

Carnegie Mellon

Department of Media Relations
Carnegie Mellon University
Alumni House
Pittsburgh, PA 15213
412-268-2900
Fax: 412-268-6929

Contact: Ken Walters
412-2681151
walters1@andrew.cmu.edu

For immediate release:
September 11, 2009

Carnegie Mellon's Heinz College Partners with Life:WIRE to Improve Chronic Disease Management

PITTSBURGH—Life:WIRE Corp. and researchers at H. John Heinz III College's iLab are teaming up to improve health outcomes for patients suffering from life altering diseases such as diabetes, heart disease and asthma.

Life:WIRE offers a proprietary wireless solution for case management, disease management, compliance and wellness services. The system allows caregivers to deliver customized health-related messages and reminders and collect important patient data utilizing mobile phones.

“Life:WIRE™'s industry-leading technology helps build positive health management habits because the user is in control and empowered to manage their own health, using their own cell phone,” said Howard Rosen, Life:WIRE founder and CEO.

Health and information technology researchers at Heinz College's iLab are helping Life:WIRE to increase the effectiveness of these communications by investigating optimal message content and frequency, as well as the impact of peer influence in health management.

“iLab offers a unique combination of expertise in information technology, mobile networks and healthcare delivery processes that is well matched to Life:WIRE's health management innovation,” said Rema Padman, Professor of Management Science & Healthcare Informatics at Heinz College. “We are developing prospective studies with Life:WIRE's patient populations that will provide an evidence based approach to patient relationships within the context of chronic disease management.”

###

About Carnegie Mellon: Carnegie Mellon (www.cmu.edu) is a private, internationally ranked research university with programs in areas ranging from science, technology and business, to public policy, the humanities and the fine arts. More than 11,000 students in the university's seven schools and colleges benefit from a small student-to-faculty ratio and an education characterized by its focus on creating and

Page 2 of 2 / Carnegie Mellon Professor Earns Lifetime Achievement Award for Her Work in Human-Computer Interaction implementing solutions for real problems, interdisciplinary collaboration and innovation. A global university, Carnegie Mellon's main campus in the United States is in Pittsburgh, Pa. It has campuses in California's Silicon Valley and Qatar, and programs in Asia, Australia and Europe. The university is in the midst of a \$1 billion comprehensive campaign, titled "Inspire Innovation: The Campaign for Carnegie Mellon University," which aims to build its endowment, support faculty, students and innovative research, and enhance the physical campus with equipment and facility improvements. For more about Carnegie Mellon, visit <http://www.cmu.edu/about/>

About the Heinz College: The Heinz College is comprised of the School of Public Policy and Management, and the School of Information Systems and Management. The two schools share a unified faculty that bring expertise in multiple areas to bear on the most complex problems facing the world today. The schools offer master's and doctoral degrees in areas ranging from information security and policy, and information systems, to public policy, arts and health care management. The Heinz College delivers academic programs in Pittsburgh, Washington, D.C., Los Angeles and Adelaide, Australia. For more about the Heinz College, visit <http://www.heinz.cmu.edu/>

About Life:WIRE Corp.: 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. For more information about Life:WIRE, call at 416-690-1516 or go to www.lifewire.ca.