



IDEAL LIFE's Remote Monitoring System Benefits Rural North Carolina Communities

State Trust Fund awards largest grant to date to extend telemedicine program

TORONTO (August 3, 2009) - IDEAL LIFE, INC. announced today that their wireless remote monitoring devices have been selected for use in a state-funded healthcare project in six rural North Carolina communities. The \$870,000 grant is the largest Phase II Health Disparities Grant awarded by the NC Health and Wellness Trust Fund Commission (HWTF), which utilizes North Carolina's share of the national tobacco settlement to fund programs that promote preventative health. The grant provides funds for Phase II of a HWTF Health Disparities Initiative; Phase I was a successful three-year telehealth program that recently concluded with positive outcomes and high patient satisfaction levels.

Over the next three years, approximately 400 Medicaid patients with heart failure or cardiovascular disease will monitor their weight fluctuations with the IDEAL LIFE Body Manager, a digital body weight scale and blood pressure device. The program provides timely intervention for individuals who have a sudden increase in body weight, which is associated with hospitalization for heart failure. Each blood pressure device and scale wirelessly and automatically sends readings to healthcare professionals who monitor the data and intervene if necessary by contacting the patient's primary care provider. This can help avoid a health crisis that might otherwise require a costly visit to the emergency room or re-hospitalization – a significant plus for those without close proximity to major medical centers.

"No other remote monitoring vendor could provide customized reports or integrate with our current EMR system, and that's what we needed to obtain future NC Medicaid reimbursement," said Bonnie Perry Britton, Telehealth Clinical Network Director/Development Director for North Carolina's Roanoke Chowan Community Health Center (RCCHC) in Ahoskie, NC. "The cost savings was a significant factor, too. IDEAL LIFE has definitely broken the price point glass ceiling."

RCCHC was the first federally-qualified health center in the nation to implement a community-based telehealth network. The newly awarded HWTF Phase II grant will replicate the program's successful Phase I in six community clinics in North Carolina. Participating community health centers include Roanoke Chowan Community Health Center, Bertie Rural Health, Greene County Health Services, Kinston Community Health Center, Rural Health Group, Tri-County Community Health Center, and Cabarrus Community Health Center.

"We're confident that IDEAL LIFE will help us deliver better healthcare to one of the most disadvantaged regions in the U.S.," said Kim Schwartz, CEO of RCCHC. "Remote monitoring is an extremely cost-effective way for us to extend the reach of our rural healthcare workers and improve public health."

IDEAL LIFE's Bluetooth-enabled products are designed for use with any mode of communication, including cell phones, telephone lines, and the Internet.

"Remote monitoring programs like this hold great promise for underserved and remote populations all across the nation," said Jason Goldberg, President and founder of IDEAL LIFE. "This is the future. This is 21st-century healthcare at its best."

About IDEAL LIFE, INC.

Based in Toronto, Canada, IDEAL LIFE is a multinational company that delivers timely and accurate health information through collaborative solutions that are secure, reliable, and mobile. The FDA-approved products are wireless, easy-to-use and available for a fraction of the cost of competing products, requiring no extra cables, a computer, or extra steps. With an open technology platform that supports customization and seamlessly integrates with existing information based systems, IDEAL LIFE eliminates the need for new software or data reconfiguration. Products are designed for individuals with chronic conditions such as congestive heart failure, hypertension, diabetes, asthma, and obesity. For more information, visit www.ideallifeonline.com.

About Roanoke Chowan Community Health Center

Roanoke Chowan Community Health Center is a not-for-profit organization, governed by a volunteer Board of Directors, committed to providing quality service and comprehensive healthcare – regardless of the ability to pay – to meet the needs of the rural community, including the uninsured. RCCHC is a Federally Qualified Health Center and an associate member of the NC Community Health Center Association. The Center includes Murfreesboro Primary Care, Roanoke Chowan Community Health Center-Ahoskie and Colerain Primary Care. For more information, visit www.rcchc.org

About the NC Health and Wellness Trust Fund

The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$199 million to support preventive health initiatives and \$102 million to fund prescription drug assistance programs. For more information, please visit www.HealthWellNC.com.

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