



*Better care coordination  
should be this simple.*

**FOR IMMEDIATE RELEASE**

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## **Pharos Innovations Presents National Award for Achievement in Chronic Care Management**

*Lynne Weir of Inova Health System honored for innovations in using  
technology to improve chronic care management organization-wide*

**Northfield, IL, January 20, 2010**—Pharos Innovations, the provider of unique IVR and Web-based [behavior change technology](#) and services that enable payers and providers to cost-effectively manage chronic care populations and [reduce avoidable hospital admissions](#), honored Lynne H. Weir, PT, Clinical Coordinator, Cardiac Health and Rehabilitation, Inova Mount Vernon Hospital, for her contribution in transforming the health of chronically ill patients.

Weir was recognized with the 2010 Pharos Achievement Award for her leadership role in developing and validating a new care coordination model for Inova Health System and spreading that success organization-wide across the five hospital system. This new model repurposes hospital cardiac and pulmonary rehabilitation staff to perform chronic care coordination through the use of the Tel-Assurance® behavior change platform. To-date, Inova's program has reduced expected all-cause hospital admissions for enrolled patients by 60%, lowered all-cause average length of stay by 1.5 days and reduced the readmission rate to 2.1% lower than baseline. An example of the real life benefits of the program can be viewed at <http://inova.org/video/tel-assurance-program.html>.

“Inova Health System has been nationally recognized for their innovative programs, and with Lynne’s guidance, continues to take critical steps in transforming care delivery to [reduce healthcare costs](#),” said [Randall E. Williams, MD](#), CEO of Pharos Innovations. “We applaud Lynne’s efforts in developing a new transformational model for Inova and her dedication to improving [chronic care management](#) while improving quality of care and life.”

“I am very honored to receive this award,” Weir said. “At Inova, we are committed to improving the health of the people we serve, by finding ways to help patients better manage their care and reduce the amount of time they spend in the hospital.”

-More-

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- Pharos Presents National Award for Achievement in Chronic Care Management, add one

Previous winners of the Pharos Achievement Award include Jeff Goldsmith, president of Health Futures, in 2009 and Dr. William Appelgate, executive director of the Iowa Chronic Care Consortium, in 2008.

#### **About Inova Health System**

Inova Health System is a not-for-profit healthcare system based in Northern Virginia that consists of hospitals and other health services, including emergency- and urgent-care centers, home care, nursing homes, mental health and blood donor services, and wellness classes. Governed by a voluntary board of community members, Inova's mission is to improve the health of the diverse community it serves through excellence in patient care, education and research. Inova provides a healthy environment for its patients, families, visitors, staff and physicians by prohibiting tobacco use on its campuses.

#### **About Pharos Innovations**

Pharos Innovations is actively involved in transforming the US healthcare delivery system. Pharos offers IVR and Web-based behavior change technology and services that enable payers and providers to cost-effectively manage chronic care populations. Pharos' main offering, Tel-Assurance®, engages, motivates and drives improved self-care. Through Tel-Assurance, participants report their health status daily to a computerized system through the phone or Web. This unique approach actively engages them in their healthcare and provides care managers/nurses with real-time information to intervene before symptoms escalate. It is an effective, proven way to reduce avoidable hospital admissions and readmissions and overall healthcare costs among diverse populations.

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](http://www.pharosinnovations.com) or join in on the discussion at our blog, [www.thecollaborativeforum.com](http://www.thecollaborativeforum.com).

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