



U.S. Preventive Medicine®



Bringing Mobility and Real-time Integration to Preventive Health

U.S. Preventive Medicine worked with Qualcomm Life to build a mobile application that will enable consumers to monitor their health in a way that has never been available before... through their smartphone.

U.S. Preventive Medicine is leading a global preventive health movement focused on saving lives and money by keeping people healthy and improving management of chronic conditions. The company provides an integrated variety of prevention programs—primary, secondary and tertiary—that are based on the clinical science of preventive medicine: primary (to keep healthy people healthy), secondary (to screen for earlier detection/diagnosis) and tertiary (to reduce complications and disability through early evidence-based treatment). U.S. Preventive Medicine is accredited in wellness and health promotion by the National Committee for Quality Assurance and in disease management by URAC, the Washington, D.C.-based accreditation organization.

To learn more, visit www.USPreventiveMedicine.com.



Partnering Success

“In developing our mobile health hub, Macaw, we sought the same level of expertise in the world of wireless technology that we offer in the delivery of clinical preventive medicine. We found that synergy with Qualcomm Life—a leader and innovator in wireless health technology.”

Christopher T. Fey
Founder, Chairman and CEO
of U.S. Preventive Medicine

Qualcomm Life is helping U.S. Preventive Medicine say “Goodbye” to computer limitations and “Hello” to a wireless solution that allows consumers to use a mobile device to input and track their health in real-time.

CHALLENGE

Increase the reach and mobility of the Prevention Plan™, a groundbreaking program that enables individuals to determine their top health risks and receive a customized plan and coaching from nurses to lower those risks and become healthier.

SOLUTION

U.S. Preventive Medicine worked with Qualcomm Life to develop Macaw, a new mobile app being launched by U.S. Preventive Medicine that enhances the Prevention Plan with mobile tools that make it easier for individuals to track health information, input data and view results on their smartphone.

BENEFITS

- Integrating Macaw onto the 2net Platform enables U.S. Preventive Medicine to serve as a mobile hub for medical device companies within the 2net Ecosystem and expands the product’s reach.
- By linking Macaw to the 2net Platform, U.S. Preventive Medicine can now compile, store and share a user’s health data with approved Qualcomm Life customers.
- Collaborators can sync their devices to the 2net Platform to increase the amount of data available through Macaw.

Goodbye, computer login and limitations. Hello, seamless tracking and enhanced mobile capabilities.

CHALLENGE

U.S. Preventive Medicine wanted to enhance its personalized Prevention Plan™, aimed at identifying an individual's current and future health risks through a detailed health risk assessment, extensive lab work and biometric measurements, with a mobile solution that untethered the program from a computer and allowed consumers to log in from a mobile device at any time or place to input and track their health information in real time.

SOLUTION

Qualcomm Life's 2net Platform provided the answer. By simplifying the user experience and adding mobility to the Prevention Plan program with the mobile app, Macaw, U.S. Preventive Medicine expects to increase user adoption. Furthermore, integration on the 2net Platform will enable Macaw to act as a tool to capture various metrics and data pulled from multiple medical devices within the 2net Ecosystem, thus expanding the value of the data provided in the Prevention Plan and providing a more holistic picture of one's health.

BENEFITS

The launch of Macaw enabled by Qualcomm Life provides U.S. Preventive Medicine with an entry point into the 2net Ecosystem, giving the Prevention Plan an opportunity to connect with other Qualcomm Life customers and collaborators to enhance the program's offerings. As additional devices are integrated with the 2net Platform, the data collected from weight scales, glucometers, heart rate monitors and blood pressure monitors, for example, have the potential to be linked to the Macaw mobile application to provide users with rich health data on the go.

Why Qualcomm Life?

In building Macaw, Qualcomm Life offered U.S. Preventive Medicine a service relationship with leading technical expertise in managing wireless platforms and the potential for a global network that links the Prevention Plan data with a rapidly growing customer and collaborator ecosystem, all while ensuring back-end development was executed quickly and seamlessly. Additionally, the Qualcomm Life team made introductions and vetted vendors in advance to ensure that the Macaw team was able to launch an optimally engineered mobile application and link the Prevention Plan to the various diagnostic tools feeding the database.

Advantages

The 2net Platform offers U.S. Preventive Medicine the only wireless healthcare solution that elegantly and reliably captures and delivers data to any integrated portal or database from customers' or collaborators' wireless medical devices for storage in a system designed for security. It's a whole new way of connecting devices and liberating biometric data so that it becomes ubiquitous across the continuum of care.

Connecting with an Experienced Partner

The wireless connectivity experience, know-how and global interoperability Qualcomm Life brings to U.S. Preventive Medicine enable the company to leverage:

- A potentially global footprint with top-notch engineering and unrivaled wireless expertise
- A system designed for reliable and secure data transfer
- An ecosystem of companies dedicated to improving wireless health devices
- One-of-a-kind, two-way functionality that is easy to integrate

The Future of the U.S. Preventive Medicine Pipeline

U.S. Preventive Medicine sees a strong future in its relationship with Qualcomm Life as the two companies work together to deliver reliable, accurate health data on an easy-to-use, mobile platform.

Learn more about Qualcomm Life and how the 2net Platform can help your business. Visit qualcommlife.com.