

Empowering Solutions

for patient centered care

Winter 2009, Third Edition

Solutions for Hypertension and Obesity Assessment & Treatment

Our mission at Microlife Medical Home Solutions (MiMHS) is to aid physicians and other healthcare professionals in reversing the alarming hypertension and obesity trends in the United States. Our focus is to provide evidence-based tools and solutions that will help reduce excess bodyweight and improve hypertension management among patients at risk or already living with chronic disease.

We will achieve this mission by sharing tools, insight, and solutions that assist primary care physicians in the implementation of patient-centered, physician-guided care.

Microlife provides a "Whole Aspect of Treating and Caring for High (Watch) Blood Pressure (BP) and Weight (WT)" solution that assists physicians with a patient-centered approach to hypertension and obesity assessment and treatment. These solutions provide an objective method for quantifying quality care; an important component to effective patient care.

Marketing and Product Updates:

What is WatchWT™ Solution?

MiMHS WatchWT solutions are the result of many years of research utilizing the MedGem to measure resting metabolic rate for obesity treatment in clinical practice. As a result, we provide 3 practice-tested solutions designed specifically for physicians and their patients to begin the process of obesity treatment.

Basic Obesity Treatment Solution

Basic weight management treatment in a physician practice with limited personnel and time. Begin treating obesity by providing your patients with individualized energy balance plans developed from measured resting metabolic rate (RMR).

Intermediate Obesity Treatment Solution

Incorporate the WatchWT Obesity treatment algorithm into a physician practice. The program incorporates measuring RMR with the MedGem® hand-held indirect calorimeter and systematic instructions on including shared medical visits delivered by your current clinical staff. In addition, the program includes educational patient handouts that facilitate patient self-management and an informational binder.

Advanced Obesity Treatment Solution

Clinically validated, 14 – session program, developed for any physician practice.

WatchWT™ HealthSolutions Advanced Weight Management Program

Microlife Medical Home Solutions, Inc offers a clinically validated 14-session Weight Management Program. HealthSolutions compasses core topics for weight management including metabolism, goal setting, nutrition education, physical activity, sleep, and cognitive structuring. The program is customizable to be delivered through individual or group counseling. HealthSolutions is not just an education program but promotes patient self-management enlisting the patient to develop short and long-term goals with each respective session. By promoting patient self-management, participants become empowered to adopt positive healthy behaviors that reduce bodyweight and improve physical and psychological function.

For more information, email to: susan.drake@mimhs.com

Come visit us!

Tradeshows 2009

PriMed South

Feb 13-15 Ft. Lauderdale, FL

Booth #910

CO Society of Osteopathic Medicine

Feb. 21-26 Keystone, CO

Weight Mgmt. Dietetic Practice Group

March 20-22 Dallas, TX

CO Academy of Family Physicians

April 16-18 Colorado Springs, CO

American College of Physicians

April 23-25 Philadelphia, PA

Booth #1710

Obesity Treatment & Prevention

May 1-3 Las Vegas, NV

American Society of Hypertension

May 6-8 San Francisco, CA

Booth #506

Stop by our booth for a complimentary blood pressure measurement using the new WatchBP Office device. We will also be providing RMR measurements with the MedGem indirect calorimeter.

These revenue generating solutions can be easily implemented into your practice to improve your patient's health and your bottom line.

What do patients want from their Primary Care Physicians in regards to Home Blood Pressure Monitoring?

What is WatchBP® Solution?

MiMHS WatchBP solutions are the result of several years of open dialogue and collaboration between Microlife and prominent hypertension specialists, hypertension societies, and leading primary care physicians. As a result, we provide practice-tested solutions designed specifically for physicians and their patients that lead to accurate hypertension diagnosis and improved hypertension control rates.

The WatchBP family of blood pressure monitoring devices includes WatchBP Office, WatchBP 03 (24 hr ambulatory), WatchBP Home and WatchBP Analyzer software.

WatchBP Home

Clinically validated BP measurement for long – term physician – directed home blood pressure monitoring. Currently available!

WatchBP Office

Simultaneous, dual-cuff BP measurement device with auscultatory measurement function. Currently available!

WatchBP 03

Affordable hybrid BP measurement device with 24 hour ABPM and 7 day SBPM modes. Currently available!

WatchBP Analyzer

Automated collection, tabulation, and analysis of BP measurement data from WatchBP devices. Coming 2009!

The American Heart Association

To access The American Heart Association's recent "Call to Action" article for home blood pressure monitoring, click on the heart.

The WatchBP blood pressure devices are **sold exclusively** through physician offices. Please contact us at 303-274-2277 for more information on revenue opportunities with the WatchBP system for healthcare providers.

FDA approval for WatchBP® 03

Microlife® WatchBP® 03 (Out-Of-Office) is an affordable, clinically-validated, 24-hour ambulatory blood pressure measurement device designed for hypertension diagnosis and treatment.

The European Society of Hypertension (ESH) and the American Heart Association (AHA) recommendations for correct blood pressure assessment promote the combination of out-of-office measurements as an adjunct to in-office measurements. Ambulatory blood pressure assessment is clinically warranted for individuals suspected of having white coat hypertension (i.e., elevated clinic BP and normal out-of-office BP), drug resistant hypertension, suspected nocturnal hypertension, and episodic hypertension. In addition, the WatchBP 03 device also includes an embedded 7-day home blood pressure measurement function that strictly follows ESH and AHA measurement guidelines.

WatchBP® Case Study

A recent case study surveying patient attitudes on the use of home BP monitoring (HBPM) was conducted in March 2008 at a family physician's clinic located in Westminster, CO.

The clinic physicians were interested in patient perception regarding offering home blood pressure monitors through their clinic. From their survey, it was evident that patients valued the concept of HBPM. Results indicated:

- 100% of all the respondents believed home blood pressure monitoring was an important self-management function important to their health.
- Over 70% would purchase a specific home blood pressure monitor recommended by their physician
- Over 40% indicated they would purchase a home blood pressure monitor from their physician office.

The WatchBP program emphasized patient training on how to take a proper home blood pressure measurement. The formal training, presented by the medical assistant (MA), took approximately 10 minutes. This training was important as it increased patient competency thereby increasing enthusiasm for use of the WatchBP home blood pressure monitor. The embedded ESH/ AHA hypertension guidelines in the WatchBP system along with formal MA training ensures an evidence based strategy to support and improve physician decisions on hypertension and patient self management.

For more information on WatchBP and for a complete case study, contact: marietta.schmid@mimhs.com



Technical Support: 1-800-568-4147
Sales Support: 1-800-968-1378
www.MiMHS.com

24-hour ambulatory
blood pressure device
NOW AVAILABLE at an
AFFORDABLE PRICE!!
Call 303.274.2277 or
info@mimhs.com

microlife
Medical Home Solutions