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Life:WIRE™

...health management in the palm of your hand



**Comprehensive Behavioral
Health Management**



Your Partner of Choice For Behavioral Health Services

Life:WIRE Corp

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**Comprehensive Behavioral Health Management to Introduce Life:WIRE's Innovative Mobile
Health Management Solution to Support Community Care Coordination Study**

*Controlled Study to examine the effects of Community Care Coordination (CCC) on treatment
engagement, days admitted to inpatient psychiatric facilities, and patient functioning*

Toronto/Annapolis/Cerritos CA, (March 3, 2009) – Life:WIRE™ Corp, a mobile communications and health information solution provider based in Toronto, Canada and Annapolis, Maryland and Comprehensive Behavioral Health Management (CBHM) based in Cerritos, California, a managed behavioral health delivery system serving over 1.2 million members, announced that on April 1, 2009, a controlled study will begin to assess the impact of a Community Care Coordination (CCC) Program, which will be supported by Life:WIRE.

Based upon prior CBHM quality improvement programs, intensive care management has the potential for improving the quality of life for patients and reducing healthcare costs associated with multiple inpatient admissions. The Community Care Coordination (CCC) Program study builds upon CBHM's framework by adding key program enhancements including face-to-face interventions, the use of a control group for comparison, and the introduction of Life:Wire's unique communication platform.

Through Life:WIRE's patent-pending, interactive cell phone solution for patients with care management and medication adherence needs, CBHM can deliver a wide variety of interactive text message reminders in any language that is personalized to each patient's specific interaction needs.

Ruth Fikes, CBHM's Vice-President of Product Management and Compliance notes that "Comprehensive Behavioral Care Coordinators will use Life:WIRE to enhance our Community Care Coordination Program by gaining greater quality access to patients and providing patient support for those enrolled in the program. We anticipate that patients will embrace Life:WIRE, providing an even higher level of engagement in our care management programs, and transforming their lives for the better."

Patients are selected for the CCC demonstration study based upon four criteria: 1) Admission to a designated facility; 2) History of two or more inpatient psychiatric admissions within a twelve month period; 3) Twelve months of continuous eligibility prior to enrollment; and 4) written consent.

In addition to outpatient therapy and psychiatry services, each patient enrolled in the CCC Program will be assigned a personal Care Coordinator who will provide in-home care management, telephonic care management/life skills coaching sessions, weekly text messaging interactions through Life:WIRE, and

coordination of health care services. CCC is a ninety-day program, which begins post inpatient hospitalization for each enrolled patient.

Howard Rosen, MBA, CEO and Founder of Life:WIRE further explains “Life:WIRE is designed to easily integrate into a users daily routine and turns any cell phone into an interactive health management tool, without the need for patients to download or install software or purchase equipment. Through our two-way messaging and administrative management platform, CCC patients will receive and respond to customized text messages on their existing cell phones. Messages include functional rating scales, reminders of appointments, wellness tips, and reinforcement of educational information. Using our application, CBHM will be able to keep a private, digital record of patient responses for web-based trend analysis.”

Randy Davis, Ph.D., President/CEO of Comprehensive Behavioral Management, adds that “Life:WIRE is an innovative proprietary adherence education and interactive program designed to empower the CBHM Care Coordinator to improve health outcomes by increasing patient engagement. Life:WIRE’s technology creates a cost-effective two-way communication medium between the CBHM Care Coordinator and patient. As the industry continues to address ways to improve patient engagement and self efficacy, CBHM & College Health IPA is positioned to offer alternative strategies designed to improve how the patient, care manager and provider can better work cooperatively to improve the healthcare experience.”

Garry Carneal, JD, MA, a nationally recognized expert in the case management field and former President & CEO of URAC, notes that “The strategic partnership between the two firms will create a cutting-edge, solution that engages patients to improve clinical and outpatient outcomes. The entire solution can be fully customized based upon local language and cultural norms. In addition, Life:WIRE’s text messaging system creates a web-enabled tracking system with a graphical interface, which can be accessed by patients, case managers and/or other authorized persons.”

To learn more about the CCC Program Study or CBHM, please contact Ruth Fikes at 800-779-3825. To learn more about Life :WIRE, please contact Howard Rosen at 416-690-1516.

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About Comprehensive Behavioral Management (www.comprehensivebehavioral.com)

Comprehensive Behavioral Health Management ("CBHM") specializes in meeting the ongoing needs of our customers and the growing challenges in the behavioral health market by providing specialized behavioral health solutions. Serving more than 1.2 million members from Commercial, Senior and Medicaid populations, CBHM strives to not only improve the health and well-being of their members but also provide a viable behavioral health solution with measurable cost savings for their customers.

About Life:WIRE Corp (www.lifewire.ca)

With operations in Toronto, Canada and Annapolis, Maryland, Life:WIRE develops patient-friendly and cost-effective solutions that enable users to proactively manage their health conditions. Life:WIRE ’s patent-pending technology turns a standard cellular phone into a health management tool. Our patient-friendly solution incorporates remote management and monitoring systems that facilitate proactive management of disease conditions and promotes wellness through virtually any mobile system in the world.