# UNITED STATES
# SECURITIES AND EXCHANGE COMMISSION
**WASHINGTON, D.C. 20549**

# FORM 8-K

**CURRENT REPORT**
**Pursuant to Section 13 or 15(d) of the**
**Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): January 13, 2021

# BioSig Technologies, Inc.
(Exact name of registrant as specified in its charter)

| **Delaware** | **001-38659** | **26-4333375** |
|---|---|---|
| (State or other jurisdiction of incorporation) | (Commission File Number) | (IRS Employer Identification No.) |

| **54 Wilton Road, 2nd Floor**<br>**Westport, Connecticut** | **06880** |
|---|---|
| (Address of principal executive offices) | (Zip Code) |

**(203) 409-5444**
(Registrant's telephone number, including area code)

**N/A**
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

☐ Pre-commencement communications pursuant to Rule 13e-4 (c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

| Title of each class | Trading Symbol(s) | Name of exchange on which registered |
|---|---|---|
| Common Stock, par value $0.001 per share | BSGM | The NASDAQ Capital Market |

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

**Item 7.01 Regulation FD Disclosure.**

On January 13, 2021, Kenneth L. Londoner, Chairman and Chief Executive Officer of BioSig Technologies, Inc. (the "Company"), is expected to make a presentation regarding the Company to a virtual audience at the Sidoti Winter 2021 Investor Conference at 2:30 PM ET. The slide presentation is attached hereto as Exhibit 99.1 and incorporated herein by reference. Additionally, the Company may, from time to time, to present and/or distribute to the investment community and utilize the slide presentation at various industry and other conferences. The Company undertakes no obligation to update, supplement or amend the materials attached hereto as Exhibit 99.1.

In accordance with General Instruction B.2 of Form 8-K, the information in this Item 7.01 of this Current Report on Form 8-K, including Exhibit 99.1, shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Exchange Act or the Securities Act of 1933, as amended, except as shall be expressly set forth by reference in such a filing. Furthermore, the furnishing of information under Item 7.01 of this Current Report on Form 8-K is not intended to constitute a determination by the Company that the information contained herein, including the exhibits hereto, is material or that the dissemination of such information is required by Regulation FD.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits

| Exhibit Number | Description |
|---|---|
| 99.1 | Slide Presentation of BioSig Technologies, Inc., dated January 2021 |
| 104 | Cover Page Interactive Data File (formatted as Inline XBRL) |

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: January 13, 2021

By: /s/ Kenneth L. Londoner
Name: Kenneth L. Londoner
Title: Executive Chairman

**Exhibit 99.1**


BioSig™
technologies
Sidoti Winter 2021 Investor Conference
January 13th – 14th, 2021
NASDAQ : BSGM

# Disclaimer

This presentation contains forward-looking statements including statements that address activities, events or developments that BioSig expects, believes or anticipates will or may occur in the future, such as predictions of financial performance, approvals and launches by BioSig of new products, market acceptance of BioSig's products, market and procedure projections, financing plans, and related documents. Forward-looking statements are based on BioSig's experience and perception of current conditions, trends, expected future developments and other factors it believes are appropriate under the circumstances and are subject to numerous risks and uncertainties, many of which are beyond BioSig's control.

These risks and uncertainties include the timing of approvals for BioSig products, rate and degree of market acceptance of products, BioSig's ability to develop and market new and enhanced products, the timing of and ability to obtain and maintain regulatory clearances and approvals for its products and the impact of failure to obtain such clearances and approvals on its ability to promote its products and train doctors and operators in the use of its products, the timing of and ability to obtain reimbursement if required of procedures utilizing BioSig's products and the potential impact of current healthcare reform initiatives thereon, competition from existing and new products and procedures or BioSig's ability to effectively react to other risks and uncertainties described from time to time in BioSig's SEC filings, such as fluctuation of financial results, reliance on third party manufacturers and suppliers, litigation or other proceedings, government regulation, negative publicity, current worldwide economic conditions and share price volatility.

