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**For Immediate Release**

## **Monarch HealthCare, Inc., and DPS Health Announce Pilot Rollout of the Virtual Lifestyle Management Service**

**LOS ANGELES, CA – October 24, 2008** – DPS Health and Monarch HealthCare, Inc., one of California’s largest physician organizations, announced today the rollout of a new pilot program that uses DPS Health’s Virtual Lifestyle Management™ (VLM) service. The VLM service draws on cutting-edge technology to enhance efficiency and success of healthcare provider weight management programs. In this new pilot program, DPS will provide physicians affiliated with Monarch HealthCare tools to provide its patients with a clinically linked, internet-based service that will help overweight and sedentary adult patients become more active, eat better, lose weight and live healthier lives.

DPS Health worked with the University of Pittsburgh to improve patient engagement through web-based learning, tracking, and motivation to create the VLM service. VLM uses cutting-edge technology to enhance efficiency and success of health care provider weight management programs.

Monarch HealthCare is an Orange County, CA-based physician group with more than 170,000 patients and 2,000 independent, private practice physicians. The group has selected 250 adults, half with diagnosed type 2 diabetes, the other half with co morbidities for the disease such as hypertension, family history and heart or kidney disease. The pilot program will be rolled out as part of Monarch’s telephonic care management service and is designed to be a complement to the healthcare company’s existing Personal Health Management services.

In making the announcement, founder and CEO of DPS Health, Neal Kaufman, M.D., M.P.H. said, “We are thrilled that Monarch HealthCare, a leader in providing high quality and affordable healthcare, chose to provide our state-of-the-art weight management service to their patients in this important pilot program. The changing nature of health care requires new approaches and novel solutions. DPS Health supports forward thinking providers like Monarch HealthCare through our research driven, proven-effective online self-management coaching interventions.”

According to Susan Cameron, Monarch’s vice president of Clinical Services, the partnership supports Monarch’s efforts to empower patients to actively participate in the management of their health. “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.”

Deeply concerned about the epidemic of weight-related illness, rising health costs and chronic conditions, Kaufman founded DPS Health to address serious chronic diseases, such as type 2 diabetes, in order to help clinicians more effectively improve health outcomes of their patients. The impetus for this came from the findings

of the landmark NIH-funded Diabetes Prevention Program. Kaufman is a proven leader who has built a record of trust through local, state and national efforts to improve public health.

**About Monarch HealthCare**

Monarch HealthCare, A Medical Group, Inc, is an Independent Practice Association formed in 1994. It is owned and operated by physicians in the communities it serves. Monarch is among California’s ten largest IPA and Medical Groups and has more than 2,500 independent physicians in private practice providing care to over 170,000 Orange County residents. For more information, please visit [www.monarchhealthcare.com](http://www.monarchhealthcare.com).

**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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