



## NEWS RELEASE

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### IDEAL LIFE Presents First Option for “Universal Mobility” in Health and Wellness Management

*From Apple to Google to Verizon and AT&T, IDEAL LIFE’s System Makes Health Information Accessible for Patients and Healthcare Providers For True Mobile Health, or “M-Health”*

Toronto, Canada - May 11, 2010 - [IDEAL LIFE’s](#) wireless, easy-to-use and affordable remote health monitoring system is now the first to offer universal mobile connectivity through compatibility with communication brands from Apple (including iPads) and AT&T to Verizon, Virgin Mobile and US Cellular. The complete range of “universal mobility” products offering true m-health will be displayed at IDEAL LIFE’s booth #1323 at the American Telemedicine Association conference, May 16-18, in San Antonio, Texas.

“People today communicate in many ways and through many channels,” said IDEAL LIFE President and founder Jason Goldberg. “In order for health monitoring solutions to become widely adopted, data capture must be automated to fit people’s lifestyle, while data access must fall within healthcare providers’ existing work flow. The process must fit into a lifestyle and workflow, it cannot be forced. Now, we’ve made it possible for people to connect through virtually any communication channel, with multiple gateways, brands of cell phones, tablets, computers, and PDAs.”

The communication brands with which IDEAL LIFE is compatible include Apple, AT&T, Cricket, Google, HTC, LG, Nokia, Motorola, RIM, Samsung, Sony Ericsson, Sprint, T-Mobile, US Cellular, Verizon, and Virgin Mobile.

This dramatically expanded connectivity as a complete solution - a first for the telehealth industry - is made possible by IDEAL LIFE’s mobile applications and cellular-based gateway product, the IDEAL LIFE Mobile Pod™, which is a new version of IDEAL LIFE’s current gateway product. Using the IDEAL LIFE Mobile Pod™, patients simply take the measurement of their weight, blood pressure, or other health function, and the data is automatically communicated to their medical team completely wirelessly over cellular towers.

IDEAL LIFE's universal connectivity capabilities can impact the quality and availability of healthcare on a global level. At the recent World Health Congress, IDEAL LIFE's solutions for managing chronic disease were included as part of the "full response medical bag" seen as the solution to today's fragmented, expensive health care delivery system by presenter Dr. Patrick Soon-Shiong, M.D., Executive Chairman and CEO of Abraxis BioScience and Executive Director of the UCLA Wireless Health Institute. According to Dr. Shiong, this model of self-assembled health information and data collected at points of care that is available any time and anywhere is the key component for a sustainable health care model for both Westernized and Third World countries.

IDEAL LIFE's system is also unique in its capability to provide two-way communication between the patient and the provider or health coach. For example, the healthcare provider can send encouragement or reminders to the patient's device, and the patient can respond. For wellness-related devices such as pedometers, users can connect with their friends and family via social media sites such as Twitter and Facebook.

In addition to leading the industry in connectivity for universal mobility, IDEAL LIFE's devices are the most affordable on the market - a fraction of the cost of other health monitoring systems. They also automatically populate and integrate seamlessly with the provider's data collection systems and with electronic medical records, so that this vital data can be accessed at any time and at any location. IDEAL LIFE's system is also available in kiosks for use in community centers, assisted living centers, and other sites.

"IDEAL LIFE has definitely broken the price point glass ceiling. And no other remote monitoring vendor could provide customized reports or integrate with our current EMR system," noted Bonnie Perry Britton, MSN, Telehealth Clinical Network Director/Development Director, Roanoke Chowan Community Health Center, Ahoskie, NC.

With these innovations, IDEAL LIFE has made it possible, for the first time, to manage large populations of people with chronic illness or lifestyle improvement goals.

"Managing chronic illness and helping people live healthy lifestyles are the major challenges facing the healthcare system today," noted Goldberg. "By making health monitoring easy and affordable, we can help improve the health of millions of people."

IDEAL LIFE now has the largest installed base of remote health monitoring systems in the U.S., next to the Veterans' Administration, and the broadest range of applications, in hospitals, health plans, medical groups, home health agencies, community clinics, and academic medical institutions. IDEAL LIFE's systems are customized for the management of a variety of chronic illnesses including [congestive heart failure](#), [hypertension](#), diabetes, asthma and obesity.

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### **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. Healthcare 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.ideallifeonline.com](http://www.ideallifeonline.com).