BioSig does not guarantee any forward-looking statements, and actual results may differ materially from those projected. Unless required by law, BioSig undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

# Who We Are – NASDAQ: BSGM

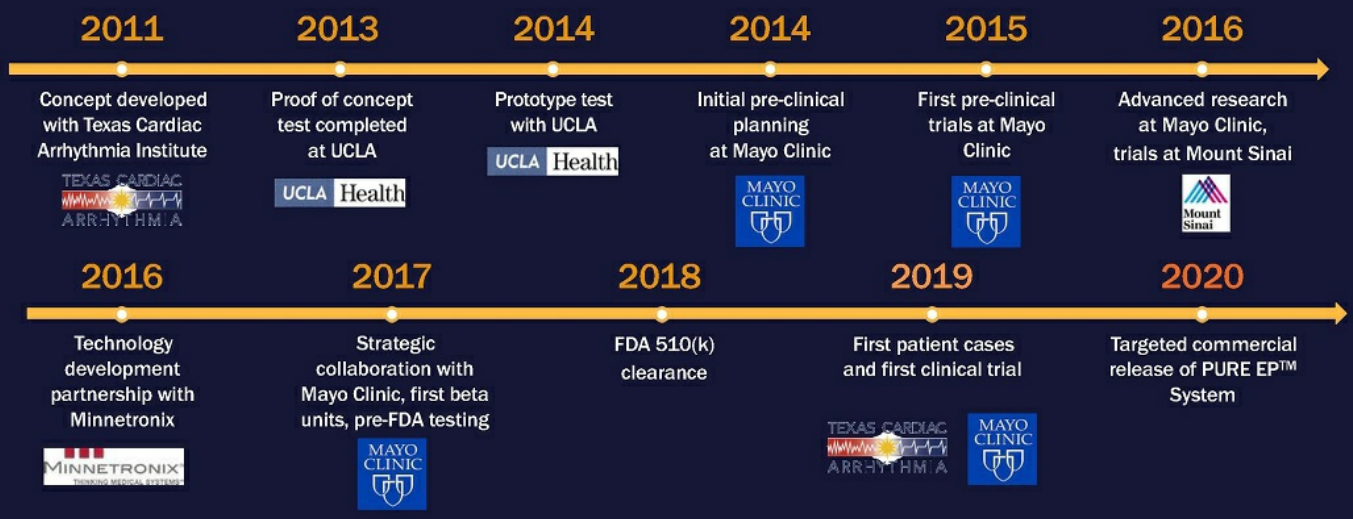

- EP Tech Market 13.5% CAGR
- Global EP Market Expected to be $12.2 Billion by 2026*
- 31 Patents Issued
- First Customer is #1 Center by Volume in U.S.
- Razor & Blade Business Model
- FDA Approved
- Unblinding of clinical data in 2021



Data source: MarketWatch Global Electrophysiology Device Market Could Exceed $12.2 Billion By 2026

# PURE EP™ Developed Through Collaboration with Leading Centers

Relationships at leading, high-volume centers create traction for PURE EP™ in the market



# Market Opportunity – PURE EP ™

## Global EP Procedures Growing Rapidly

Cardiac Ablation Procedures Are Key Hospital Revenue Drivers

Complex Cardiac Ablation:
**13.5% Growth Rate**


OUS:
**3,915**
EP labs

Total Global Addressable Market
**$2.0 Billion**

# EP During COVID-19

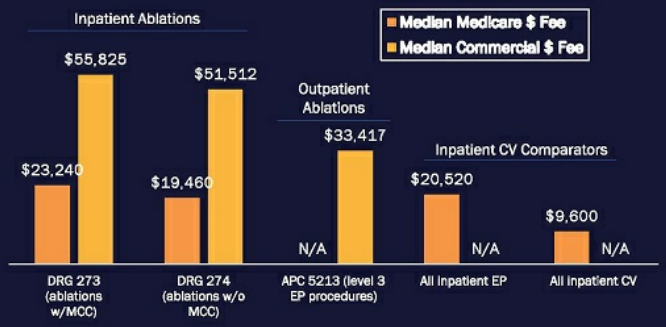
## EP procedures are clinically urgent

- Delaying procedure increases stroke risk and worsens outcomes

## EP procedures are revenue generating

- CV surgery and invasive cardiology have the highest net annual revenue compared to all other service lines

