Name of the device should appear as "BLE UART DUMMY ECG"

It is using standard UART characteristics over BLE.

You can use bluefruit connect app to plot the data.

Incoming data will be like in this format: x,y

X is the dummy ecg data, y is the real time analog data sampled from A0 pin of the device.

You will receive a packet every 16ms (64 hz).

Dummy ECG data:

64Hz 60bpm Normal ECG data

You can check "ecg data.txt" file to see actual data sent by the device and compare with what you have been receiving.