

FOR IMMEDIATE RELEASE

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Texting Saves Children's Hearts & Lives

East Brunswick, NJ August 1, 2010 — The Pediatric Heart Transplant Program at Morgan Stanley Children's Hospital of New York Presbyterian has partnered with CareSpeak Communications to bring mHealth (mobile health) to its young heart transplant patients and their families. The CareSpeak's system uses 2-way text messaging to ensure patients take their medications on time and as prescribed significantly decreasing the likelihood of organ rejection due to medication non-adherence.

[Insert statement from CHONY: State the problem of non-adherence with their patients and the frustration they experience as physicians.]

Nearly 30,000 organ transplants were performed in the USA in 2009¹, while more than 100,000 people are still waiting to receive a life-saving organ transplant. Being so lucky to receive an organ is only half the battle. For the rest of their lives organ transplant recipients have to follow a very strict medication intake regimen to prevent the body from rejecting the "foreign" organ. To prevent this patients must take sometimes multiple drugs known as immunosuppressants every day, multiple times per day, for the rest of their lives. Failing to do so can result in hospitalization, the need for a re-transplant, and unfortunately even death.

The problem of medication non-adherence is especially challenging with the teen population. According to the journal *Pediatric Transplants* (February 14, 2008), non-adherence is the most common cause of organ rejections in long-term transplant patients, and adolescence are in the most high-risk category. Studies have shown that more than half of all teenage liver transplant recipients are non-adherent, and they are four times more likely than adult patients to take their medications at the wrong time or to forget to take them at all.

CareSpeak's system uses everyday technology and behavior to help solve this significant problem – the cell phone and text messaging. Not only is the system easy to use and accessible anytime, anywhere, but it is also the perfect fit for teenagers who are notorious text messagers. It doesn't require learning a new system or purchasing and carrying another device.

When it's time for the patients to take their medications, the patient or their caregivers received a text alert "Joe it's 8:15am, time to take 1 pill Prograf 1mg. Confirm with 1". In the case of older children who possessed their own cell phone, the text message is sent to them directly. If the patient doesn't confirm medication intake within a pre-determined amount of time (e.g. 30 minutes), a follow up escalation text alert is sent to up to two caregivers alerting them that patient potentially didn't take medication. The caregiver message included the patients' cell phone number allowing for immediate dialing.

¹ Source: http://donatelifeny.org/organ/2009_unitedstates_4.html

The efficacy of the system was tested with the Mt. Sinai Medical Center's pediatric liver transplant program, and results were published in the November 2009 issues of Pediatrics (<http://pediatrics.aappublications.org/cgi/content/abstract/124/5/e844>), and it was subsequently written about in the New York Times (<http://www.nytimes.com/2009/11/05/health/05chen.html>). The study found that as a result of receiving regular text alerts through the CareSpeak system, patients were more likely to have higher adherence rates. The number of rejections dramatically decreased from 12 episodes the previous year to only two during the study.

[Insert statement from CHONY: Express enthusiasm for the program and potential increased benefits and outcomes for their patients.]

"We are very proud to get the opportunity to work with Morgan Stanley Children's Hospital of New York Presbyterian and its staff, and we feel a tremendous sense of satisfaction and gratitude to be able to contribute towards the improvement of these children's, and their families, quality of life.

According to a report published by the Taskforce for Noncompliance in 1994, the direct and indirect impact of medication non-compliance is over 100 billion dollar per year in the US alone. With the aging population trend and earlier onset of illnesses such as Diabetes, this number is only going to get bigger. At CareSpeak, we believe that a simple and reliable technology such as the CareSpeak system can have a huge public health and economic impact.", said Serge Loncar, founding President and CEO of CareSpeak Communications.

CareSpeak Communications is continuously upgrading its system design, by collaborating with major clinical centers and pharmaceutical companies, to include features that will further help increase adherence across all disease verticals such as Diabetes, Behavioral Health, Cardiac health, Cystic Fibrosis, HIV and others.

For additional information please contact:

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