



## PRODUCT LAUNCH

### HELPING ASTHMATICS ACHIEVE BETTER CONTROL:

### NEW AWARD WINNING RESPIRATORY WEARABLE NOW AVAILABLE IN SA

Leading medical device company, Akacia Medical & Healthcare Group has announced the launch of ADAMM-RSM™, a wearable that monitors respiratory functions like asthma. The award-winning device, developed by global digital health tech and wearable devices company, Heath Care Originals (HCO), is expected to totally change how asthma is managed in South Africa.

Akacia Group CEO, Ronnie Krüger, says that South Africa is the first country in the world to offer the system direct to consumers, which is significant considering we have among the highest asthma death rates globally.

“Local stats indicate there are an estimated 18.5 deaths per 100 000 asthma cases, while one in 20 adults and 15% of children live with the respiratory disease. Both the mortality rate and the prevalence of the condition are high and given that asthma cannot be cured, attempts at reducing the disease burden should focus on better management,” says Krüger.

“We are looking forward to collaborating with the medical profession and being part of a solution that helps reduce the burden of asthma and the difficulty in controlling clinical exacerbations. We are optimistic about the outcomes and have confidence that the technology will provide physicians with revolutionary, actionable insights and a more complete picture needed for improved patient care. Together, this approach will help asthmatics achieve better control of their condition.”

ADAMM-RSM™ is a three-part solution that includes the soft comfortable wearable, a free smartphone app (search ADAMM-RSM) and web portal. The sophistication of the intuitive, algorithm technology allows the user to configure the wearable to monitor and record data relevant to their unique patterns. This can then be reviewed on a dashboard where trends can be tracked, triggers identified, and all the symptom levels can be reviewed at a glance. This data, which is collected and stored in compliance with the POPI Act, can be shared with family members, caregivers and importantly - their treating physician.

The wearable part of the system is attached directly onto the torso using medical grade-peel-and-stick adhesives. It discreetly identifies and monitors respiratory patterns and parameters, including coughing, in context with activity levels, heart rate and skin temperature. It isn't a diagnostic device and doesn't treat asthma. It automates the management of the respiratory condition in a way that the asthmatic simply can't.

By monitoring and recording symptoms, this unique data is used to better understand the disease indicators to get it under control in conjunction with the asthmatic's preventative and rescue medication. Medication reminders and recording of peak flow meter readings can be enabled as desired.

"As a chronic condition, establishing control requires a solid asthma management plan, which in an ideal world, involves daily measuring and tracking symptoms, and recording and analysing data. These time-consuming activities, often impossible for children, can now be automated and effortlessly managed with ADAMM-RSM™. For caregivers, this also provides objective data around symptom levels, so that there is peace of mind, and a level of freedom knowing that they can understand what's happening and discuss it with their HCP," says Krüger.

The effects of chronic respiratory disease can be debilitating, not only for those diagnosed with the disease, but also their caregivers. As a company, HCO believes respiratory conditions are underserved, and that more needs to be done to understand how best to adapt medications and treatment regimens to the individual, so that they can live their best life. The commercialisation of ADAMM-RSM™ is a considerable first step in achieving this goal.

"Achieving improved symptom control with ADAMM-RSM™ may reduce high frequency visits to the ER, cut the economic disease burden, and halt needless deaths associated with asthma. We look forward to observing the positive effects this technology will have on controlling asthma," concludes Krüger.

The device is designed to be used consistently for six to 18 hours every day or night. The more uncontrolled a person's asthma, the more it should be worn.

For further information go to: [www.adamm.co.za](http://www.adamm.co.za)

## **Ends**

**Word Count:** 644

## **Distributor:**

ADAMM™ products are distributed and marketed exclusively through Akacia Medical & Healthcare Group. A well established and highly connected local medical device company, the group understands the market and is well placed to serve the South African asthma and respiratory conditions audience.

## **Developer:**

Leading global digital health provider, Heath Care Originals (HCO), is the developer of the revolutionary award-winning ADAMM™ wearables. All the company's current wearable solutions are

optimised for respiratory system applications, providing ground-breaking actionable insight into illnesses like asthma. To date HCO has provided these devices in clinical settings, furthering ground breaking research and development in many respiratory diseases. Now, HCO is preparing to launch direct to consumers, so they too can benefit from the technology.

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