



*Better care coordination
should be this simple.*

FOR IMMEDIATE RELEASE

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Pharos Innovations CEO Appointed to DMAA: The Care Continuum Alliance Board of Directors

Northfield, IL, October 9, 2009—Pharos Innovations announced the appointment of its CEO, [Randall E. Williams, MD](#), to the Board of Directors of DMAA: The Care Continuum Alliance. The Board is comprised of healthcare leaders from health plans, academia, wellness organizations and other health management stakeholders. The Board appointments were approved recently at DMAA's annual meeting, The Forum 09, in San Diego, CA.

“As a newly appointed member of the DMAA board, I am humbled by the great minds working together to improve [chronic care management](#), [reduce healthcare costs](#) and solve our healthcare crisis,” said Williams. “Our industry agrees that change is needed – that what has been acceptable in the past is not sustainable in the future – and that collaboration is the key to that change. DMAA is a catalyst to help us move in that direction and I am excited for the work ahead of me and my fellow board members as we help guide this movement.”

Under Dr. Williams' leadership, Pharos Innovations developed Tel-Assurance[®], a device-free, cost effective, [remote patient monitoring](#) platform that does not require special equipment. Participants use the equipment they already use everyday - any available telephone (land line, cell phone or payphone) or Internet connection - and basic health measurement tools, such as a generic bathroom scale or glucometer, to gather and report basic symptom information. Care managers monitor and interpret health status, adjust care plans as needed and communicate back to their members/patients. Tel-Assurance has helped Medicare, Medicaid and commercial patients and their physicians achieve break-through levels of clinical and financial performance improvement.

About DMAA: The Care Continuum Alliance

DMAA: The Care Continuum Alliance convenes all stakeholders providing services along the care continuum toward the goal of population health improvement. These care continuum services include strategies such as health and wellness promotion, disease management, and care coordination. DMAA: The Care Continuum Alliance promotes the role of population health improvement in raising the quality of care, improving health outcomes and reducing preventable health care costs for individuals with chronic conditions and those at risk for developing chronic conditions. DMAA's activities in support of these efforts include advocacy, research and the promotion of best practices in care management.

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Pharos CEO Appointed to The Care Continuum Alliance Board of Directors, add one

DMAA: The Care Continuum Alliance represents more than 200 corporate and individual stakeholders—including wellness, disease and care management organizations, pharmaceutical manufacturers and benefit managers, health information technology innovators, biotechnology innovators, employers, physicians, nurses and other health care professionals, and researchers and academicians. Visit DMAA on the Web at www.dmaa.org.

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 remote patient monitoring platform, Tel-Assurance, [improves care coordination](#) and drives dramatic clinical improvement and cost savings. 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 join in on the discussion at our blog, www.thecollaborativeforum.com.

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