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Product Design Visionaries Present Smart Medication Packaging at Top Healthcare Conferences:

How GlowCaps Encourage Medication Adherence Rates Over 95%

(Boston, MA)- September 13, 2010 – Vitality, inc. CEO [David Rose](#) and President [Josh Wachman](#) will announce results of their flagship product, the GlowCap, at top healthcare conferences this fall. On Monday September 13, Vitality will present at Mayo Clinic’s [Transform 2010](#), followed by [E-Patient 2010](#), [Health 2.0](#), [7th Annual Patient Adherence & Engagement Summit](#), and [Harvard’s Connected Health Symposium](#). Rose and Wachman will describe how GlowCaps use multiple behavioral psychology techniques to address forgetfulness, patient education, social support, auto refills, and caregiver connections. Harvard study data demonstrates GlowCaps ability to increase adherence up to 98%. They will also share rich data visualizations to understand and predict behavioral patterns unveiling the design of Vitality’s new [iPad](#) application, the “GlowCaps Dashboard.”

“Daily adherence data and analysis is highly sought-after by doctors, pharmacies and drug makers to better understand how medications are taken by various populations,” said Vitality’s CEO David Rose. “Our [iPad](#) adherence application highlights the minute-by-minute data available through Vitality GlowCaps. Real-time data is presented in a glanceable format to better understand behavioral trends.”

Vitality’s results will be presented at the following conferences:

September 12-14, [Mayo Clinic Transform 2010](#)

September 28-29, [E-Patient 2010](#)

October 7-8, [Health 2.0](#)

October 19-20, [7th Annual Patient Adherence & Engagement Summit](#)

October 21-22, [Harvard’s Connected Health Symposium](#)

About Vitality

Vitality solves the billion-dollar adherence problem for pharmaceutical companies, retail pharmacies, and healthcare providers. Leveraging the best research on behavioral economics, Vitality’s wireless GlowCaps motivate people to take their medications as prescribed using social feedback, reminders, caregiver support, and automated pharmacy refills. For more information visit www.vitality.net.

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