

Connecting Healthcare IT to the Home

Intelligent Pill Caps Give Peace of Mind to People Caring for Loved Ones

Vitality Internet Connected "GlowCap" Prescription Packaging Now Available on Amazon.com

Cambridge, MA -- August 13, 2009 -- Vitality, developer of the intelligent pill caps called GlowCaps, today announced the availability of Internet connected GlowCaps on Amazon.com. GlowCaps fit popular prescription bottles available at retail pharmacies. A wireless chip inside GlowCaps helps remind people to take medications on time and gives caretakers peace of mind that their loved ones adhere to prescribed treatments.

GlowCaps use light and sound to signal when it is time to take medications, record when a pill bottle is opened, and wirelessly relay this information to compile adherence reports. These reports are emailed weekly to people using GlowCaps and their designated caregivers and doctors. If the bottle is not opened after a few hours, a call reminds the individual not to forget. GlowCaps also help with refills by connecting a patient to their pharmacy as pills deplete. The Internet connected GlowCap is now available for \$99 on Amazon.com.

"GlowCaps' keep caregivers in the loop," said Vitality Chief Executive Officer David Rose. "Millions of Americans struggle to balance work, family and caring for our aging parents. GlowCaps are a simple tool to support a remote parent and keep them independent as long as possible. Proper medication adherence is perhaps the most critical piece of the remote care puzzle."

According to AARP, 34 million Americans spend an average 21 hours a week helping elderly relatives.¹ When people cannot provide sufficient care for their loved ones, admission into assisted living programs is often the only solution. The World Health Organization claims 23% of nursing home admissions are caused by low adherence to prescription medications.² Nursing homes, which are often the only way to monitor and ensure medication adherence, costs on average \$69,715 per year with a room-mate.³

Vitality's products and services are designed especially for people challenged with managing chronic diseases like hypertension, diabetes, high cholesterol, and depression where maintaining high adherence to daily medications is critical for long-term health.

Currently, Harvard Medical School, Duke Business School, and a number of major pharmaceutical companies are running their own randomized controlled trials to quantify the impact of GlowCaps on specific populations, conditions and therapies.

The Vitality GlowCap can be purchased here, <http://www.amazon.com/gp/product/B002JRRG2C>.

About Vitality

Vitality solves the billion-dollar adherence problem for pharmaceutical companies, retail pharmacies, and healthcare providers. Vitality's products and services motivate people to take their medications as prescribed using social feedback, financial incentives, reminders, caregiver support, and automated pharmacy refills. For more information visit: www.vitality.net

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¹ Valuing the Invaluable: The Economic Value of Family Caregiving 2008 Update. AARP 2008.

² Adherence to Long-Term Therapies: Evidence for Action. World Health Organization 2003.

³ MetLife Market Survey of Nursing Home & Assisted Living Costs. MetLife 2008.