

Heart Tronics, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Heart Tronics, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Heart Tronics, Inc. and its competitors. This provides our Clients with a clear understanding of Heart Tronics, Inc. position in the Industry.

The report contains detailed information about Heart Tronics, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Heart Tronics, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Heart Tronics, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Heart Tronics, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Heart Tronics, Inc. business.

About Heart Tronics, Inc.

Heart Tronics, Inc., a medical device company, focuses on research, development and marketing of medical devices which monitor and measure physiological signals to detect diseases that impact an individual's health.

Products

Fidelity 100 Monitor System

The company's initial product, the Signalife 'Fidelity 100 Monitor System' (Fidelity 100), is a heart monitoring system that uses its proprietary signal acquisition technology to acquire, amplify and process physiological signals associated with a patient's cardiovascular system. The Fidelity 100 Monitor System is marketed an integrated system containing three components—the Model 100 Patient Module which contains its proprietary technology, electrode lead sets, and a laptop computer which operates using its proprietary software. The Fidelity 100 can be used in the following settings: resting (sometimes known as clinical) testing; ambulatory testing (principally in-patient, including exercise under ambulatory conditions, although it may also be used for out-patient testing), stress (sometimes known as exercise) testing with a treadmill; and monitoring during surgical procedures, and monitoring during 911 transportation.

The Model 100 Patient Module: This is a core component of the system that is a digital battery-powered compact device (approximately 4 x 3.5 x 1.5 inches in size and 5.5 oz. in weight), that allows a patient's heart to be continuously monitored over a period of 24 to 48 hours. The Model 100 Patient Module contains both its proprietary patented 'amplification' technology, which acquires, processes and amplifies ECG signals, as well as Bluetooth technology which allows the acquired signals to be wirelessly transmitted to the laptop computer.

Fidelity 200 Event Recording System (Heart Tempo Card)

The Fidelity 200 Event Recording System: The Signalife 'Fidelity 200 Event Recording System' (Fidelity 200), which is referred to as the Signalife Heart Tempo Card, is a credit card-sized direct-to-consumer non-prescription heart monitoring device that is intended to be used as an early-detection device by patients who desire to independently monitor their condition. The Fidelity 200, which utilizes the proprietary physiological signal acquisition and amplification technology used in the Model 100 Patient Module, has received FDA 510(k) clearance as a class II medical device, and is in the final development stage. The company intends to sell the Fidelity 200 to consumers either through retail outlets, such as drug stores, retail pharmacies, and major retail discount chains, or, in selected cases, through monitoring centers.

Fidelity 350 Holter Monitor

The Signalife 'Fidelity 350 Holder Monitor' (Fidelity 350) is a pager-sized, two or three channel ambulatory Holter monitor that can be used to collect ECG data relating to arrhythmia and other transient heart disease while the patient carries out daily activities away from the physicians' office or hospital. The Fidelity 350 would allow up to thirty days of data to be recorded. The data collected by the Fidelity 350, which utilizes the proprietary physiological signal acquisition and amplification technology used in the Model 100 Patient Module, is acquired, processed, amplified and stored in a computer storage chip contained in the Fidelity 350. This data can either be wirelessly downloaded using Bluetooth technology by the physician for initial evaluation or retrieved from a flash card at the later date when the patient returns to the physician's office. The company is in the process of filing for FDA 510(k) clearance as a class II medical device for the Fidelity 350 Holter Monitor.

Fidelity 400 Intracardiac Monitor

The Signalife 'Fidelity 400 Intracardiac Monitor' (Fidelity 400) applies its proprietary physiological signal acquisition and amplification technology to read intracardiac signals procured from intracardiac catheter. It has developed and tested a proto-type version of this product. The company is in the process of planning a series of clinical studies through the Cleveland Clinic for the purposes of procuring FDA 510(k) clearance of the proto-type as a class II medical device.

Cardiac Vest

The Signalife Cardiac Vest is a vest or undergarment made of stretchable material in which the electrodes are stitched into the fabric. The design is planned to allow a patient to use the vest on a 24/7 basis for extended periods of time, being removed only intermittently for showers, etc. The purpose of the Cardiac Vest is to facilitate longer-term monitoring in ambulatory settings with either the Signalife Fidelity 100 monitor or the Signalife Fidelity 350 Holter Monitor. The company is designing, engineering and fabricating a production version of the Signalife Cardiac Vest.

Fidelity 1000 Module

The Fidelity 1000 Module is being developed for the dual purpose of providing a data base to compare its signal quality to that of its competitors, and the longer-term objective of offering a product as a front end and add-on which would enable its competitor's access to its front end technology and other heart monitoring devices to meet American Heart Association guidelines.

Competition

The company's principal competitors in the resting ECG market segment are GE Healthcare, Royal Philips Electronics, Cardiac Science, Inc. and Welch Allyn, Inc. Its principal competitors in the stress ECG market are GE Healthcare, Cardiac Science, Inc, Welch Allyn, Inc. and Schiller AG. Its principal competitors in the ambulatory ECG market segment include Del Mar Reynolds Medical Ltd., GE Healthcare, Royal Philips Electronics, Cardiac Science, Inc, Mortara Instrument, Inc., Rozinn Electronics, Inc., CardioNet, Inc., Raytel Medical Corporation, Cardiac Telecom, Inc. and Card Guard Instromedix and Lifewatch subsidiaries.

History

The company was incorporated in 1987 as Mt. Olympus Enterprises, Inc. and changed

its name to Recom Managed Systems, Inc. in 1998. Further, it changed its name to Signalife, Inc. in 2005; and to Heart Tronics, Inc. in 2008.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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