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For Immediate Release

VIRTUAL LIFESTYLE MANAGEMENT™ SERVICE ROLLED OUT BY FIVE HEALTHCARE PROVIDER ORGANIZATIONS

DPS Health announces new clients for their internet-based weight management program

LOS ANGELES, CA – January 5, 2009 – DPS Health recently signed five new partners who will rollout the Virtual Lifestyle Management™ (VLM) service in their organizations. The VLM is a clinically linked, internet-based service that helps overweight and sedentary adult patients become more active, eat better, lose weight and lead healthier lives.

DPS Health's new clients are Monarch HealthCare, Inc., Motion Picture & Television Fund, Government Employee Hospital Association, the University of Southern California's General Internal Medicine and Geriatric Medicine Faculty Practice, and Mental Health America, Los Angeles Chapter.

"We are delighted that these five healthcare leaders have chosen to enhance their existing patient support to include online weight management. The changing nature of healthcare requires creative and innovative solutions that extend clinical care and incorporate new technology," says DPS Health founder and CEO, Neal Kaufman, M.D., M.P.H.

These five partners will initially make the VLM available to approximately 1,000 patients to test the program's effectiveness in each unique organization. The VLM appeals to this wide variety of health organizations because it is both cost-effective and scalable. When these initial tests are complete, the VLM can easily rollout to tens of thousands of users, helping the healthcare providers better support their patients.

The VLM service is an online program based on the landmark Diabetes Prevention Program (DPP), a weight management approach developed by the University of Pittsburgh faculty under a federal research grant from the National Institutes of Health. To create the VLM service, the University of Pittsburgh, along with DPS Health, worked to improve patient engagement through web-based learning, tracking, and motivation. VLM uses cutting-edge technology to enhance efficiency and success of health care provider weight management programs.

One new client is Monarch HealthCare, an Orange County, CA-based physician group with more than 170,000 patients and nearly 2,000 independent, private practice physicians. They have selected 250 adults as part of the initial rollout; half with diagnosed type 2 diabetes and the other half with obesity-related problems such as high blood pressure, elevated cholesterol or pre-diabetes. The VLM service will be part of Monarch HealthCare's

telephonic care management service and will complement the healthcare company's existing Personal Health Management services.

"This partnership supports Monarch's efforts to empower patients to actively participate in the management of their health," says Susan Cameron, Monarch HealthCare's vice president of clinical services. "Monarch has diligently pursued an appropriate balance of strong clinical outcomes and patient interaction. We believe this pilot program will allow us to accomplish these objectives."

Another new client, the Government Employee Hospital Association (GEHA), a Kansas City, Missouri-based health insurance plan that covers approximately 400,000 federal employees, retirees and their families will rollout the VLM service to a limited number of members who use the existing telephonic care management program. Their program is designed to enable nurses to more easily support patient self-management. This partner will look at how the VLM complements existing health plan services and how patient engagement through an internet-based system affects behaviors in the critical time between regularly scheduled nurse calls.

Kathy Johnson, GEHA's clinical supervisor for the pilot project, states, "It is clear that simply providing patients with good health education is not enough to create behavior change. Nurses have to think differently about how they interact with patients and change their approach to help patients discover their own motivation for change."

The Motion Picture & Television Fund (MPTF), a non-profit health service provider headquartered in Woodland Hills, CA, is also rolling out a version of the VLM to eligible members of the entertainment industry in connection with its Wellness and Disease Management Programs. Their goal is to enroll 200 members during the first quarter of 2009 to study how the VLM would enhance current efforts to help members improve their health. MPTF is particularly interested in the VLM since many members have schedules that make it difficult to attend scheduled classes or face-to-face and telephonic coaching sessions.

Mental Health America, Los Angeles Chapter (MHA-LA) is a service agency for clients with severe and persistent mental illness, and has long been a leader in the recovery movement. The VLM will be offered to 25 MHA employees in this initial program. MHA aims to test how well the VLM service is received by employees and how effectively it fits with their current mental illness recovery approaches. MHA wants to determine the feasibility of extending its services to complement mental illness recovery that would include support of overall physical health.

“The VLM service is an important part of MHA’s effort to move toward a wellness orientation. We are extremely pleased to offer our employees these tools to help them to embrace a healthier lifestyle,” says executive vice president, David Pilon, Ph.D.

DPS Health has also partnered with USC Division of Geriatric, Hospital and General Internal Medicine’s (GHGIM) Sections of General Internal Medicine and Geriatric Medicine Faculty Practice to deliver the VLM to specifically selected patients. This program was designed to examine how the VLM works to strengthen the clinician patient relationship and provide significantly greater support to patients in between office visits. Patients will be directly billed for the year-long VLM service.

Dr. David Goldstein, vice chair for clinical affairs is excited about testing the VLM because “USC Faculty takes great pride in employing advances in technology and sophisticated models of care to prevent illness and enhance the well-being of our patients. The Virtual Lifestyle Management service provides this opportunity.”

DPS Health founder and CEO Neal Kaufman, M.D., M.P.H. adds, “DPS Health is very excited to partner with these forward thinking providers to test the VLM in a wide variety of settings with diverse patient populations and payment models. We are confident that our partners will see improved patient outcomes through research validated online self-management support interventions.”

About DPS Health

DPS Health, formerly known as Diabetes Prevention Source, extends the practice of medicine to meet current and future health threats. The increasing prevalence of life-style diseases and consumer driven treatments require new and improved ways to engage, enlighten and motivate individuals to adopt and sustain health promoting and disease preventing behaviors. DPS Health creates software solutions through an innovative, flexible and scalable technological platform (Behavior Change Suite™) based on research-proven lifestyle coaching methods. University of Pittsburgh faculty worked with the DPS Weight Management division to develop the web-based Virtual Lifestyle Management service (VLM), based upon the Diabetes Prevention Program developed by the University of Pittsburgh. DPS Health is a licensee of this program for delivery through the VLM service. In addition, DPS Health has the Physical Activity Prescription™ to help sedentary and overweight adults become more physically active.

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