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Strategic Health Care News

Life:WIRE Expands Its Wireless Mobile Care Management Platform

On January 16, 2010, Life:WIRE, a mobile health monitoring and wellness service provider organization, announced expansions to its communication and data transfer platform to include secure e mail and interactive voice recognition, in addition to text messaging. The company is working with a number of clients to enable the use of social networking to support peer involvement and engagement in Life:WIRE's health management solutions. The company also said it has expanded its services for traumatic brain injury and post-traumatic stress disorder; alcohol and drug addition/rehabilitation; and its collaboration with pharmaceutical companies. In 2009 it entered strategic relationships with TCS Healthcare, Comprehensive Behavioral Health Management, TouchPointCare, Gaudette International, and the Banyan Group.

In addition, for 2010, Life:WIRE's mobile communication and data transfer platform will be used in a research project to develop a system to use global positioning system (GPS) data, motion sensors, and biometric sensors to automatically detect human activities. Initially the research will evaluate the use and impact of a mobile GPS-supported monitoring and alerting system to track diabetic patients' daily life events and health conditions. The goal is to refine a system for processing the GPS and activity data collected by a person carrying a mobile phone. The goal of the nine-month study is to detect stationary activities by start/end time and location, movements, trips and physical activity—such as walking, running, biking, or driving—and environmental attributes, such as indoors, outdoors, natural environments, or highways. The research project is led by Sean Doherty, Ph.D., of Wilfred Laurier University.

Life:WIRE develops and markets wireless mobile solutions for case management, disease management, compliance, and wellness services that can transfer interaction data to personal health records and electronic health records. The patent-pending solutions enable customized personal messages such as key health questions and appointment/medication reminders to be sent to any mobile phone platform. Users can personalize the reminders, input data, and manage their report history and reminder schedules. Additionally, administrators can manage user activity, analyze utilization trends and recipients' interactions with the messages to reinforce positive health behaviors or create questions, measure compliance, and oversee user access. The company has operations in Toronto, Canada; and in Annapolis, Maryland.

For more information, contact: Howard Rosen, MBA, Chief Executive Officer, Life:WIRE Corp., Main Floor, 129 Blantyre Avenue, Toronto, Ontario Canada M1N 2R6; 416-690-1516; E-mail: hrosen@lifewire.ca; Web site: www.lifewire.ca; or Garry Carneal MA, JD, Chair, Life:WIRE® in the United States, Life:WIRE Corp., 222 Severn Avenue, Building 7, Suite 9, Annapolis, Maryland 21403; 410-280-0025; E-mail: garrycarneal@comcast.net; Web site: www.lifewire.ca.

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