

Nurtur Health Partners with VRI to Provide Telecare Management for Members with Chronic Conditions

Strategic partnership combines Nurtur's knowledge and experience in best-in-class health coaching with VRI's technology expertise in medical alert systems, medication management and vital sign monitoring

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Farmington, Conn. (Sept. 15, 2011) – Nurtur®, the behavior change company serving multi-market segments, announces a new partnership with Valued Relationships, Inc. (VRI), a leading provider of – remote patient monitoring services, to support the delivery of Telecare Management for members.

Telecare Management is part of Nurtur PeopleCare™, the exclusive approach to educate, enable and motivate people to take personal accountability for their health. Nurtur began offering this service in 2009. Currently the service is available to more than 800,000 member lives. The partnership with VRI brings greater capacity to quickly and seamlessly provide remote monitoring technology to more people in need. It is expected that Telecare Management will be available to an additional 750,000 member lives by the end of the year.

VRI's reliable, technology-driven monitoring together with personal health coaching from Nurtur supports individuals with chronic conditions such as diabetes, congestive heart failure and chronic obstructive pulmonary disease (COPD). The service enables members to continue on with daily activities, maintain independence and enhance their quality of life. Under the agreement, Nurtur and VRI will join forces to deliver Telecare Management to health plans, employers, unions and other benefit plan sponsors.

"The great promise of technology is its ability to collect vast amounts of data, and instantaneously synthesize it into actionable information to improve people's lives," said Steven Meholic, Chief Operating Officer at Nurtur. "This strategic partnership brings Nurtur's life and health management services together with VRI's leading-edge technology and experience. It is about much more than creating a medical home; rather it is a bold step towards a technology-enabled *life and health home*."

Information obtained from peripheral devices including glucometers, weight scales, pulse oximeters, and blood pressure cuffs are transmitted to VRI and run through proprietary algorithms to stratify alerts. False positives and equipment issues are removed from the data stream and stratified alerts are then uploaded to a secure web based platform provided by VRI which is accessible to Nurtur's Telecare Management team as well as the patient, their physician(s) and caregivers.

"We are pleased to partner with Nurtur to deliver a proven technology solution that is focused on enhancing member engagement and adherence with their physicians' orders, leading to reduced adverse health events and hospitalizations," says Andy Schoonover, CEO of VRI. "Our solution is a

turnkey and scalable model that will increase the effectiveness and efficiency of Telecare Management Coaches to provide appropriate health interventions and better clinical outcomes for members.”

About Nurtur: Nurtur is the behavior change company dedicated to helping individuals improve their health and wellbeing. The company offers wellness programs and health coaching to educate, enable and motivate people at all life stages address the life issues that get in the way of health as well as the health issues that complicate living. Nurtur life and health management programs include wellness, disease management (including Back Pain, Depression, Diabetes, Heart Disease and Respiratory Disease), episodic/catastrophic care management, work-life resource and referral, employee assistance and professional training. The company provides services to multi-market segments including employers, plan sponsors, Third-Party Administrators, commercial health plans and government agencies.

About VRI: With over 20 years of experience, VRI (Valued Relationships, Inc.) is one of the largest providers of telehealth monitoring, monitored medication dispensing and adherence solutions, and medical alert systems in the country. VRI's services enable seniors, the chronically ill, and those with disabilities to maintain their independence and avoid long-term care facilities and hospitalization, especially readmissions. The company currently serves approximately 65,000 active clients across the United States. Its service portfolio includes Medical Alert Systems, Monitored Medication Dispensers, Telehealth services, and other specialty solutions to provide safety and independence for its clients. For more information, or to view the full range of VRI services and products, please visit www.monitoringcare.com

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