



## NEWS RELEASE

Media Contact:  
IDEAL LIFE  
Joy Scott  
Scott Public Relations  
(818) 610-0270

[joy@scottpublicrelations.com](mailto:joy@scottpublicrelations.com)  
[www.scottpublicrelations.com](http://www.scottpublicrelations.com)

### **IDEAL LIFE Featured as “Disruptive Technology” and Link for Health Improvement Worldwide at World Health Congress**

*IDEAL LIFE’s Remote Health Monitoring System Enables Wireless Communication Linking Patient, Provider and Electronic Medical Records*

Toronto, Canada, April 20, 2010 - IDEAL LIFE’s wireless, easy-to-use and affordable remote health monitoring system was featured last week in a session at the 7<sup>th</sup> Annual World Health Care Congress in Washington D.C., as the potential link between the patient, the provider, and the electronic medical record/health information technology needed to transform health care worldwide.

In the session “Transforming Health Care Now in the Developed and Developing Worlds,” Patrick Soon-Shiong, M.D., included IDEAL LIFE’s solutions for managing chronic disease as part of the “full response medical bag” that he sees as the solution to today’s fragmented, expensive health care delivery system. Dr. Shiong, who is Executive Chairman and CEO of Abraxis BioScience, and executive director of the UCLA Wireless Health Institute, described a model of community care through self-assembled health information and data collected at points of care that is available any time and anywhere, as the key components for a sustainable health care model for both Westernized and Third World countries.

“It’s tremendously gratifying to see experts like Dr. Soon-Shiong recognize the potential for our work to change health care around the world,” said Jason Goldberg, president and founder of [IDEAL LIFE](#). “The dynamic patient monitoring and connectivity that Dr. Soon-Shiong recommends is our mission. IDEAL LIFE’s design is based on our research of how people actually live, work and play, around the world. Consequently, our measurement and communication devices integrate seamlessly into their lives, are easy-to-use, and are so affordable that we can now provide these important services to millions of people around the globe.”

U.S. Department of Health and Human Services Secretary Kathleen Sebelius, a keynote speaker at the conference, also cited the commitment to prevention and wellness in President Obama’s healthcare reform bill as another milestone in shifting focus from only

treating acute illness to creating health and better managing chronic illness, as a national priority.

IDEAL LIFE's remote monitoring system collects a patient's biometric data and wirelessly transmits the results via a variety of communication channels - including telephone land lines, cell phones, and the Internet - to a secure data repository where it can be read by their healthcare providers. With IDEAL LIFE products, for example, patients just step on the scale, or take a measurement, and the reading is automatically transmitted to their care team. With this real time data, the team can immediately intervene if there is a problem, avoiding potential hospital admissions, physician office visits and trips to the emergency room. IDEAL LIFE also improves the patient's adherence to their medication and care plan through two-way education and coaching, including communication via social networks.

IDEAL LIFE is currently the only system that is compatible with electronic medical records, creating a seamless, holistic picture of the patient's condition that is invaluable to the medical team.

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.

The 7<sup>th</sup> Annual World Health Care Congress was held April 12-14, 2010, in Washington, D.C.

###

#### **About IDEAL LIFE**

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](http://www.ideallifeonline.com).