



DPS Health
1539 Sawtelle Blvd. Suite 10
Los Angeles, CA 90025
310.444.0650
www.dpshealth.com

**DPS Health Announces New Partnership with
Mission Internal Medical Group to use Virtual Lifestyle Management™**

(Los Angeles, CA) – May 1, 2010 – DPS Health and Mission Internal Medical Group are pleased to announce a project utilizing DPS Health’s Virtual Lifestyle Management™ (VLM) service. Mission Internal Medical Group, a multi-specialty group practice, is rolling out VLM in its diabetes practice to extend and complement current patient services. They will then explore promoting VLM usage to other populations that would benefit from this clinically-linked, online weight management service. Mission is interested in extending patient lifestyle support to help overweight adults become more active, eat better, lose weight, and live healthier lives.

Virtual Lifestyle Management is an online program based on the landmark Diabetes Prevention Program (DPP), a weight management approach developed by the University of Pittsburgh faculty under a federal research grant from the National Institutes of Health. VLM delivers the DPP’s research-proven lifestyle intervention over the internet, enhancing efficiency and adding to the effectiveness of traditional healthcare provided weight management programs. To create the VLM service, the University of Pittsburgh, along with DPS Health, worked to improve patient engagement through web-based learning, tracking, and motivation

“Mission Internal Medical Group is a fantastic partner for DPS Health,” said Neal Kaufman, M.D., M.P.H., founder and CEO of DPS Health. “We are very excited to explore a variety of ways that a multi-specialty physician practice can utilize VLM -- and we are particularly impressed by their commitment to help patients change their behaviors to improve their overall health for the long term.”

Kaufman is a proven leader who has built a record of trust through local, state and national efforts to improve public health. He founded DPS Health based on a deep concern about the epidemic of weight-related illness, rising health costs and serious chronic conditions, such as type 2 diabetes. His goal, then and now, is to help physicians address these issues and more effectively improve the health outcomes of their patients.

All product and company names mentioned herein may be the trademarks of their respective owners.

For Press Inquiries Contact:

Carol Eisner

EISNER PUBLIC RELATIONS

(310) 839-1400

carol@eisnerpr.com

About Mission Internal Medical Group

Formed in 1970 by Gerald Brennock, M.D., a General Internist, the Mission Internal Medical Group, Inc. (MIMG) has grown to a 50 Physician member Internal Medicine Group that now has 8 sub-specialties of Internal Medicine. Built on the principal of providing our community with quality healthcare, Mission Internal Medical Group, Inc (MIMG) has more than 50 physicians dedicated to meeting the health needs of Orange County. The Mission Internal Medical Group, Inc. will always be committed to meeting adult healthcare need in South Orange Country and represents the following specialties.

About DPS Health

DPS Health, founded in 2004, extends the practice of medicine to meet current and future health threats. The increasing impact of patient lifestyle and disease management behaviors on health outcomes and healthcare costs requires new and improved ways for clinicians to engage and motivate patients to adopt and sustain health promoting behaviors. DPS Health creates software solutions using an innovative, flexible and scalable technological platform (Behavior Change Suite™) 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.

About Virtual Lifestyle Management Service

Virtual Lifestyle Management (VLM) service delivers the Diabetes Prevention Program's (DPP) research-proven lifestyle intervention in an online format. VLM's web-based tools and email coaching create an effective intervention for individuals who are at risk for diabetes and other health conditions because of their weight. In addition, VLM has great value for patients who have already developed diabetes/cardiovascular disease and need to improve their behavior and lifestyle as part of their clinical treatment.

The DPP, funded by the NIH, was a landmark multiyear study with 3,234 adults with pre-diabetes in 27 U.S.-based centers in which an intensive behavior change intervention was used to increase patients' physical activity, improve nutrition and decrease weight by 5-7%. The DPP decreased the progression to diabetes by 58% (5% vs. 11% for the control) and by 71% for those individuals over 60 years old. The intervention consisted of face-to-face, one-on-one counseling sessions with a skilled coach at a cost per patient of about \$3,540 over three years.

Carefully designed to mimic the research-proven approaches of the DPP, the online VLM enhances therapeutic clinician-patient relationships. The program incorporates behavioral tools such as e-mail prompts for online self-monitoring of diet, physical activity, and weight, and automated weekly progress reports. Electronic counseling provides further support. Physician referral, automated progress reports, and as-needed communication with lifestyle coaches integrate the intervention with clinical care. Accordingly, VLM allows clinicians to bring the benefits of the in-person DPP to hundreds of patients at a fraction of the personnel cost and time required of the original program.

This easy-to-use and engaging program offers lessons with streaming audio, interactive workbooks, email coaching, chat and more. The system features nutrition, physical activity and weight tracking tools that help patients overcome barriers and recognize patterns in their actions that result in lasting behavior change.

As of today, VLM has been in development and clinical testing for over three years with University of Pittsburgh faculty, with principal investigators Kathleen McTigue, M.D., M.P.H., and Rachel Hess, M.D. and support from a team of clinicians and behavioralists including Dr. Linda Siminerio, past ADA president of healthcare. In November 2009, University researchers published their one-year findings from their 50-person (1/3 with type 2 diabetes) pilot study of the effectiveness of the DPP delivered online via VLM service. The mean weight change among participants who completed the measured 12-month weight evaluation ($n = 45$) was -4.79 kg; 31% of these participants had at least a 5% weight loss and 18% at least a 7% weight loss at the end of one year. The study demonstrated similar outcomes to the original DPP but at a fraction of the cost and time required of the original face-to-face intervention.

VLM is being deployed in numerous settings around the United States and Canada, including Motion Picture Television Fund, Government Employees Health Association (GEHA), University of Southern California primary care practice and student health plan, McMaster University - Hamilton Health Sciences Diabetes Center, Grunberger Diabetes Institute, Hill Physician Group, Take Care, Executive Health Examinations, and others.

#