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SUPPLEMENT 11

# Ideal Life joins Shandong Novatech to launch Remote Healthcare Monitoring System in China



David Chu, Director, IDEAL LIFE Hong Kong (seated, second from left) signs agreement with Liu Zhengping, CEO, Novatech Biopharmaceutical (seated, third from left), with Shalini Anand, Vice Consul & Trade Commissioner, Consulate General of Canada (back row left), and Miao Weidong, Deputy Secretary & Government Project Executive, Taishan Industrial Park of Shandong, witnessed the ceremony.

The world's largest remote health care monitoring program is set to take place in China.

Renowned supplier of remote health care monitoring system Ideal Life Hong Kong has partnered with Shandong bio-tech firm Novatech to bring remote healthcare monitoring services to patients with chronic disease in mainland China.

The signing ceremony was witnessed by Shalini Anand, Vice Consul and Trade Commissioner, Consulate General of Canada and Miao Weidong, Deputy Secretary, Government Project, Taishan Industrial Park of Shandong.

Based in Canada, Ideal Life is a remote healthcare monitoring systems provider. Patients



can simply take their respective health measurements using its monitoring devices. The data are sent electronically through blue tooth technology, cell phones or internet lines to clinics and hospitals where medical staff can constantly monitor.

Ideal Life offers a range of monitoring devices, including pedometers, weight scales, blood pressure meters, glucose meters, pulse oximeters and peak flow meters for lung capacity.

Designed for patients with chronic conditions such as congestive heart failure, hypertension, diabetes, asthma and obesity, the system features real time information flow which facilitates preventive and proactive health care.

"Ideal Life remote healthcare monitoring systems have overcome three challenges: cost, complexity and connectivity. We are currently operating very successfully in Canada and the US, and we are looking forward to providing our services in China," said Harvey Goldberg, CEO and founder of Ideal Life Inc.

## Largest initiative in the world

Speaking at the signing ceremony, Goldberg believed that the landmark partnership will en-

able Ideal Life to provide scalable, affordable remote solutions to improve healthcare services globally.

"With easy-to-use, interactive kiosks and remote monitoring systems, people in remote villages, community centers and large cities can automatically record vital healthcare information which is instantly transmitted to their healthcare provider," he said.

To patients in remote areas, it eliminates long queues in hospitals and the time and money to travel to clinics.

Experience in North America has shown that ongoing monitoring and real-time access to data by providers improves results, avoids hospitalizations and emergency room visits. This in turn can help conserve scarce healthcare resources.

"A range of programs is available, such as 24/7 observation or ongoing maintenance programs. In the US and Canada, patients pay as little as USD20 or CAD20 per month depending on the type of program.

"Patients also find it very convenient. The programs are tailored to their particular needs and all the devices are wireless at home which causes no hassle to their daily lives," commented Goldberg.

## Set to benefit 100,000 patients

Shandong province will mark the company's first step in expanding its products and services in China.

The initial program will cover over 100,000

patients in Shandong. The groundbreaking for a National Distribution Centre is scheduled for February 2011.

"Ideal Life was selected for its features including an ideal and expansive platform. It also has the capability to bring hospitals, doctors and patients closer. The service makes monitoring individual's health at home possible and represents a big step in China's healthcare industry," said Liu Zhengping, CEO of Novatech.

He said that the system's affordability, easy to use and accessibility are also the key factors that had led to their partnership.

## Great market potential in China

This massive project will include a China National Operations Centre to be set up in Tai'an in the spring of 2011. Jinan will house the Information Technology Centre while Beijing will be the home to the National Sales Centre. In addition, a series of promotional activities will be tailored to each market segment.

According to government statistics, China has 170 million hypertension patients with a reported increment of 3 million people per year. Diabetic patients add up to 95 million in which most are unable to manage effectively on their own. Plus the 165 cardiovascular patients, China represents a potential market of 400 million people.

A Chinese study in 2010 estimates that projected annual cardiovascular events are increasing more than 50 percent between 2010 and 2030 based on population aging and growth alone.



Novatech CEO Liu Zhengping



IDEAL LIFE Director David Chu



Harvey Goldberg, Founder of IDEAL LIFE Inc

"This project coincides with the government directives in implementing national policies aimed at managing risk factors in an effort to counteract growing chronic diseases," added Liu.

When asked why Shandong was selected, he replied that the province's rapid economic development with a population of 100 million people makes it an ideal place for the first phase of the project.

"The population of Shandong is diverse and its people are ready to accept new things," he said. "This is a very good place to start a meaningful project that will bring favorable economic returns and will contribute to the society at large."



IDEAL LIFE executives with their range of products scheduled to be launched next year



Harvey Goldberg demonstrates IDEAL LIFE line of products to Shalini Anand, Vice Consul & Trade Commissioner, Consulate General of Canada