

FOR IMMEDIATE RELEASE

CareSpeak partners with Everyday Health to Launch New Application to Help Remind HIV Patients to Take Their Medications

Text messaging is the key to improved treatment outcomes

East Brunswick, NJ - September 27, 2010: CareSpeak Communications, in a partnership with Everyday Health, Inc., a leading provider of online consumer health solutions, today launched a new mobile health application called “Mobile Medication Manager” for HIV patients. The mobile app uses two-way text messaging to help HIV patients adhere to their medication schedules, resulting in improved treatment outcomes.

Serge Loncar, CareSpeak’s President & CEO, explained that “It’s crucial that HIV patients take their medications at the regular prescribed intervals and the failure of patients to do so not only harms their health, but also has a significantly negative impact on health care costs.” Loncar continued: “If HIV patients fail to adhere to their medication regimen, the virus may build up resistance to the drugs being used, potentially resulting in a loss of efficacy. If patients continue on the path of non-adherence with alternative medications, the development of resistance to these agents may limit or exhaust the available treatment options.”

CareSpeak’s Mobile Medication Manager app is easy-to-use and takes advantage of the simplicity and affordability of text messaging. Patients can set up their medication alerts online; then the system alerts them to take their medication via a text message containing all necessary information, such as scheduled time, name, dosage, and more. The app has an on-line calendar function where patients can review their logs. Refill alerts can be set up to ensure uninterrupted therapy, and patients have the option to include up to two caregivers to receive “escalation alerts” in case they fail to confirm medication intakes. The system’s efficacy has been demonstrated in a clinical study conducted by New York’s Mt. Sinai Medical Center with pediatric liver transplant patients. Currently, the system is being used by the Children’s Hospital at New York Presbyterian for teenage heart transplant patients. (Read more at <http://www.carespeak.com/newcs/news.html>)

The CareSpeak app works on any mobile phone and all major US mobile phone carriers¹ and is provided for free to all patients who sign up at Everyday Health’s “Living Well with HIV” center that includes educational articles, an interactive HIV video checkup tool, and expert advice to help users live successfully with HIV on a day-to-day basis. Visit app sign up page at

¹ A recent study published in September 2010 by the Pew Research Center showed that 82% of American adults own a cell phone, Blackberry, iPhone or other device that also functions as a cell phone, and that texting, which was previously considered a teen-only behavior, has increased over the past 9 months from 65% of adults sending and receiving texts in September 2009 to 72% texting in May 2010.

<http://www.everydayhealth.com/health-report/living-well-with-hiv/mobile-medication-manager.aspx>

“Creating products and services that work within people’s existing behaviors and making them simple -- is key to consumer acceptance of new apps for health and wellness,” said Loncar. “CareSpeak is engaged in multiple projects with leading health care institutions working on solutions for chronic diseases such as Type 1 and Type 2 diabetes, asthma, congestive heart failure, behavioral disorders, and others.”

For additional information, please contact:

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About CareSpeak Communications, Inc.

CareSpeak Communications, Inc. provides mobile communications technology solutions to health care professionals, patients, and caregivers for better medication compliance resulting in more successful treatment outcome for the patient, increased profit and cost savings for insurers and employers respectively, and increased revenues for pharmaceutical companies, retail pharmacies & PBMs. CareSpeak Communications is a New Jersey-based, privately held company.

About Everyday Health, Inc.

Everyday Health, Inc. is a leading provider of online consumer health solutions. The company provides its consumers, advertisers and partners with content and advertising-based services across a broad portfolio of over 25 websites that span the health spectrum – from lifestyle offerings in pregnancy, diet and fitness to in-depth medical content for condition prevention and management. Everyday Health, formerly called Waterfront Media Inc., is headquartered in New York City. Everyday Health was co-founded by CEO Ben Wolin and president Mike Keriakos.

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