

Case Study

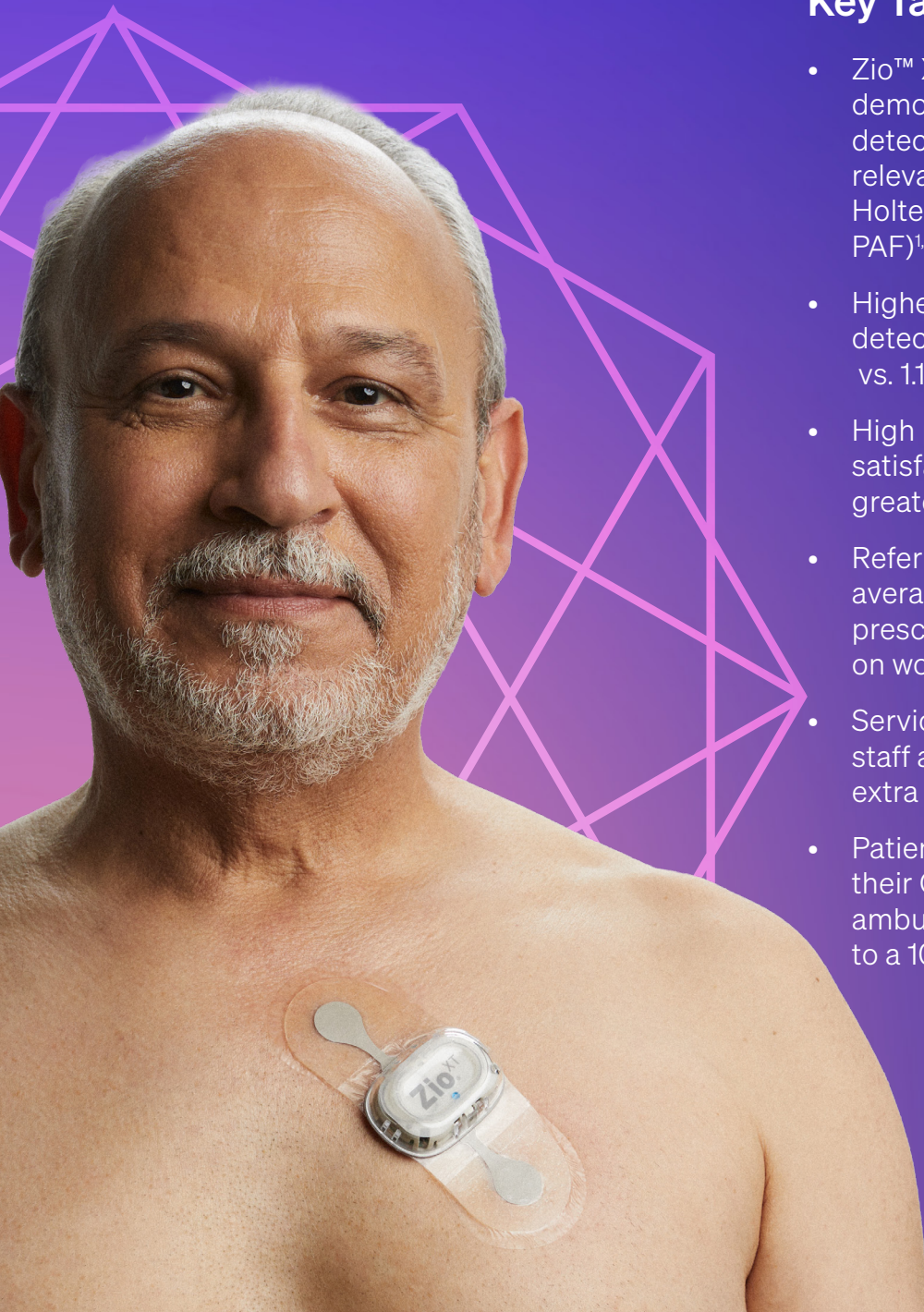
Advancing Community Cardiac Care

Improved AF Detection, Streamlined Care Pathways, and Greater Diagnostic⁷ Confidence

