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For Immediate Release

DPS Health Presents at 2008 Health 2.0 Conference in San Francisco

DPS Health CEO Neal Kaufman demonstrates company's cutting edge technology to nation's top user generated healthcare experts at October conference

SAN FRANCISCO, November 5, 2008 -- When Neal Kaufman, MD, CEO and founder of DPS Health presented the Virtual Lifestyle Management (VLM) service at the 2008 Health 2.0 conference, he highlighted how his company is on the frontline of internet-based health management and a big part of the healthcare revolution in the United States. Dr. Kaufman, an experienced clinician, educator and leader in local, state and national efforts to improve health participated in a distinguished panel of companies during the popular three-day conference that focuses on the future of healthcare delivery and modern technology for the consumer.

Dr. Kaufman explained to the audience how large healthcare provider groups use the VLM to deliver a clinically-linked, web-based, year-long weight management service to patients. He then demonstrated the patient experience on the VLM, including online lessons, workbooks, behavioral goal setting and tracking tools. Dr. Kaufman showed how the clinician dashboard works, and how it features streamlined patient and population performance data and tools for efficient patient support including email coaching and secure chat. The demonstration laid out how the VLM, based on proven and extensive research, helps patients become more active, eat better, lose weight and live healthier lives.

DPS Health creates and deploys web-based self-management support interventions using best practices that mimic the interactions between patients and master clinicians. This allows patients to get the support they need to adopt and sustain healthy behaviors and encourages clinicians to be involved with the patient's journey to better health in a cost-effective manner.

"I am even more convinced now that DPS Health is part of the transformative solution that will have a tremendous positive impact on how health systems and providers interact with patients to guide them to a healthier life," said Dr. Kaufman at Health 2.0. When the panel moderator asked about the VLM's return on investment, Kaufman responded, "Lifestyle disease is on the rise and obesogenic environments are ubiquitous. The prevalence of diseases such as diabetes, hypertension, kidney and heart disease now cost billions of dollars to treat. Health systems finally see it as an imperative to develop improved ways to engage, enlighten and motivate individuals to adopt and sustain disease prevention behaviors. Current clinically-linked weight management interventions, either delivered in person or over the phone, have been proven effective, but are cost prohibitive because each clinician can only manage a small number of patients. We have shown that the VLM is able to

support 100-150 patients per clinician, with the future goal of approaching 250 patients per clinician. This obviously creates significant return on investment by decreasing the cost to provide effective weight management to every patient that needs it,” said Dr. Kaufman.

Neal Kaufman, MD, MPH, founded DPS HEALTH in 2004, after a 26-year career in academic general pediatrics and public health. He is Co-Founder of the UCLA Center for Healthier Children, Families and Communities and a Professor of Pediatrics and Public Health at the UCLA Schools of Medicine and Public Health.

About DPS

DPS extends the practice of medicine to meet current and future health threats. The increasing prevalence of lifestyle diseases and consumer driven treatments require new and improved ways to engage, enlighten and motivate individuals to adopt and sustain health promoting and disease prevention behaviors. DPS creates software solutions through an innovative, flexible and scalable technological platform (Behavior Change Suite™) based on research-proven lifestyle coaching methods. The DPS Weight Management division has developed the web-based Virtual Lifestyle Management service, based upon the Diabetes Prevention Program developed by the University of Pittsburgh. DPS is a licensee of this program for delivery through the VLM service. In addition, DPS has the Physical Activity Prescription™ to help sedentary and overweight adults become more physically active.

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Interviews available upon request

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