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Counterpace Guidance System unveiled at Exponential Medicine

Pulson founder Jeffery Bleich, MD joins the 2018 Exponential Medicine faculty to share a research breakthrough in exercise science: health, performance and experience enhancement through guided natural counterpulsation.

SAN DIEGO, CA—**Exponential Medicine 2018** – Pulson, Inc. today announced availability of the company's Counterpace guidance system (counterpace.com), the world's first real-time personal coaching platform to enhance blood flow and oxygen delivery during exercise by optimally synchronizing rhythmic exercise timing with the heart's pump cycle. The announcement was made at Exponential Medicine (ExponentialMedicine.com), a four-day program that explores and catalyzes the future of health and medicine.

Medical counterpulsation has been widely used to augment heart function and health since the middle of the 20th century. Recently published data suggests that timing foot strike during walking and running to the relaxation phase of each heart cycle induces a natural form of cardiac counterpulsation. Counterpace guidance was designed to take advantage of natural counterpulsation in order to dramatically improve exercise experience and efficiency.

Dr. Bleich, founder and CEO at Pulson, suggests that most people have, at one time or another, experienced natural counterpulsation during strenuous exercise. For example, in the middle of a difficult run, a person may suddenly feel they're able to go faster and further with less effort for no apparent reason. Pulson's research suggests that this elusive experience often occurs with natural counterpulsation.

The team at Pulson has been working diligently for the past nine years to understand the natural incidence and wide-ranging benefits of guided counterpulsation. They found that unguided natural counterpulsation occurs regularly in many elite athletes, but rarely in the general population. Bleich states "Humans likely evolved to be able to both walk and run in this highly efficient manner, but modern sedentary lifestyles appear to have diminished our ability to readily find this zone of optimal experience and efficiency. We intend to bring the advantages of increased oxygen delivery and decreased cardiac stress during exercise to typical consumers in an easy to use product. The Exponential Medicine conference is the perfect venue to introduce the newly accessible benefits of counterpulsation to the forward thinkers that this event attracts."

Daniel Kraft, MD, founder and chair of Singularity University's Exponential Medicine conference, agreed. "Exponential Medicine is focused on educating our participants on how technology increases the pace and scope of healthcare innovation, on finding novel emerging technologies that can dramatically improve human health, and ultimately on making that innovation available to large numbers of people," he said. "We're excited that our attendees will be among the first to experience this breakthrough in exercise efficiency, experience and performance. Counterpace represents exactly the type of disruptive technology that our educational platform can help to propel toward improving the health and performance of millions of people around the globe."

Pulson is providing Counterpace guidance tools to research institutions across the country so that they can easily study the ramifications of physical activity with natural counterpulsation.

How it Works

During exercise, the heart pushes blood toward the extremities, and skeletal muscles drive large amounts of blood back toward the heart. When these two pumps work in precise synchrony, the body becomes extremely efficient, making exercise easier and allowing you to walk or run faster and farther with less effort.

A chest strap-mounted dual sensor, paired with a mobile app's audible step timing guidance, has been designed to make exercise easier, enhance performance, and deliver the well-documented benefits of medical counterpulsation:

- Lower cardiac stress
- Lower blood pressure
- Increased oxygen delivery
- Increased fat burn
- Faster post-exercise recovery

About Pulson

In 2009, Counterpace founder Jeffery Bleich, a physician and entrepreneur, was researching a remarkable non-invasive treatment for heart disease known as external counterpulsation (ECP). Long-used in clinical settings with well-understood benefits for cardiac health, this technique utilizes compression cuffs that inflate to squeeze blood toward the heart between each heart contraction. The cuffs rapidly deflate as the heart beats, enhancing blood flow throughout the body. This coordination of the heart and external pumps decreases the heart's workload, reduces oxygen demand and improves arterial and venous blood flow to the heart. Dr. Bleich was so excited by the data and concept that he began to explore ways to bring the benefits of this cumbersome and expensive therapy to more people at a lower cost. The result is Counterpace.

Availability

For more information on Counterpace, or to place an order, visit counterpace.com.

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About Exponential Medicine

Exponential Medicine (ExponentialMedicine.com) is a unique and intensive program that explores and catalyzes the future of health and medicine. The four-day program brings together world-class faculty, clinicians, patients, innovators and organizations from across the biomedical and technology spectrum to explore and leverage the convergence of fast-moving technologies in the reinvention and reshaping of health and medicine across the planet.

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