Snodland Medical Practice, Kent

Key Takeaways:

- ZioTM XT use in Primary Care demonstrated a trend toward higher detection of AF/PAF and other clinically relevant arrhythmias compared with Holter monitoring (7.1% vs. 3.2% for PAF)^{1,2}
- Higher observed overall arrhythmia detection rate of 6.2% with ZioTM XT vs. 1.1% with Holter⁵
- High patient compliance and satisfaction², with clinicians reporting greater diagnostic confidence³
- Referring physicians reported an average 52 day shorter time from prescription to report availability based on workflow analysis^{4,6}
- Service capacity grew using existing staff and equipment, with no need for extra infrastructure¹.
- Patients referred for ZioTM XT by their GP had immediate access to ambulatory cardiac monitor compared to a 10 week wait when using Holter⁴



Introduction

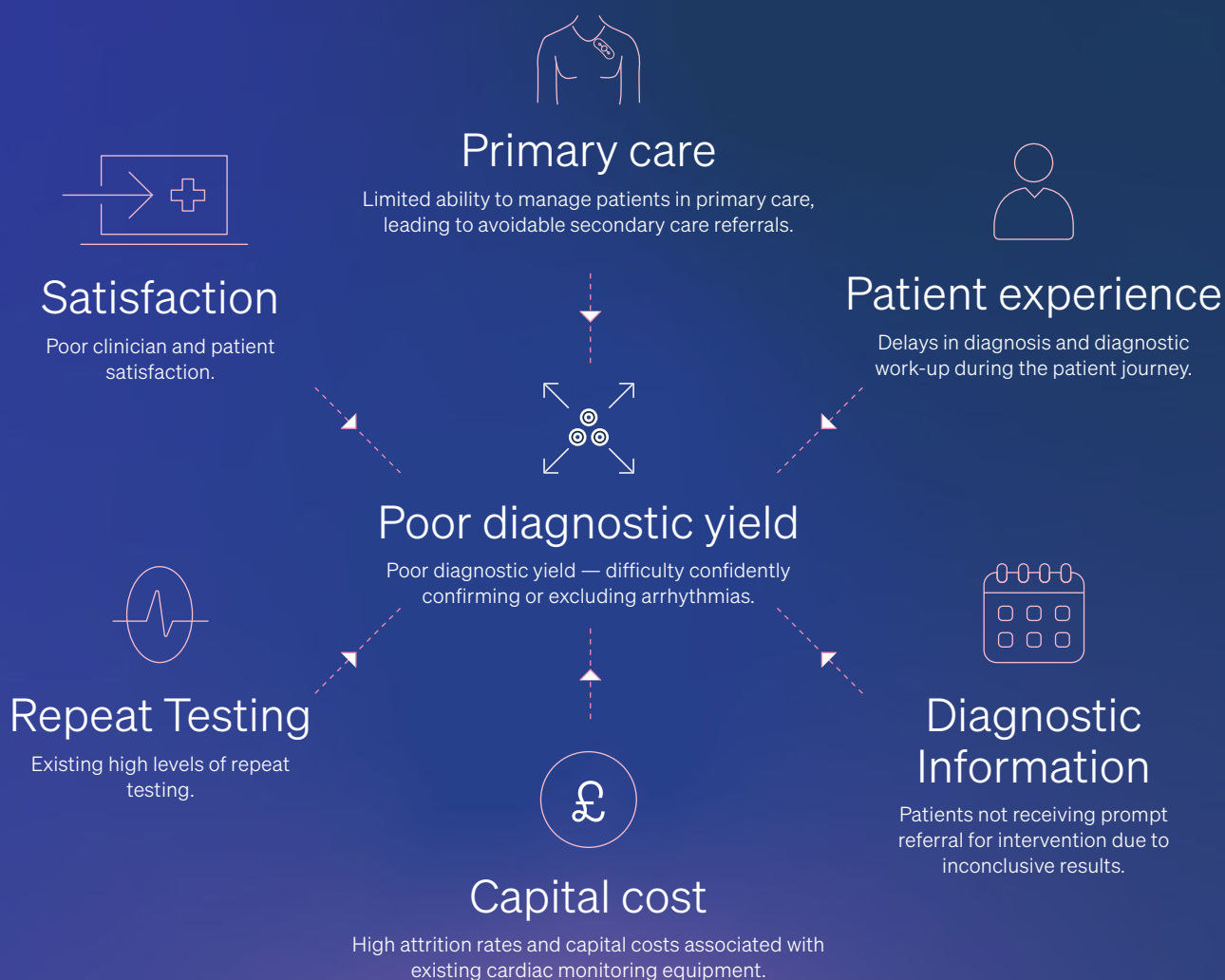
iRhythm has partnered with a GP with Extended Role (GPwER) cardiology service at Snodland Medical Practice in Kent to deliver an advanced ambulatory cardiac monitoring programme within the community.