*Median Revenues Per Case For Ablation and Select EP Procedures*




## Reimbursement rates continue to increase

- From 2019 to 2020 ablations and LAAO (DRG 274) had a reimbursement rate increase of 8.8%

CMS Reimbursement Changes From FY 2019 to FY 2020

| Procedure | Reimbursement Rate Change |
|---|---|
| **Inpatient** | |
| All inpatient services | 2.5% |
| **Ablations and LAAO (DRG 274)** | **8.8%** |
| Pacemaker implant (DRG 244) | 0.9% |
| ICD implant (DRG 227) | 0.9% |
| **Outpatient** | |
| All outpatient services | 2.6% |
| Ablations (APC 5213) | 6.3% |
| Pacemaker implant (APC 5223) | 3.8% |
| ICD implant (APC 5232) | 5.3% |

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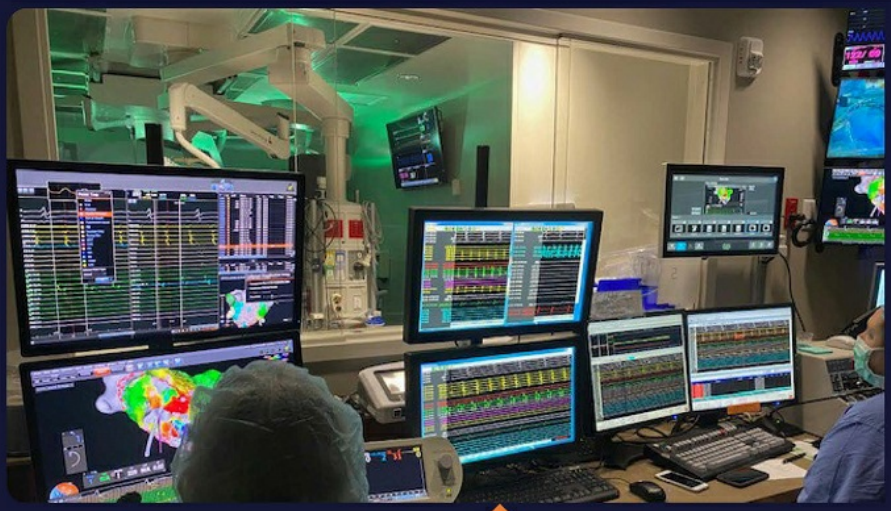
*Data Source: Advisory Board, Published by Cardiovascular Rounds

