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## **Macaw Mobile Diabetes Manager from U.S. Preventive Medicine Wins CDC/NIH NDEP Annual 2012 Frankie Award**

JACKSONVILLE, FL AND DALLAS, TX (December 4, 2012) – U.S. Preventive Medicine’s Macaw™ Mobile Manager for Diabetes was named a winner in the Centers for Disease Control and Prevention (CDC)/National Institutes of Health (NIH) National Diabetes Education Program (NDEP) annual 2012 Frankie Awards. Macaw was recognized in the Collaborative Partnership Using NDEP Resources category. The Frankie Awards recognize the innovative and effective use and promotion of NDEP materials and resources as the basis of diabetes prevention and control programs.

The Macaw Mobile Manager for Diabetes is a smartphone application developed to support diabetes self-management using NDEP content and resources. Using integrated data from the Macaw health and fitness mobile application, as well as other mobile apps and wireless devices such as glucometers, GPS-enabled physical activity trackers, nutrition trackers, blood pressure monitors and weight scales, the Mobile Manager for Diabetes creates an innovative diabetes well-being score.

“The National Diabetes Education Program is pleased to honor U.S. Preventive Medicine as the winner of the 2012 Frankie Awards Collaborative Partnership Using NDEP Resources said Pam Allweiss M.D., MPH, a medical officer with the CDC Division of Diabetes Translation. “This collaboration is a wonderful example of a public private partnership to use NDEP materials in an innovative way, through smartphone apps. We look forward to seeing the results of pilot studies to measure the effectiveness of the Mobile Diabetes Manager.”

“Mobile and wireless technologies are changing the face of clinical care, and we are pleased to begin offering a clinically-supported, evidence-based mobile manager to help those with type I and type II diabetes enjoy a better quality of life,” said Dr. Ron Loeppke, M.D., MPH, FACPM, Co-Chairman of U.S. Preventive Medicine. “This award recognizes the way we have leveraged the tools of technology with the information and compelling resources provided by the NDEP that are important to people in preventing diabetes—or if they already have that condition, to empower them to optimally manage their diabetes, so they can still enjoy better health and well-being.”

The focus of the Macaw Mobile Manager for Diabetes is on raising awareness of healthy activities such as medication management, physical activity and eating habits; wirelessly self-monitoring exercise, nutrition, weight, blood pressure, and glucose readings in a dashboard report that can be shared with

one's physician; self-care tasks that are provided weekly and include feet health, managing stress and oral care; routine screening compliance with easy tracking of screenings and reminders when they are due; and customized notifications through a proprietary notifications engine that sends automatic messages to members based on assessment results, self-care tasks completed, tracker results and screenings.

"This award reinforces our goal of employing technology to help people better manage their health and make the world a healthier place," said Christopher Fey, U.S. Preventive Medicine Chairman and CEO. "Using the many outstanding resources of NDEP, USPM's Mobile Manager for Diabetes empowers people living with diabetes to effectively monitor their health, be in the best health possible and save on health care costs along the way."

#### **About NDEP**

The National Diabetes Education Program ([ndep.nih.gov](http://ndep.nih.gov)) is a federally-funded program sponsored by the U.S. Department of Health and Human Services' National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC). The NDEP works with more than 200 partners at the federal, state and local levels to improve the treatment and outcomes for people with diabetes, promote early diagnosis, and prevent or delay the onset of type 2 diabetes. Review the full list of [2012 NDEP Frankie Award Winners](#).

#### **About U.S. Preventive Medicine (USPM)**

U.S. Preventive Medicine ([www.USPM.com](http://www.USPM.com)) is a leading, cloud-based global preventive health movement focused on saving lives and money by keeping people healthy and better managing chronic conditions before they progress. Innovative products—The Prevention Plan™ web-based health management platform and Macaw mobile health & fitness app—are based on the clinical science of preventive medicine: primary (wellness and health promotion to keep healthy people healthy), secondary (screening for earlier detection/diagnosis) and tertiary (early evidence-based treatment to reduce complications and disability). The company is accredited in wellness and health promotion by NCQA (the National Committee for Quality Assurance) and disease management by URAC. More information can be found on Facebook ([Facebook.com/ThePreventionPlan](https://Facebook.com/ThePreventionPlan)), Twitter ([@USPM](https://twitter.com/USPM)) and YouTube ([YouTube.com/thepreventionchannel](https://YouTube.com/thepreventionchannel)). Macaw is available for free download on iPhone and Android smartphones at [www.MacawApp.com](http://www.MacawApp.com).

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