



DPS Health  
1539 Sawtelle Blvd. Suite 10  
Los Angeles, CA 90025  
310.444.0650  
[www.dpshealth.com](http://www.dpshealth.com)

**For Immediate Release**

**Dr. Neal Kaufman Presents Endocrine Grand Rounds at Cedars-Sinai Medical Center  
DPS Health CEO talks with fellow clinicians about advances in patient self- management**

**LOS ANGELES, November 11, 2008** -- Neal Kaufman, M.D., M.P.H., CEO and founder of DPS Health presented Endocrine Grand Rounds at Los Angeles-based Cedars-Sinai Medical Center today with a focus on Internet delivery of patient support and counseling. Dr. Kaufman, a distinguished and nationally recognized expert in medicine and public health, presented his views on transformations needed in the healthcare industry to treat the dramatic rise in chronic conditions caused by poor lifestyle choices. Dr. Kaufman explained that “all clinicians must realize they need to help their patients make better choices and increase healthy behaviors.” This was nothing new to the audience, as many have been offering this advice by way of direct interventions to patients for years. What was new is the opportunity for the Internet to be part of the solution.

Direct interventions, either in face-to-face meetings or done over the phone, help patients improve and maintain healthy lifestyles. But, as Dr. Kaufman explained, that same intervention, delivered via the Internet, can be equally as effective and much less costly, meaning physicians can offer effective lifestyle counseling to more patients at a lower cost.

Dr. Kaufman explained how the web-based, clinically-linked Virtual Lifestyle Management service (VLM), is an example of how new technology can extend the physician-patient relationship. Internet based interventions can increase the clinician-to-patient ratio from 1:25 for a typical face-to-face intervention, to upwards of 1:200, making these interventions both affordable and scalable. With the growing importance of weight management in this new era of healthcare, the VLM will have a revolutionary role in improving the treatment and prevention of lifestyle diseases such as diabetes, hypertension, and heart disease. Dr. Kaufman’s presentation was particularly noteworthy for physicians and representatives of healthcare groups in the audience –because of their main objectives -- to reduce or prevent the progression of lifestyle diseases.

“Integrating counseling and education into a busy practice is the core principle that improves outcomes,” said Dr. Kaufman. “We can improve health outcomes and prevent lifestyle diseases, but we first must convince you, the clinician, that you can provide higher quality care by using new tools to drive the next generation of patient self-care.”

**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 prevention behaviors. DPS Health creates software solutions through an innovative, flexible and scalable technological platform (Behavior Change Suite™) based on research-proven lifestyle coaching methods. The DPS Weight Management division has developed 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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For Press Inquiries Contact:

Carol Eisner of EISNER PUBLIC RELATIONS

(310) 839-1400

[carol@eisnerpr.com](mailto:carol@eisnerpr.com)

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