# PURE EP™ System – Customer Installations



Hospital of the
University of Pennsylvania

PURE EP ™


Texas Cardiac Arrhythmia Institute

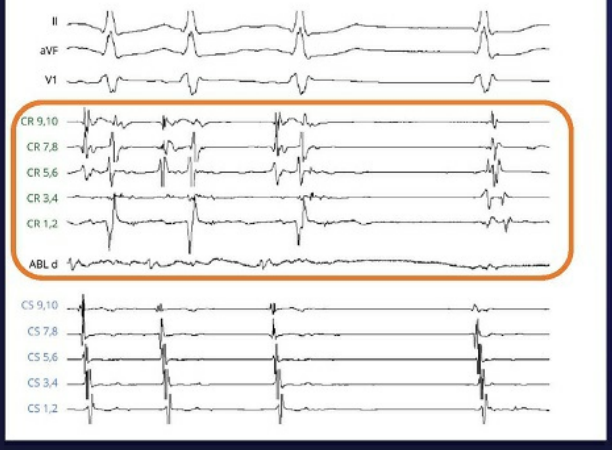
# Challenges in EP For All Procedures

*Physicians Can't Fix What They Can't See*

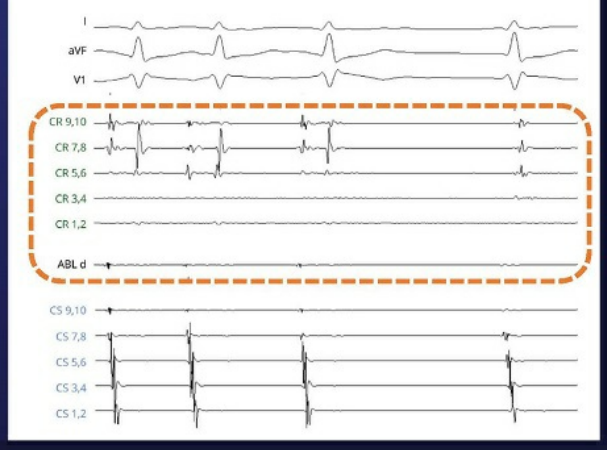
**Signal Quality**
81% of physicians rated signal quality as "Critical"

**Success Rate**
20 - 40% of ablations are unsuccessful

## PURE EP




## Control

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Data source: PUBMED 11/2017 and Healthwise and the University of Michigan, 12/15/2019.

# Expanded Product Adoption, Experience, and a Growing Database

| # PURE EP Procedures by Account | |
|---|---|
| TCAI (TX) | 228 |
| Mayo JAX (FL) | 91 |
| Penn (PA) | 57 |
| MGH (MA) | 10 |
| Deborah (NJ) | 37 |
| Overland Park (KS) | 20 |
| EE 1 cases (4 ctrs) | 29 |
| **TOTAL** | **472** |

*Data as of Jan. 8, 2020 w a lag in some reporting
*COVID shutdown Mar 12 - May 3
*Diagnosis was not logged for all procedures

| # Physician Users | |
|---|---|
| TCAI | 11 |
| Mayo | 3 |
| Penn | 8 |
| MGH | 1 |
| Deborah | 2 |
| Overland Park | 2 |
| Other EE Ctrs | 5 |
| **TOTAL** | **32** |

| Diagnosis | | Diagnosis | |
|---|---|---|---|
| Persistent AF | 143 | Atypical Flutter | 10 |
| Paroxysmal AF | 150 | Atrial Tachycardia | 7 |
| PVC | 57 | AVNRT | 7 |
| Ischemic VT | 17 | Typical Flutter | 8 |
| Nonischemic VT | 11 | AVRT/WPW | 3 |

**2019**
1 center
69 procedures

**2020**
7 centers
425 procedures

**2021**
>20 centers
>1000 procedures

# Our Recent PURE EP™ Study - ESC 2020

PURE EP™

- A blinded, independent analysis confirmed that the PURE EP™ system's signals are preferred to conventional sources
- In 35.5% of samples, the reviewers selected PURE EP™ data because "more signal components were visible"
- PURE EP™ System produces reliable and high-quality signals when compared to the standard of care systems

❖ More clinical data is expected to be unblinded this year

# Physician Testimonies

"The PURE EP System does provide innovative design with greater resolution and greater bandwidth, which should allow for safer and more efficacious ablations in the future."

*- K. Venkatachalam, M.D., Cardiac Electrophysiologist, Mayo Clinic*

"The quality of the recording that we can get in the lab can make a big difference [during the procedure]. . . The PURE EP System clearly gave us better quality of intracardiac recording [compared to conventional systems.]"