By adopting the Zio™ XT service, which provides up to 14 days of continuous ambulatory cardiac monitoring, GPs across the county can now refer patients directly to this community-based pathway. GP's have expressed a view that this approach enabled timely diagnosis and management closer to home, improves access for patients, and reduces unnecessary referrals into secondary care³.

The Challenge

General Practitioners with Extended Roles (GPwERs) had been delivering a community cardiology service for some time but faced persistent limitations. Diagnostic yield was low, making it difficult to confidently confirm or rule out arrhythmias. Inconclusive results often led to referrals into secondary care, creating delays in diagnosis and increasing pressure on acute services. These challenges highlighted the need for a more effective, community-based solution.

Key Challenges



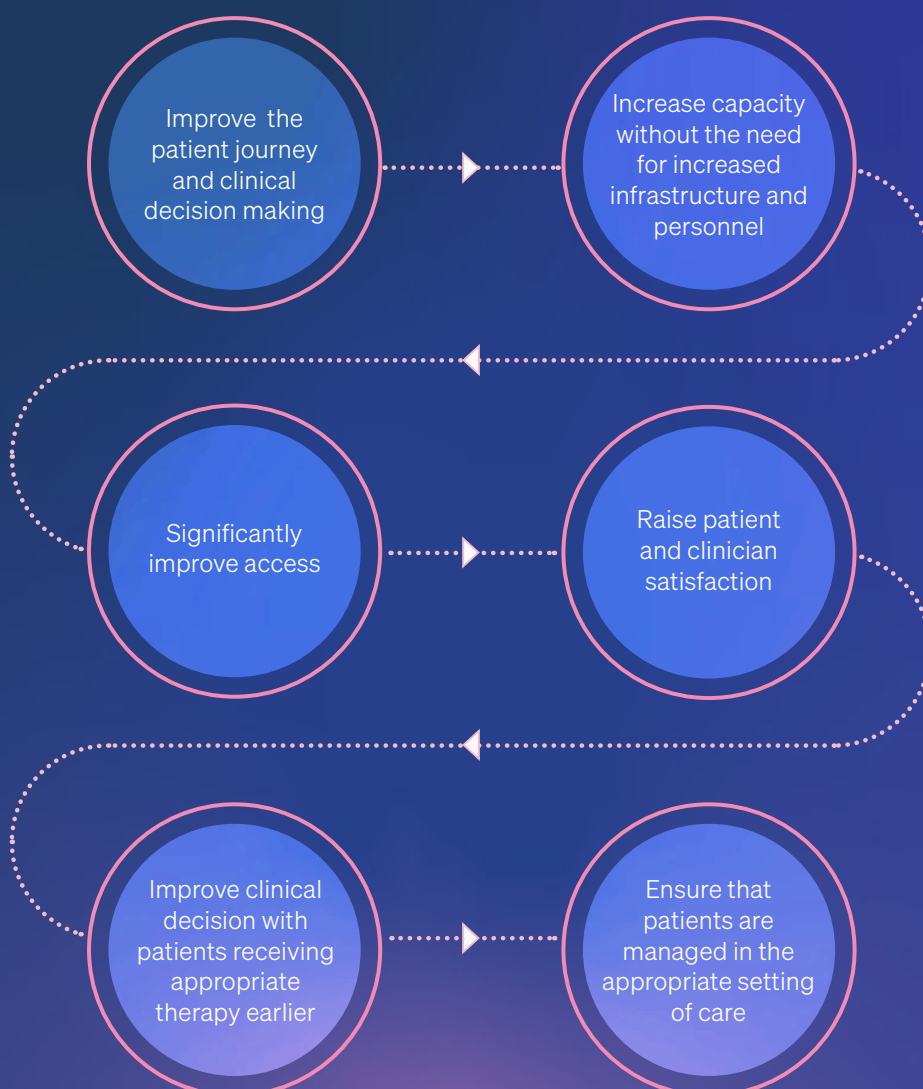
The Solution

As part of the Artificial Intelligence in Health and Care Award, Snodland Medical Practice (GPwER) was selected to deliver a large-scale pilot involving 500 patients to evaluate the Zio™ XT service. The pilot was designed to evaluate the impact of prolonged cardiac monitoring in a primary and community care setting, enabling timely interpretation and guidance for local GPs.

This approach allowed clinicians to provide informed advice and make appropriate referral decisions for secondary care when necessary.

Primary Care physicians Sanjay Singh, Ben Van Wyk and Gary Singh contributed key data that supported benchmarking and pathway mapping, ensuring the service was integrated effectively into community care.

Pilot Objectives



The Impact

Our collaborative efforts enabled the successful completion of the pilot, demonstrating a marked improvement in detection of arrhythmias in comparison with Holter¹.

