



*Better care coordination
should be this simple.*

FOR IMMEDIATE RELEASE

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Pharos Innovations' Tel-Assurance[®]: The Healthcare Technology Solution that Significantly Reduces Healthcare Costs

**Remote monitoring platform maximizes healthcare technology (HIT) to improve
chronic care management**

Northfield, IL, May 19, 2009—President Obama's just released Top-3 list of healthcare reform priorities includes programs that focus on prevention, wellness and disease management. This is no surprise given that seventy-five cents of every U.S. healthcare dollar is spent on the treatment of chronic conditions—most of which are preventable. Through better chronic care management, Americans can lead healthier lives and hospital admissions can be significantly lowered, saving American taxpayers millions. Using simple communication and healthcare technologies already available to every patient and in every home, Pharos Innovations has developed and proven a successful formula that focuses on prevention, wellness and disease management.

“A large opportunity exists to dramatically reduce healthcare costs in chronic disease populations while improving quality of care and life, using simple, scalable solutions and models that have already been well-proven,” says Randy Williams, MD, CEO of Pharos Innovations.

Pharos Innovations has developed a cost-effective, modular approach to chronic care management, Tel-Assurance, which has proven successful for 12+ years. Requiring no special or expensive equipment – just a cell phone, landline or Internet connection and basic measurement tools, such as a bathroom scale - Tel-Assurance has helped Medicare, Medicaid and commercial patients and their physicians achieve break-through levels of clinical and financial performance improvement.

“A short list of chronic conditions constitutes over 95% of Medicare and over 80% of Medicaid costs. We believe that perhaps as much as 40% of these costs would be avoidable through better care coordination and collaboration, supported with appropriate healthcare technologies and payment incentives,” Williams says.

Tel-Assurance is the most extensively studied remote patient monitoring technology. Its success has been evaluated in several Medicare and Medicaid population demonstrations, by the Veterans Administration, and in the only National Institutes of Health (NIH) sponsored multi-centered, randomized prospective trial.

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Tel-Assurance Significantly Reduces Healthcare Costs, add one

The results from one such Medicare demonstration (The CMS Physician Group Practice Demonstration) speak for themselves:

- Hospital readmissions for all causes fell from 20% to 2%
- Approximately one averted hospital admission *per individual* enrolled per year; approximately \$6500 per individual saved annually
- Medicare savings of more than \$8 Million annually, from two hospital systems

The successful results of Tel-Assurance indicate that by collaborating with physicians and engaging patients in their care through simple, easy-to-use healthcare technologies, significant improvements can be made in clinical performance at remarkable cost savings. These impressive savings are sustainable and reproducible between organizations, despite dramatic differences in local cultures, geography, and implementation models.

Dr. Williams adds, “Achieving near term success will require Congress and the Administration to provide the necessary leadership and legislation to address financial incentive alignment for HIT implementation, care coordination activities, and accountability for healthcare expenditures.”

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. 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.

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