



DPS Health
1539 Sawtelle Blvd. Suite 10
Los Angeles, CA 90025
310.444.0636
www.dpshealth.com

DPS Health Announces New President

Adam Kaufman to lead Southern California-based healthcare software firm



Adam Kaufman, PhD
President, DPS Health

(LOS ANGELES, CA) JUNE 15, 2010 — [DPS Health](http://www.dpshealth.com), a leading healthcare software company, announced today that Adam B. Kaufman, Ph.D., has been named president. In his new role, Dr. Kaufman, who co-founded the company in 2004, will take the lead in strategic partnership development, investor relations, new business ventures, software development and company operations. Dr. Kaufman will direct the DPS Health organization, including offices in Los Angeles and Monterrey Mexico and more than 40

full-time staff.

Neal Kaufman, M.D., M.P.H., DPS Health's co-founder, who will continue as CEO, announced the promotion. "Adam will provide a deep technological perspective and business insight in the emerging field of clinically-linked behavior change technology. We couldn't be more excited to have Adam at the helm. Under his keen direction, DPS Health will move intelligently and aggressively forward in today's new healthcare environment."

A leader in the fast-growing behavior change and patient self-management field, DPS Health has developed the proprietary application framework, the *Behavior Change Suite™* (BCS), a software foundation for online and cell phone interventions. BCS-based interventions assist clinicians in helping large numbers of patients to adopt and sustain health-promoting behaviors. Incorporating this type of technology into patient care is especially critical under the new healthcare reform law as millions of additional Americans will now be eligible for medical care and healthcare reimbursement models shift to compensate care coordination and outcomes.

“Given his deep understanding of health economics and the urgency with which clinicians must reverse, manage and prevent chronic disease, Adam’s leadership will ensure that DPS Health continues to break new ground and forge cost-effective, proven technology. First to explore web and cell phone technology for patient engagement and health, Adam has uniquely positioned DPS Health to develop the tools needed in the changing healthcare industry,” says Michael Ziering, former Chairman & CEO, Diagnostic Products Corporation, and DPS Health advisor.

An example of the use of DPS Health’s pioneering technology is the [Virtual Lifestyle Management](#)™ (VLM) service. Developed in partnership with the University of Pittsburgh, and deployed on the BCS, VLM has been used by over 2,500 individuals. VLM is the only online version of the landmark 2001 Diabetes Prevention Program’s lifestyle intervention. Linda Siminerio, Ph.D., executive director of the University of Pittsburgh Diabetes Institute says, “My colleagues and I have been partnering with DPS Health for over four years and have seen Adam’s phenomenal dedication, clinical understanding and technical skill. VLM and programs like it may soon be among the most important tools in clinicians’ toolkits.”

DPS Health and the Center for Community Health & Global Center for Children and Families at the University of California, Los Angeles (UCLA) are collaborating on an SMS (text messaging) project in South Africa to help women with type 2 diabetes. Mary Jane Rotheram-Borus, Ph.D., Center Director and project lead, known for her research that demonstrates the benefits of providing behavior change programs, describes Dr. Kaufman’s impact, stating “Adam’s strategic leadership to date has made DPS Health the sector giant and his presidency will move his company to the next level.”

Joe C. Cook, Jr., one of DPS Health’s corporate advisors and longtime diabetes industry leader, states, “DPS Health’s sound business principles – along with the respect I have for Adam’s vision to improve the delivery of healthcare and improve the lives of patients with diabetes – are the reasons I am involved. I have been impressed by DPS Health’s thoroughness and solutions to improve

outcomes of this dire disease.”

DPS Health has multi-year, long-term partnerships with more than 50 healthcare organizations in the U.S., Canada and Japan, with customers from Fortune 1000 companies including pharmaceutical companies, employee and workplace wellness programs, multi-national corporations, diabetes centers, disease management groups, and the Defense Department.

“DPS Health is entering a new phase,” adds Adam Kaufman. “Along with our partners, we have demonstrated the power of our technology to engage patients, support clinicians and help individuals achieve lasting behavior change. As president, I will focus on extending the adoption of these tools and working towards their integration within the health system particularly through models of reimbursement.”

Dr. Kaufman, 32, who was a Fulbright Scholar in Mexico, received a B.A.S. in Systems Engineering and a B.S. in Economics (Wharton School) at the University of Pennsylvania. He holds a doctorate in Economics from the University of Southern California (USC) where he is also adjunct professor and teaches health economics.

DPS Health is a privately held company located in Los Angeles, California.

About DPS Health

DPS Health, founded in 2004, extends the practice of medicine to meet current and future health threats. The increasing impact of unhealthy patient lifestyles contributes significantly to negative outcomes and a rise in healthcare costs. This requires new and improved ways for clinicians to engage and motivate patients to adopt and sustain health-promoting behaviors. Founded to address these issues, DPS Health creates software solutions using their innovative, flexible and scalable technological platform, the Behavior Change Suite™ (BCS) that implements research-proven best practices of lifestyle coaching and self-management support. In one example, DPS Health worked with faculty from the University of Pittsburgh to develop the web-based Virtual Lifestyle Management (VLM) service which is based upon the Diabetes Prevention Program (also developed by the University of Pittsburgh). DPS Health is a licensee of this program for delivery through VLM service. In another example of the interventions built on the BCS platform, DPS Health has developed the Physical Activity Data Warehouse™, and the Lifecorder Online™ web applications with the Suzuken Company.

Interview Opportunities Available
Contact: Carol Eisner
Carol@eisnerpr.com
(310) 839-1400

###