



## **VITALITY GLOWCAP WINS BEST OF DEVICE AND USEABILITY CATEGORIES AT 2009 MITX TECHNOLOGY AWARDS**

*GlowCap and Services Address Nation's Multi-Billion Dollar Medication Adherence Problem*

**Cambridge, MA, June 16, 2009** -- Vitality, developer of the GlowCap™, a smart medication package, today announced that the GlowCap product was named the winner of the Device and Usability Categories at the MITX Technology Awards. The annual awards program recognizes achievements in the development and implementation of innovative technologies. Winners were announced at a sold out ceremony attended by more than 350 industry professionals at the Copley Westin in Boston.

Judges selected Vitality GlowCaps as the best device based on the criteria of business solution, technical merit, scalability and innovation. The Usability "Best of Show" award was granted based on Vitality's significant impact in delivering the technology with ease of use and efficiency.

Vitality's GlowCap uses a combination of daily reminders and behavioral motivators to improve adherence to daily medication. When people forget to take their medication, health care costs increase by billions of dollars each year. Vitality's GlowCaps fit widely used prescription bottles. GlowCaps improve adherence using light and sound to remind people when it is time to take their medication. In addition, each time a person opens their GlowCap, it wirelessly relays the data to Vitality's secure network. If the GlowCap is not opened within two hours of the specified time, the customer receives a reminder call. Each week the individual and optionally, their caregiver, receive a report summarizing their adherence. 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 a regimen of daily medications is critical for long-term health.

"We are honored to have Vitality GlowCaps recognized by MITX Technology Awards," said Vitality CEO David Rose. "GlowCaps can motivate positive behavior change and save healthcare providers billions of dollars. MITX recognizes the importance and reach of this kind of product."

"This year's award winners represent some of the most innovative thinkers in the world of technology. These companies and individuals help solve real-world challenges and help push the use and adoption of technology," said Kiki Mills, executive director of MITX. "MITX is proud to be the foundation for New England's vibrant digital community and to recognize and help our local talent receive the recognition they deserve, being at the forefront of innovation."

### **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. [www.GlowCaps.com](http://www.GlowCaps.com)

### **About MITX**

Established in 1996, The Massachusetts Innovation & Technology Exchange (MITX) is the region's premier professional organization for the Internet business & marketing industry. Reaching more than 7,000 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With more than 70 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, MA. For more information please go to [mitx.org](http://mitx.org).

**Media Contact:** David Gerzof | [media@rxvitality.com](mailto:media@rxvitality.com) | 617-713-3800