



*Better care coordination
should be this simple.*

FOR IMMEDIATE RELEASE
November 25, 2008

Contact: Bonni L. Kaplan
Pharos Innovations
847-790-7649
bkaplan@pharosinnovations.com

Pharos Innovations Joins Partnership to Fight Chronic Disease

Northfield, IL, November 25, 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 joined the Partnership to Fight Chronic Disease (PFCDD), a coalition of leaders from the healthcare, business, policy and labor communities committed to making chronic disease the key healthcare issue in the new presidential administration.

“We are excited to be partnering with an organization that is successfully affecting change in healthcare,” said Dr. Randall Williams, CEO of Pharos Innovations. “The PFCDD’s mission to educate the public, mobilize Americans to call for change and challenge policymakers on health policy changes is in direct alignment with our mission to transform healthcare through a new paradigm of chronic care management delivery.”

Pharos joins more than 80 partner organizations in the fight against chronic disease. The PFCDD is working to raise awareness of chronic disease nationwide, with a particular focus on the key primary states of Iowa, New Hampshire and South Carolina. The partnership is led by former U.S. Surgeon General Richard H. Carmona, M.D. and Ken Thorpe, PhD, chair of the Rollins School of Public Health at Emory University and a former White House health policy advisor.

“The addition of Pharos strengthens the PFCDD in the fight against chronic disease,” said Thorpe, executive director of the PFCDD. “We look forward to tapping the Pharos team’s vast knowledge and substantial resources in making chronic disease the key healthcare issue in the new presidential administration.”

Chronic diseases are responsible for seven out of every 10 deaths in the U.S. – causing more than 1.7 million American deaths every year, according to the Centers for Disease Control and Prevention (CDC). Chronic diseases are also the primary driver of healthcare costs, accounting for more than 75 percent of the \$2 trillion dollars spent each year on healthcare in the U.S.

--more--

Two Northfield Plaza
Suite 201
Northfield, IL 60093
847-881-8705
Fax: 847-881-8706
800-997-3367

www.pharosinnovations.com



*Better care coordination
should be this simple.*

Pharos Joins Partnership to Fight Chronic Disease – add one

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.

About the PFCD

The Partnership to Fight Chronic Disease (PFCD) is a national coalition of patients, providers, community organizations, business and labor groups, and health policy experts. They are committed to raising awareness of chronic disease and the policies and practices that save lives and reduce health costs through more effective prevention and management of chronic disease.

The mission of the PFCD is to:

- ✦ **Educate the public** about chronic disease and potential solutions for individuals and communities
- ✦ **Mobilize Americans** to call for change in how governments, employers, and health institutions approach chronic disease
- ✦ **Challenge policymakers** on the health policy changes that are necessary to effectively fight chronic disease

Currently, more than 80 advisory board members and partner organizations from across the country have joined the PFCD.

For more information on the partnership, please visit: www.fightchronicdisease.org. For more information about Pharos Innovations, please contact Bonni Kaplan, senior director of marketing and communications at Pharos Innovations, at (847) 790-7649 or bkaplan@pharosinnovations.com.

###