



HealthReach™ empowers lifestyles for better health

HONG KONG, June 24, 2014 – Today sees the launch of HealthReach™ – a mobile app which empowers individuals, with their families, to attain better health through improved management of exercise, diet and vital health sign measurement regimes.

Research suggests that one in every four adults in Hong Kong could be considered to have metabolic syndrome¹, which includes hypertension, high blood glucose, abdominal obesity, elevated triglycerides and low high-density lipoprotein cholesterol, and is associated with an increased risk of heart disease, stroke, diabetes as well as chronic kidney disease.

A combination of exercise and diet control is effective in mitigating and delaying the onset of metabolic syndrome. For most people, however, changing to a healthier lifestyle can be difficult, and now HealthReach™ can help them to do just that.

“HealthReach™ is designed for anyone who is interested in adopting a healthier lifestyle with exercise, better diet control and regular vital health signs monitoring to improve their health and fitness,” said Mr. Douglas Li, the creator of HealthReach™. “It is particularly useful to those actively managing metabolic risk factors that are identified with heart disease, diabetes and strokes.”

“Walking is an ideal form of exercise for almost anyone in Hong Kong,” added Mr. Li. “It does not require any exercise gear or special equipment. Anyone can simply start by taking a walk after dinner or getting off public transport a few stops earlier and walk. Walk for Health, the exercise component within HealthReach™”, is a walking programme with both casual walks and tiered training modules, designed

¹ Leng XY, et al. Metabolic Syndrome and Related Disorders, Volume 11, Number 2, 2013

for all ages and fitness levels to nurture a sustainable walking habit. It incorporates a Google Maps based Route Planner which makes designing users' own walking routes easy anywhere in the world. What's more, HealthReach™ can access the phone's music player and integrates a metronome, allowing the user to adjust pacing while enjoying music during walks.”

In addition to walking, better diet control can help control or reduce abdominal obesity, a key underlying cause of metabolic syndrome. HealthReach™ features a Calorie Reckoner to raise awareness for better dietary control. It adds up the calories of the most common and popular foods and dishes in Hong Kong, categorised by menus for different times of the day for easy selection. The calorie count can be exported to the Route Planner for calculating the amount of walking required to work off the calories.

Monitoring and tracking of vital health sign can help early detection of deteriorating health, enabling more timely mitigative action, or conversely shows one's improvement. HealthReach™ provides “Tap to Go” measurement and recording of blood pressure, heart rate, blood glucose, body weight and ECG data with NFC and Bluetooth connected health devices. All measured data is automatically uploaded to the app and also the cloud, eliminating human errors and omissions. The health data from the latest three months are stored in the app for easy retrieval, and up to 10 years' data in the cloud for back-up and sharing.

All measurements can be viewed on a consolidated dashboard which allows for detailed analysis and tracking of progress and long-term trends. The HealthReach™ account owner, and anyone to whom the login credentials are given, can view the measurement data stored in the cloud via healthreach.com.hk. If the user wishes to share health data with someone on an ad hoc basis, a 24-hour passcode can be sent to enable viewing of the data within that time frame.

HealthReach™ features a separate calendar which focuses on managing a user's exercise, medication, measurements and medical appointments, with automatic reminders to assist in user adherence.

HealthReach™ account owner can also set up alerts for up to three individuals at any HealthReach™ authorized dealer. Whenever the user fails to comply with scheduled actions for the health sign measurements and medication, or when measured data exceeds levels preset by the HealthReach™ account owner, automatic SMS alerts will be sent to the designated individuals. Family members are therefore empowered to provide help and encouragement to the user.

"With our knowhow and experience in wireless technology, cloud and social technologies, we are able to deliver breakthrough solutions to facilitate sustainable healthier lifestyle change that have not been possible before. Individuals and their families can better manage their health, while enabling healthcare providers to be more effective, responsive and cost efficient," added Mr. Li.

HealthReach™ can be used on any 3G/4G cellular network and on WiFi. Users can download HealthReach™ for free from Google Play to preview the app and see how it works, and also use the walk planner for casual walks. A selection of NFC and Bluetooth connected health devices is compatible with HealthReach™. To activate the full service, users can visit HealthReach™'s authorised dealer for subscription and purchase of HealthReach™ designated connected health devices.

For more information please visit healthreach.com.hk

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Notes to the editors:

HealthReach™ is a service from Connected Health Limited, a SmarTone company.

Service Fee: HK\$168/month (12-month contract)

Connected Health Devices

	Blood Pressure Monitor	Blood Glucose Meter	Weight Scale	ECG Recorder	Price
Combo A	√		√		HK\$1,180
Combo B		√	√		HK\$1,890
Combo C	√	√	√		HK\$2,600
ECG Recorder				√	HK\$1,898

- HealthReach™ is to be used with HealthReach™ designated connected health devices only.
- HealthReach™ designated connected health devices should only be purchased from HealthReach™ authorised dealers.
- SMS alert charges (HK\$0.5 per SMS to a local number in Hong Kong and HK\$1 per SMS to an overseas number) are not included.
- Customer who subscribes to this service is required to pay HK\$500 in advance. Service fee and SMS alert charges will be directly debited from the HK\$500 advance payment. Once the balance of this payment falls below HK\$168, another HK\$500 will be debited from the Customer's account or credit card. The balance of the advance payment is not refundable during the contract period.
- Download, usage and content update of the service require internet connectivity and will incur data usage. Any charges relating to data usage is not included in the service fee, please check your service provider for relevant charges.
- HealthReach™ can be used on smartphones running Android™ 4.3 and above. It can be used on any 3G/4G cellular network and also on Wi-Fi.
- Credit card instalment is accepted for HealthReach™ designated connected health devices
- All rights reserved. Connected Health Limited.