

## Problem

# OUT OF

Americans suffer from **frequently recurring** tension headaches, migraines, or orofacial pain (TMJ).



### Effective Alternative

**Biofeedback**, a behavioral intervention, is **highly effective**, but currently only available in a psychologist's office.

The Problem is **ONLY** 

4 %

**OF PATIENTS** are willing to go for office treatment.

Cost

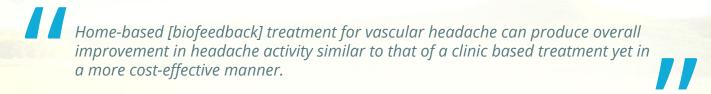
**Inconvenience** 

Stigma



#### The Solution

Make this effective, in-office treatment method available to *everyone* at home or *on-the-go*.



~ Frank Andrasik Ph.D. Chair, Psychology Department, University of Memphis



## Digital Health and Therapeutic System





## Leadership Team



Robert Bratzler
PhD (Michigan, MIT, Princeton)
Chief Executive Officer
has co-founded Sepracor, ChiRex, Coley Pharmaceutical, and Selecta
BioSciences, all of which had successful IPOs on NASDAQ.



Eric Lee
PhD (NC State)
Chief Operating Officer
has extensive R&D, IP management, and operations experience at
DuPont, Sepracor, Sartorius Stedim Biotech, and other technology
companies. Holds 30+ patents.



MS (Lehigh)
Director, Program Management
has experience in new product development. Recipient of design and innovation awards. Co-founder of BioTrak Health.



William "Pete" Lillydahl
MD (Princeton, Duke, Colorado)
Chief Medical Officer
has over 35 years of experience treating patients with chronic headaches and jaw pain.



William Brant
(Washington University)
Vice President, Product Development
& Manufacturing
has 34 years of experience developing enterprise storage products with
Seagate, Tandem, EMC, IBM, LSI, and NetApp. Holds 30+ patents.



Adam Kirell
MS (Lehigh)
Director, Business Development
has business development experience. Recipient of numerous
entrepreneurship awards. Co-founder of BioTrak Health.



**Erik Lillydahl** 

#### Clinical Operations

Biotrak Health is in need of a clinical operations manager who can:

- Oversee all aspects of product clinical testing
- Assist in design of pilot studies and clinical trials
- Data analysis and feedback collection
- Coordination/execution of all operational aspects of clinical studies

