



Sprint and IDEAL LIFE Enhance Home Health Care M2M communications enable health care providers to monitor patients in their homes; The "sandwich" generation turns to technology for piece of mind

Business Wire | 21 Feb 2011 | 09:00 AM ET

ORLANDO, Fla., Feb 21, 2011 (BUSINESS WIRE) -- Sprint (NYSE:S) today announced at the Healthcare Information Management Systems Society (HIMSS) Annual Conference, that it is partnering with IDEAL LIFE Inc. to expand IDEAL LIFE's product portfolio to include embedded wireless devices. The companies will develop, certify and co-market a version of the IDEAL LIFE hub to transmit health data over the Nationwide Sprint Network.

IDEAL LIFE manufactures in-home health monitoring equipment for individuals with chronic conditions such as congestive heart failure, hypertension, diabetes, asthma and obesity. The agreement between Sprint and IDEAL LIFE means that the entire system will work wirelessly utilizing Sprint's machine-to-machine (M2M) platform and the Nationwide Sprint Network to transmit medical data to health care providers to support diagnosis and general monitoring. The Nationwide Sprint Network (inclusive of roaming) reaches more than 309 million people in the United States, Puerto Rico and the U.S. Virgin Islands. Transmitted data can include the patient's glucose, blood pressure, weight, heart rate and oxygen level. IDEAL LIFE products are FDA approved for over-the-counter sales and HIPAA compliant for patient confidentiality.

"We are thrilled to partner with Sprint so our product offerings are even more comprehensive and robust," said Harvey Goldberg, CEO of Ideal Life, Inc. "This will allow consumers peace of mind when the health of a loved one is being monitored, and it further establishes IDEAL LIFE as a leader in the remote health monitoring industry." As part of this partnership, Sprint and IDEAL LIFE will showcase wireless health monitoring equipment at the Sprint booth (#2551) during the 2011 HIMSS Annual Conference in Orlando.

Health care is increasingly top of mind for Americans, from physicians and hospitals to patients and care givers. Health care costs increase six percent year-to-year. Physicians and hospitals are overloaded. Errors can occur and those with chronic diseases face challenges. If patients with chronic diseases are able to have their health monitored at home, it could drastically reduce the economic burden while also providing a level of constant and improved care needed for the individual, allowing them to be in control of their own health.

More and more, baby boomers are finding their lives sandwiched between raising their children and caring for their older parents. Many of them are looking to technology for an answer and mobility might be one solution that not only enables health care providers to monitor patients in their homes, but also lets adult children and other family keep an eye on aging parents with the help of a computer, tablet or smartphone. When a parent steps on an IDEAL LIFE scale in the morning or checks their glucose level before a meal with an IDEAL LIFE meter, a son or daughter living hundreds or thousands of miles away can be notified. M2M technology not only tracks the parent's health, but it gives the family piece of mind as well.

The market for remote monitoring is strong: the Health Research Institute estimates the annual consumer market for remote/mobile monitoring devices to be \$7.7 billion to \$43 billion, based on the range consumers said they would be willing to pay.

M2M communications, where devices other than phones talk directly to each other, is a compelling story for Sprint. "Mobile embedded solutions and partnerships present an opportunity to streamline health care and provide greater access to quality information at less significant cost and effort," said Tim Donahue, vice president of Industry Solutions, Sprint. "Connected devices are literally changing every aspect of our lives, impacting how we work and live our lives and that's fostering explosive growth in the wireless industry, in a way that we've never seen before. Sprint is pleased to assist IDEAL LIFE in the development of these next-generation home health solutions." Sprint is a leader in providing health care companies with a full range of wireless and wireline data services and unmatched expertise with embedded mobile computing and M2M communications, enabling them to bring new products to market.

Sprint's existing wireless health care solution partners include: BodyMedia -- A holistic weight-management system consisting of an Armband monitor, online Activity Manager, optional Display and free smartphone apps. It automatically tracks the calories burned during your daily activities and monitors the quality of your sleep, an important factor in weight loss. Calgary Scientific's ResolutionMD Mobile -- Provides neurologists and clinicians with real-time images, video and reports on their Android-based smartphones. GE Healthcare -- Sprint and GE Healthcare have collaborated to provide in-building wireless communications services to hospitals in North America. The solution provides hospitals with a comprehensive platform for voice and data communications over secure cellular, Wi-Fi and telemetry infrastructure that requires only one installation. Patients, clinicians and hospital visitors benefit from secure, reliable voice and data communications, supporting an environment conducive to higher levels of patient care. Omnilink -- Tracks individuals who have been diagnosed with Alzheimer's or some other form of dementia. With Omnilink, Sprint ensures family and friends are well-cared for even while away from a doctor's office or care facility.

To learn more about Sprint's health care solutions, visit www.sprint.com/healthcare. For more information on IDEAL LIFE, visit www.idealifeonline.com.

Sprint Emerging Solutions Group is an industry leader in M2M and embedded solutions, delivering a full complement of assets critical to successful M2M and embedded solutions deployments. These include: network agnostic capabilities (including 3G, 4G, CDMA, iDEN, and a reliable Tier 1 IP network); specialized industry solutions engineering teams; an open approach to devices and applications through the company's Open Device Initiative, an expansive M2M partner ecosystem; and the ability to provide customers with customized solutions that can include distribution, branding, billing and customer care services. To learn more, view this special "What if ..." M2M video and visit www.sprint.com/m2m.

About Sprint Nextel Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel served more than 49.9 million customers at the end of 2010 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands including Virgin Mobile USA, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone.

Newsweek ranked Sprint No. 6 in its 2010 Green Rankings, listing it as one of the nation's greenest companies, the highest of any telecommunications company.

You can learn more and visit Sprint at www.sprint.com or www.facebook.com/sprint and www.twitter.com/sprint.

About IDEAL LIFE IDEAL LIFE is a multinational company that delivers timely and accurate health information on demand, to any location, through collaborative solutions that are secure, reliable, and mobile -- accessible through the major brands for cell phones, computers and other communication devices. The FDA-approved products are wireless, easy-to-use and available for a fraction of the cost of competing products. With an open technology platform that supports customization and seamlessly integrates with existing information-based systems including electronic medical records, IDEAL LIFE eliminates the need for new software or data reconfiguration. Health care providers have a window of communication opened across their entire care continuum that is secure,

automated and available across any communication channel. IDEAL LIFE products are designed for individuals with chronic conditions such as congestive heart failure, hypertension, diabetes, asthma, and obesity. For more information, visit www.idealifeonline.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6617982&lang=en> SOURCE: Sprint and IDEAL LIFE CONTACT: Sprint Media Contact: Randy Spolter, 703-930-2671 Randal.Spolter@Sprint.com or IDEAL LIFE Media Contact: Caroline Sherman, 312-245-9805 Ext. 110 Caroline@alpaytac.com Copyright Business Wire 2011 -0- KEYWORD: United States

North America

Florida INDUSTRY KEYWORD: Technology

Data Management

Networks

Software

Health

Cardiology

Medical Devices

Mobile/Wireless

Diabetes

General Health SUBJECT CODE: Conference

Contract/Agreement

Product/Service

Trade Show

Photo/Multimedia

URL: <http://classic.cnbc.com/id/41702238/>

© 2011 CNBC.com