predominantly preventable conditions – diabetes, cancers, injuries, mental health problems and asthma – are responsible for 78% of all deaths
- 9 A healthy work environment can increase employee productivity by 15%****
- 10 Healthy, happy employees spend more time at work and are more productive when they are there****

SOURCES:

*The Shifting Burden of Cardiovascular Disease in Australia, Access Economics and National Heart Foundation, 2005

**Heart Foundation of Australia web site

***Medibank Private study 2005: Healthy Employees Make a Healthy Business

****Future@Work Health Report, Wesley Corporate Health, 2006

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Monash research shows potential of *Intelliheart*

Research at Monash University is revealing that two new non-invasive tests could be as important as obesity, high blood pressure and diabetes in predicting heart disease in people at high risk. The tests are part of IM Medical's *Intelliheart* risk assessment program.

The tests are for heart rate variability and arterial stiffness. Doctors have known about these factors for some years, but their use as clinical tools have been speculative.

The Monash research is showing that amongst participants in the study, the risk of heart disease is more than three times greater if they have very stiff arteries or very poor heart rate variability.

The healthiest hearts have a variable beat which is diminished in people with heart disease. Arterial stiffness is measured by analyzing the pulse waveform of the heartbeat. Standard blood pressure tests measure the peak (systolic) and trough (diastolic) of this waveform in the arm, whereas pulse wave analysis looks at additional measures of arterial stiffness and aims to determine the pressure at the heart, where it matters most.

The research is being done by Dr Dipak Kotecha, a British specialist physician who is in Australia to complete a PhD and being supervised by Dr David Eccleston, a prominent Melbourne cardiologist and Professor Henry Krum of Monash University.

Dr Eccleston is a scientific advisor to IM Medical Ltd, which provided an unrestricted grant to help fund the Monash research.

Intelliheart is the only widely available screening test which includes heart rate variability and measures of arterial stiffness, with a simple, easy-to-use interface and cardiovascular health report.

Intelliheart is available in some medical practices and is being introduced to the retail market through a chain of fitness centres and pharmacies. It is also used in workplace screening programs.

When completed later this year, the Monash studies will involve around 500 patients at the Alfred, Northern and Box Hill hospitals who were referred for an angiogram after suffering possible symptoms of heart disease.

The angiogram is the gold standard diagnostic tool for heart disease and involves inserting a catheter into the leg and passing it up towards the heart to detect blockages which can be observed using x-rays. But the angiogram is expensive, invasive, uncomfortable and not without risk. These factors make an angiogram unsuitable as a routine screening test for heart disease.

In the Monash study, heart rate variability, pulse wave analysis and conventional risk factors are being compared with the results of angiogram findings.

Interim results of the research, involving 70 patients, were published and presented at the Annual Scientific Meeting of the Cardiac Society of Australia and New Zealand last year and indicated the potential value of these tests.

Further results have also been presented at a scientific meeting in Melbourne and submitted for publication. Full analysis of the data will take place over the next 6-9 months, once the study has completed its recruitment.

Dr Kotecha said: "We eagerly await the final results of this study to determine what value these novel tests have over our standard markers of heart disease."

Dr Eccleston said the results so far demonstrated a highly statistically significant result for the tests as a predictor of heart disease amongst these high-risk patients.

Dr Dipak Kotecha: heading up the *Intelliheart* research at Monash University



"These tests have the potential to take the next step in risk prediction for heart disease," Dr Eccleston said.

Dr Eccleston explained that discoveries of risk factors were perhaps the greatest breakthroughs in cardiovascular disease. The rate of cardiovascular disease had been falling because of identification of modifiable risk factors such as smoking, high blood pressure, cholesterol and lack of exercise permitted appropriate treatments. But cardiovascular disease remained the number one killer in the world, claiming 18 million lives this year.

The Monash research is showing that amongst participants in the study, the risk of heart disease is more than three times greater if they have very stiff arteries or very poor heart rate variability.