



*Better care coordination
should be this simple.*

FOR IMMEDIATE RELEASE

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**Pharos Innovations and Clients to Showcase Three Client Case Studies
at Upcoming ATA Conference**

Northfield, IL, April 22, 2009 - Pharos Innovations, a pioneer in assisting clients achieve next generation clinical and financial performance improvement through a device-free remote monitoring platform, today announced that CEO, Dr. Randall Williams, will partner with four client organizations to present three case studies at the American Telemedicine Association's 2009 conference in Las Vegas.

- ▲ **Monday, April 27, 2009 @ 9:15 a.m.** with Dr. Thomas Kline, medical director, Iowa Medicaid Enterprise, and Dr. William Appelgate, executive director, Iowa Chronic Care Consortium, on the clinical and financial performance improvement Iowa Medicaid achieved through the Iowa Medicaid Population Disease Management demonstration.
- ▲ **Tuesday, April 28, 2009 @ 10:45 a.m.** with Dr. Douglas Carr, medical director, education and systems initiatives, Billings Clinic, and Patti Rickheim, MS, RN, CDE, Park Nicollet Health Services, on the CMS Physician Group Practice (PGP) demonstration and how IVR-based remote patient monitoring helped these physician groups report dramatic performance improvement.
- ▲ **Tuesday, April 28, 2009 @ 4:00 p.m.** with Vince Kuraitis, principal, Better Health Technologies, and Dr. Richard Dryer, medical director, Henry Ford Health System, on innovations in the Advanced Medical Home; how provider groups can maximize their ability through remote monitoring.

“This year’s ATA meeting is especially relevant given the recent focus on healthcare reform and how telemedicine and healthcare information technology (HIT) fit into the healthcare reform mix,” said Dr. Randall Williams, CEO of Pharos Innovations. “Having such a large presence at this year’s conference validates the importance and success of what our clients are doing to advance our healthcare system through the use of simple, ubiquitous technologies that are proven to reduce utilization and healthcare costs. We are pleased to be able to share our successes with this great audience.”

- more -

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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 about Pharos Innovations, visit www.pharosinnovations.com or call (847) 790-7649.

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