

FOR IMMEDIATE RELEASE

HeartCloud, Inc. Raises \$1.5 Million Seed Round for Its Newly Developed At-Home Healthcare Software

Doctors can now catch heart-related medical issues before they become heart failures

LOS ANGELES, CA., April 25, 2022 — *HeartCloud, Inc.*, an emerging digital health company, has successfully closed a seed round of 1.5 million USD as of March 31, 2022. The raise was sourced and led by Roaring Fork Capital's healthcare group based in Oklahoma City, OK (www.roaringforkcap.com).

Co-founded by Ian Cook, MD (CEO and Chairman) and Alex Podobas, JD (Chief Technology Officer), the company's core software platform helps physicians efficiently capture revenue from remote patient monitoring (RPM), telehealth and medication management services. It does so, in part, by making it easy for patients to take at-home measurements with FDA-approved devices like blood pressure cuffs, weight scales and/or glucometers, each with built-in 4G cellular connectivity. No smartphone or app is required. The company also offers several add-ons for clinicians (e-prescribing and rating scales widely used by mental health professionals) and an app for patients to automatically upload their Apple Watch's data directly to their doctor(s).

According to the federal government, "Approximately 10,000 people join Medicare each day."¹ Combined with an expanding scope of what medical services qualify for new, federally approved digital health reimbursement rates, the company is well-positioned to help medical practices of any size improve delivery of remote care.

Dr. Cook stated, "Our first outside raise of funds went smoothly and allowed us to bring on added expertise from the Roaring Fork Team. This will allow us to reach our breakeven goal within the next few months as we see increased sales and patient count on our platform. As a physician, I find it invaluable that the platform can visualize relationships between a patient's real-world data, like blood pressure or heart rate and medication events like new, changed, or discontinued prescriptions. We will continue to invest in building out practical software tools like this."

Ed Gray, Managing Director at Roaring Fork Capital added, "We are excited to take our relationship with HeartCloud to the next stage. They are a fast-growing RPM software system with billing and processing system that allows doctors to increase their patient care level, while following the patient's medication use, with constant and secure remote monitoring of their vitals. Doctors can now catch heart-related medical issues before they become heart failures."

For more information, visit <http://www.heartcloud.io> to learn more about its patient-focused software, and <https://practices.heartcloud.io> to learn more about its clinician-focused software.

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¹ [https://www.cms.gov/newsroom/press-releases/cms-announces-new-streamlined-user-experience-medicare-beneficiaries#:~:text=Approximately%2010%2C000%20people%20join%20Medicare,or%20almost%20daily%20\(65%25\).](https://www.cms.gov/newsroom/press-releases/cms-announces-new-streamlined-user-experience-medicare-beneficiaries#:~:text=Approximately%2010%2C000%20people%20join%20Medicare,or%20almost%20daily%20(65%25).)