Lifeclinic to Showcase Health Stations and Health Communicator at the National Association of Chain Drug Stores 2009 Pharmacy and Technology Conference

*Lifeclinic and LearnSomething Team-Up to and Unveil the Health Communicator*

Burtonsville, MD (PRWEB) August 7, 2009 -- Lifeclinic International, Inc., the world's leading manufacturer and distributor of automated blood pressure monitors and health testing stations, will be exhibiting its current products and technologies at the National Association of Chain Drug Stores (NACDS) 2009 Pharmacy and Technology Conference at the Boston Convention & Exhibition Center, August 9-11, 2009. Lifeclinic will be in booth 1137 along with LearnSomething, Inc.

Featured at this year's Conference will be Lifeclinic's Health Communicator. The Health Communicator, designed in conjunction with LearnSomething, is an interactive module with a 10.4" LCD that will be retrofitted to many of Lifeclinic's blood pressure monitors now in pharmacies giving consumers access to a wide array of health information while increasing opportunities for pharmacies and manufacturers to promote their services, products and brands.

"Lifeclinic's monitors, which are in about 25,000 pharmacies, provide product advertisers a unique targeted marketing opportunity during the biometric while we're measuring blood pressure since the consumer is required to sit quietly for approximately 60 seconds," said Lifeclinic's Executive Vice President of Retail Operations, Jeff Bekos. "During this period we have a person's undivided attention in which we can deliver meaningful multimedia product information to complement our highly effective placard ads. I know of no other retail medium that can guarantee this type of captive consumer focus."

Lifeclinic will also exhibit their LC500 and LC600 health stations, both capable of Internet-connectivity and designed for consumer and employee wellness programs.

"Besides helping to improve the health of the 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 retailers' employees," said Lifeclinic's Chief Medical Officer, John Kelly, M.D., Ph.D.

"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 whom 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 other bad lifestyle habits, and may also recommend inexpensive medication that will prevent the much higher costs of hospitalization and lost productivity."

Both the LC500 and LC600 are Internet-ready for secure, HIPAA-compliant, open source integration into most network and pharmacy environments and can easily interface with existing wellness applications so that all data
gathered by them can be saved. These two next generation health stations, along with Lifeclinic's Web-based GroupStat management system, can collect, track and manage real-time biometric data, for individuals or in the aggregate, to improve the overall outcome of employee wellness programs.

Employees or retail consumers can also manage their own data from the health stations, any Web browser via Lifeclinic.com or the employer's or retailer's own Web site or health portal. Capabilities include both a magnetic stripe and barcode reader for store loyalty cards or employee identification badges. The barcode reader can also generate multimedia product information, allowing consumers to retrieve tailored product information for general merchandise, HBA, OTC and Rx products. Biometric testing includes blood pressure, weight, body fat, BMI and blood oxygen, along with glucose meter and pedometer upload capability. IR (infrared) and USB ports are standard for uploading data from various other personal health devices.

The **LC600 extends its capabilities** with a phone and video camera that provide consumers or employees a direct connection to a pharmacist, pharmacy-directed healthcare provider or remote wellness coach, along with medical applications requiring visual diagnostics.

**About Lifeclinic International, Inc.**

Lifeclinic is 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, performing 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 improving the health of individual employees.

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

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