Lifeclinic to Feature Latest Health Stations at McKesson's Pharmacy of the Future

Lifeclinic International, Inc., the world’s leading manufacturer and distributor of automated blood pressure monitors and health testing stations, will have its newest health station, the LC600 at the McKesson Pharmacy Strategies Conference. The Conference will be held at the Venetian Resort, Las Vegas, NV, July 7 - 10, 2008. The LC600 will be located in the Pharmacy of the Future while Lifeclinic's LC300 blood pressure monitor and LC500 health station will be in its booth, #941.

Burtonsville, MD (PRWEB) July 3, 2008 -- Lifeclinic International, Inc., the world’s leading manufacturer and distributor of automated blood pressure monitors and health testing stations, will have its newest health station, the LC600 at the McKesson Pharmacy Strategies Conference. The Conference will be held at the Venetian Resort, Las Vegas, NV, July 7 - 10, 2008. The LC600 will be located in the Pharmacy of the Future while Lifeclinic's LC300 blood pressure monitor and LC500 health station will be in its booth, #941.

Featured at this year's Conference will be Lifeclinic's "Synergy," a comprehensive program that blends state-of-the-art hardware, software and value-added services, all designed to increase retail profits by building consumer loyalty and enhancing current and future revenue streams.

At the foundation of Synergy" is the LC600. This pharmacy-friendly Internet-connected health station offers automated blood pressure, weight, body fat and blood oxygen tests. The health station's scalability allows for the integration of additional tests from multiple manufacturers. Peripheral input ports include IR, USB and Bluetooth for interfacing and uploading data from various personal health devices such as glucose meters and pedometers.

Consumers can easily navigate through the LC600's interface of test options, health information, and a database of the retailer's products, coupons and discounts, via a 15" color LCD touch screen. Optional features include both magnetic stripe and barcode readers for retail loyalty card programs. The barcode reader can also generate multimedia product information, allowing consumers to retrieve tailored product information for general merchandise, HBA, OTC and Rx products.

Pharmacies wanting to enhance their Medication Therapy Management program, other pharmacist/patient consulting services, or customer access to their Personal Health Records (PHR) via Health Mart's Web site or Lifeclinic.com can take advantage of the LC600's Internet readiness for secure, HIPAA-compliant, open-source integration into most pharmacy network applications for real-time collection and management of biometric data. The health station's telephone handset gives consumers a direct connection to the pharmacist or pharmacy-directed healthcare provider. Consumers can also manage their own data from any Web browser via Lifeclinic.com or the retailer's Web site.

In describing the Synergy program, Lifeclinic's Senior Vice President, Mike Cavotta said, "We've established valuable relationships with consumers who have regularly used Lifeclinic blood pressure monitors to help them manage their blood pressure. Now, with the LC600's wider array of biometric tests, we can enhance their testing experience and at the same time educate them about the retailer's products and services via CBS's Outernet digital signage network. The LC600 will be a key component of the Wellness Channel that together with CBS
we can create for Health Mart stores. It's a win-win-win situation for consumers, product manufacturers and Health Mart franchisees." CBS Outernet digital video screens will be placed near the pharmacy counter and the LC600 to provide shoppers with relevant health-related information and advertising while educating them about the functions of Lifeclinic's health station. The separate video screens as well as the user interface screen on the LC600 will create a Wellness Channel branded for Health Mart pharmacies.

Besides Synergy's end-to-end solution for personal health monitoring and retail marketing, it's also designed to help retailers and companies motivate people to become more actively involved in their healthcare. "Self-monitoring and self-education are crucial steps towards becoming healthier; however, the most important thing is to do what is necessary to become and stay healthy," said Lifeclinic's Senior Vice President, David Read.

About Lifeclinic International, Inc.
Lifeclinic was established in 1976 as Vita-Stat Medical Services, Inc. Since then, it has grown to be the world's largest supplier of commercial, automated, blood pressure monitors and health stations. Lifeclinic monitors can be found in over 30,000 pharmacies and 4,000 "non-retail" locations such as worksites and medical clinics worldwide, accounting for 500,000,000 blood pressure measurements annually. Lifeclinic monitors, health stations and management systems encourage individuals to take an active role in their healthcare and provide corporate management with tools to help reduce costs while simultaneously improving the health of individual employees.

Please visit [http://www.lifeclinic.com](http://www.lifeclinic.com) for more information.

About CBS Outernet
CBS Outernet is a leading provider of customized digital media networks and programming to targeted retail locations including grocery stores, pharmacies, medical waiting rooms, taxis, gas stations, and other places where people shop, eat, travel and gather.

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