These enhanced diagnostic outcomes, alongside additional service efficiencies, have supported the permanent integration of the Zio™ XT service into routine practice. Ongoing we continue to conduct regular reviews to discuss key data points and overall clinical findings for the service to assess performance, patient compliance and satisfaction.

Key Success Factors



Clinical and
operational
Leadership



Partnership
working



A clear
vision for
change



iRhythm

Support in service
transformation, health
economics and change
management



Integrated
Care Board

Oversight and Guidance

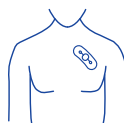


Accurate
and timely
reports/data

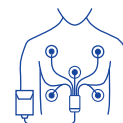
Service Evaluation^{1,2,6}



Arrhythmia Findings



Zio XT²
477 patients



Holter¹
93 patients

SVT ≥ 30s	7.8%	2.1%
VT ≥ 8bts	8.8%	0.0%
AV Block (Mob 2 or 3 ^o)	2.3%	0.0%
Pause ≥ 3s	4.8%	0.0%
PAF	7.1%	3.2%

*See below for patient selection criteria

Service Impact^{1,2,3}

52 day

average shorter time from prescription to report availability based on workflow analysis^{4,6}

10 week

Reduction in waiting Time for monitor fitting⁴

85%

of patients were able to maintain normal activity whilst wearing Zio²

Increased physician confidence in the quality of the investigation as reported by physicians³

7.1%

vs. 3.2% observed PAF detection vs. Holter⁵

Physicians reported fewer repeat monitoring tests³

Physician-perceived improvement in quality of referrals to secondary care³

6.2%

observed overall arrhythmia detection rates vs. 1.1% with Holter⁵

Increased capacity of existing resources (personnel and equipment)³

iRhythm Technologies Customer Experience (CX)



On-Site or Virtual Assessment

Working with the team we can identify clinical, financial, and operational challenges. Our multidisciplinary team can conduct comprehensive and consistent planning to assess and improve pathways.

Deep Dive Engagement

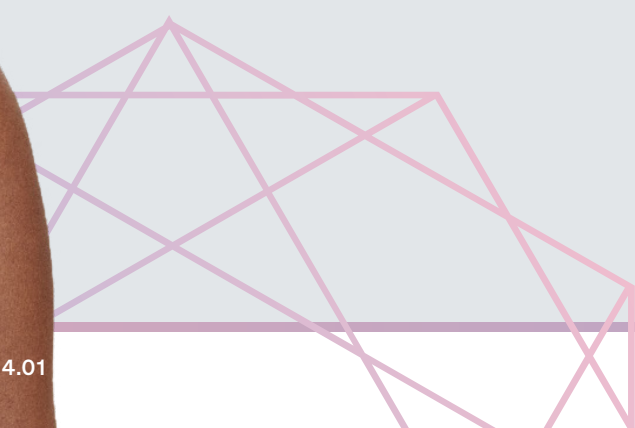
Clinical leaders are empowered with a focus on quality improvement plus deep levels of engagement with clinical, operational and financial teams.

