Lifeclinic to Showcase Health Stations and Wellness Channel at The National Association of Chain Drug Stores (NACDS) 2008 Pharmacy and Technology Conference

Lifeclinic International, Inc., the world's leading manufacturer and distributor of automated blood pressure monitors and health testing stations, found in 25,000 pharmacies, will demonstrate at the National Association of Chain Drug Stores (NACDS) 2008 Pharmacy and Technology Conference, at the San Diego Convention Center, August 23-26, how its technology can promote better health and wellness for both the retailer's customers and its employees.

Burtonsville, MD (PRWEB) August 20, 2008 -- Lifeclinic International, Inc., the world's leading manufacturer and distributor of automated blood pressure monitors and health testing stations, found in 25,000 pharmacies, will demonstrate at the National Association of Chain Drug Stores (NACDS) 2008 Pharmacy and Technology Conference, at the San Diego Convention Center, August 23-26, 2008, how its technology can promote better health and wellness for both the retailer's customers and its employees. Lifeclinic will be in booth 644.

Joining Lifeclinic will be its strategic partner, CBS Outernet, a leading provider of customized digital media networks and programming, targeted at retail locations including grocery stores, pharmacies and medical waiting rooms. By working together, Lifeclinic and CBS Outernet provide a comprehensive platform that combines state-of-the-art health testing stations and information delivery systems designed to inform and educate the retail consumer. CBS Outernet will manage digital video screens in and around the pharmacy area that will educate shoppers about Lifeclinic's health station offerings and will provide relevant health-related information and advertising.

Lifeclinic will also unveil its partnership with OptumHealth Care Solutions, a division of UnitedHealth Group, offering a full suite of wellness programs and counseling services provided by OptumHealth.

Lifeclinic's blood pressure monitors and health stations are currently used more than 300 million times each year in pharmacies and corporate, hospital and government locations throughout the United States. The company's vision is to build upon its vast national presence and existing relationships to provide pharmacies, their customers and employees with interactive health monitoring systems and wellness programs based on those systems.

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 measurement. 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 a retailer'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 other healthcare providers. 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. It's a win-win-win situation for consumers, product manufacturers and retail pharmacies."

CBS Outernet digital video screens will be placed in the pharmacy area and on or near the LC600 to provide shoppers with relevant health-related information and advertising while educating them about the functions of Lifeclinic's LC600. The separate video screens as well as the user interface screen on the LC600 will create a Wellness Channel branded for specific pharmacies.

Lifeclinic will also display the LC500, an interactive health station capable of Internet-connectivity, designed for non-retail locations or retail employee wellness programs. "Besides targeting and servicing the health and wellness needs of the retailer's consumer, which Lifeclinic's automated health stations do 1,000,000 times a day, Lifeclinic is dedicated to serving a population of people who are at the store almost every day - the retailer's employees," says Lifeclinic Senior Vice President, David Read.

He continues, "Lifeclinic is committed to helping our retailer customers design and implement programs that can help control their organization's healthcare costs. For example, when our health stations identify an employee who is pre-hypertensive, there is an opportunity for early intervention and education to promote generally recommended lifestyle changes, which in turn may allow the employee to forgo the need for costly medications, visits to the doctor and missed days of work. Obviously, this also benefits the employer's bottom-line. For those people who our health stations identify as being hypertensive, the employee's healthcare provider can be called upon to immediately address factors such as lack of exercise, unhealthy diet, obesity and bad lifestyle habits, and may also recommend inexpensive medication that will prevent the much higher costs of hospitalization and lost productivity."

Lifeclinic has begun a program with Safeway in which it is placing networked LC500 health stations in its corporate campus buildings as part of a very aggressive wellness program. H.E.B., Kroger and SUPERVALU have already progressed from use of Lifeclinic's health stations in corporate facilities to providing them in stores for use by employees and customers. Other retailers such as Winn-Dixie, Food Lion and Sam's Club are on the same path, and still more are expected to follow soon.

Lifeclinic will also show its LC300, a basic blood pressure monitor. The LC300 provides automated blood
pressure and heart rate monitoring in a compact, space-saving design. The information board is effective in delivering health and event information while the clear acrylic pockets provide storage space for brochures and pamphlets. More than 25,000 of this model have been produced.

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 5,000 worksites wellness centers, medical clinics and health clubs worldwide, accounting for 500 million 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 for more information.

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Contact Information
SHANE KNEE
Lifeclinic International
http://www.lifeclinic.com/
301.476.9888

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