PharmaSmart device a great business story for Rochester

"PharmaSmart International and its vastly advanced technology are going to radically change how America's leading killer, hypertension, is diagnosed and controlled."

— Mark Niebylski, CEO, World Hypertension League

Greek mythology gave us the saying, “the phoenix rising from the ashes.” The phoenix is characterized as a bird with brightly colored plumage, which, after a long life of 500 years, dies in a fire of its own making only to rise again from the ashes. I was reminded of this when I visited PharmaSmart International (http://pharma-smart.com/), with its headquarters in a cavernous building at the former Kodak Elmgrove campus in Gates.

PharmaSmart International was founded and is owned by entrepreneurs and brothers Fred and Josh Sarkis. Theirs is a story of understanding the opportunity that exists when technology is used to address health-care problems. According to the Centers for Disease Control and Prevention (http://www.cdc.gov/bloodpressure/faqs.htm#5), the cost of hypertension in the United States in 2011 was $46 billion in health-care services, medications and missed days of work.

We’ve been bombarded with wearable technology that will count our steps, track the calories we burn, calculate our sleep patterns, and monitor our heart rate. All this is good. But what these devices can’t do is accurately measure to clinical standards blood pressure, which is the equivalent of saying we can monitor everything on a car except the engine.

The PharmaSmart Model PS-2000 (Destination (http://pharma-smart.com/product/ps-2000-d/)) kiosk is a patented medical device that measures a user’s blood pressure, pulse rate, weight and body mass index and also offers a blood glucose management option. It then electronically sends the data to the medical records of your physician and pharmacist. The data is tracked and compiled over time and allows your providers to make specific recommendations if a health-risk factor or chronic disease state is identified.
The kiosk, which is manufactured in Rochester and not yet available for sale, will be used to keep an eye on our human engine, the heart. Companies will likely install them to encourage better health among employees. Pharmacies will make them available to their customers. Airports will provide them for travelers. Health clubs will encourage members to use them as part of their wellness programs, and other public places to encourage good health in a community.

The experience and convenience is simple and fast. I sat down on the kiosk seat, waved my smartphone over a scanner, put my arm into the cuff and pressed start. In less than a minute, my blood pressure, weight and body mass index were determined. The data was immediately available to be sent to my Electronic Medical Record and back to the health care app on my phone.

You’ll be converting what was traditionally static data into actionable information that provides immediate feedback, and if necessary, specific health care recommendations. The PS-2000 (D)estination device can change the way hypertension is identified.

This is going to be a great business story for the Rochester area.

So let’s get to work.

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