*- Andrea Natale, M.D., Texas Cardiac Arrhythmia Institute*

# Commercialization – Regions and Centers of Excellence


**Florida**
120 EP Programs
240 Labs

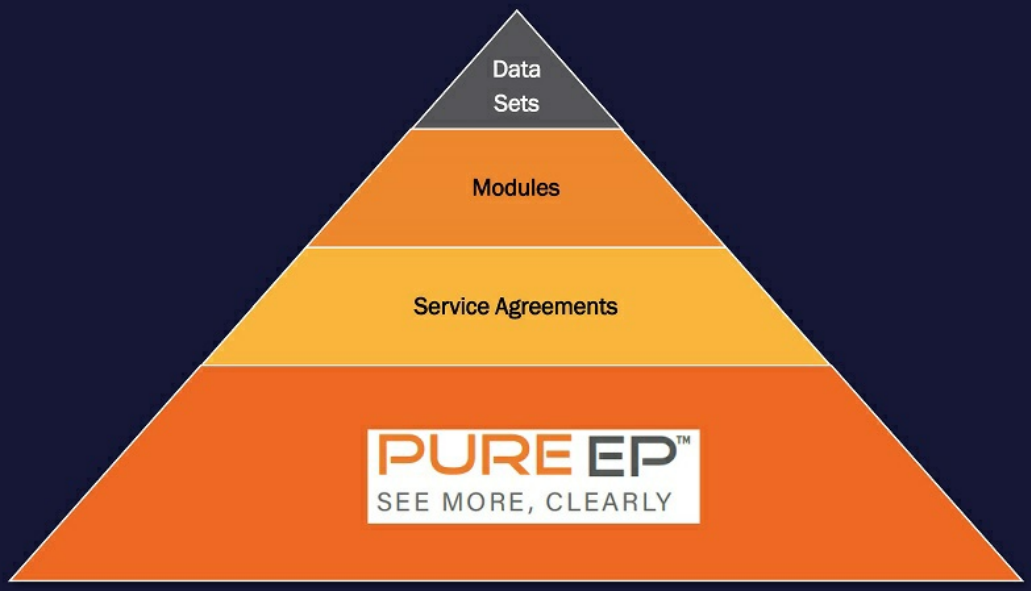
**Texas**
220 EP Programs
440 Labs

**Northeast**
175 EP Programs
400 Labs

**Revenue Potential**
$286 Million

BioSig technologies Source: Industry data and BioSig Technologies, Inc. estimates.

# Business Model




BioSig technologies

Data source: MarketWatch Global Electrophysiology Device Market Could Exceed $12.2 Billion By 2026

# Value Drivers

- Raised $41 million in 2020
- $32 million in cash on the balance sheet and no debt
- Achieved first commercial contract 4Q20
- Expect to triple the customer base in 2021
- CE mark approval / EU entry Q4 2021
- Sequential revenue growth in 2021


Nasdaq: BSGM

# Management Team

**Kenneth L. Londoner, MBA**
Founder, Chairman, CEO, Director
J & W Seligman & Co.; Endicott Management Partners

**Natasha Drapeau**
Executive Vice President
IG Group Plc

**Todd Wiltshire**
Senior Vice President, Corporate Development
Fidelity Investments

**John Kowalski**
Vice President, Sales
Biosense Webster (Johnson & Johnson)

**Manasi Patwardhan**
Director of Strategic Planning
Medtronic; Boston Scientific; Verily Life Sciences

**Steve Chaussy, CPA**
CFO
Penske Automotive;

**Andy Ballou**
Vice President, Investor Relations
Janney Montgomery Scott; RBC Capital Markets

**Barry Keenan, Ph.D, MBA, PMP**
Vice President, Engineering
Medtronic; Alfred Mann Institute for Biomedical Engineering

**Julie Stephenson, BSN, MBA**
Vice President, Clinical Affairs
Medtronic; Boston Scientific

**Olivier Chaudoir**
Senior Director, Marketing
Biosense Webster, DePuy Synthes (Johnson & Johnson)