Thought Partnership

CX can provide thought partnership to best advance clinical, operational, and financial opportunities.

Optimise Services

CX can identify new opportunities in Electronic Health Record (EHR) integration and Direct to Patient Services to optimise services.

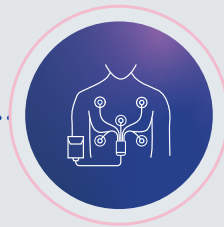


What Colleagues at Snodland said³



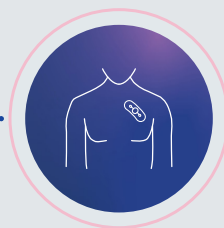
Dr Sanjay Singh, GPwER, Snodland Medical Practice

“An important diagnosis was made in several patients, which would most likely have been missed with Holter monitoring. As a result, these patients were able to be referred directly for appropriate intervention, without the need for repeated tests or further work-up in secondary care. Steps in the pathway were avoided, which meant the patients received the necessary care they needed much more quickly.”



Dr Sanjay Singh, GPwER, Snodland Medical Practice

“The Zio patch which enables prolonged monitoring has been a very important diagnostic tool for the community Cardiology service. It has enabled clinicians to diagnose conditions or rule out suspected arrhythmias with greater confidence and certainty. This has had an impact on repeat investigations, earlier appropriate interventions and reduced OPD appointments both in the community and secondary sector. Patients too seem to like it as it is less intrusive, and they seem to get on with their lives normally whilst having the patch.”



Dr Ben van Wyk, GPwER, Snodland Medical Practice

“I can say that Zio is a much more valuable investigation compared to 24 or 48 hour Holter monitoring to detect clinically actionable arrhythmia activity. We have been able to identify, and in some cases timely refer cases with clinically actionable findings that would not have been picked up otherwise. I have a lot more confidence in the outcome of the monitoring as I feel I can give the patient and the referring GP more definitive information regarding the symptoms and diagnosis. It has certainly resulted in us dealing with cases in Primary Care that we would otherwise have had to refer to Secondary Care. I feel our service will be watered down if for some reason we would not be able to continue providing Zio monitoring.”

Footnotes

1. Zio XT service pilot - preliminary evaluation 2023
2. Zio Service Review Snodland Medical Practice AI Awards Data 2023
3. Feedback provided by GPwER from Snodland Medical Practice
4. West Kent Snodland Medical Practical workflow analysis
5. West Kent Holter Tracking Data
6. Service evaluation not powered for formal comparative statistics
7. The Zio service facilitates a diagnosis as determined by a physician.

*Patients Selection:

- Patients who give a clear history of a cardiogenic arrhythmia / palpitations - i.e. a sudden acceleration of heart rate happening at rest or post exercise and lasting for a few minutes or more
- Flutters lasting for a few seconds each without dizziness or history typical of ventricular ectopics (which is most common finding in Holter tests) may not be suitable
- Suspected cardiogenic syncope even for a few seconds - sudden unexplained loss of consciousness with no premonitory symptoms (typical of vasovagal episodes)

The ZioTM service is a long-term continuous ambulatory cardiac monitoring service.

It consists of the ZioTM XT that collects beat-to-beat ECG data and can be worn for up to 14 days; the ZioTM ECG.

Utilization Service (ZEUS) System deep learned algorithm which detects arrhythmias. The data is reviewed and curated by a team of Qualified ECG Specialists (QES) to provide the final patient report.

This study was undertaken in the UK within the UK healthcare system therefore results may vary.

ZioTM XT is only available within the UK.

ZioTM XT and ZEUS are UKCA-marked (UKCA0086).

For further regulatory information visit our website

For indications for use, warnings & contraindications visit our website

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