



*Better care coordination
should be this simple.*

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Pharos Innovations Strengthens Leadership Team

Northfield, IL, May 26, 2008 - Pharos Innovations, a pioneer in assisting clients to achieve next generation clinical and financial performance improvement through a device-free remote monitoring platform, today announced the appointment Bonni Kaplan as senior director, marketing and communications. With more than 16 years of marketing communications and strategy development experience, Ms. Kaplan will enhance Pharos' already innovative, industry-leading management team.

As senior director, marketing and communications, Ms. Kaplan is responsible for the development and execution of Pharos' marketing strategy, including corporate marketing and positioning, sales support initiatives, business development, client services, product marketing and media relations. Prior to joining Pharos, she was the senior director of corporate marketing for Matria Healthcare, a disease management company, and director of marketing communications for Senior Lifestyle Corporation, a national provider of senior living communities and services.

"Bonni is a creative, forward-thinking marketer with a proven track record of developing successful marketing programs that increase market share, improve customer loyalty and increase end user engagement," said Dr. Randy Williams, founder and CEO. "Bonni is a perfect fit in our extremely innovative company that is changing the chronic care delivery paradigm."

About Pharos Innovations

Founded in 1995, Pharos Innovations assists healthcare providers and payers in achieving next generation clinical and financial performance improvement. An innovative, device-free platform, Tel-Assurance®, improves care coordination and drives dramatic clinical improvement and cost savings by remotely monitoring patients and averting unnecessary clinical events. Our enabling technologies proactively involve patients in their care and result in the early identification of clinical deterioration.

Tel-Assurance substantially expands the reach, efficiency and effectiveness of clients' current health management programs for complex chronic conditions. The Pharos solution is strongly validated to show measured clinical improvement and financial impact, is the recipient of the prestigious American Heart Association National Outcomes award and was selected for the first ever National Institutes of Health (NIH) sponsored evaluation of remote monitoring interventions. For more information visit www.pharosinnovations.com or call (847) 790-7649.

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