U.S. Preventive Medicine Mobile App is Named CTIA 2011 Hot for the Holidays Awards Finalist

Mobile App Named in Top Three in Two Categories

Dallas, TX and Jacksonville, FL (PRWEB) October 10, 2011 -- The U.S. Preventative Medicine’s new mobile app, which was developed by Qualcomm Labs, Inc., a wholly owned subsidiary of Qualcomm Incorporated, has been named a top finalist in two categories of the “Hot for the Holidays Awards” national competition sponsored by CTIA - The Wireless Association.

Industry experts in mobile health and technology named the mobile app, Macaw from The Prevention Plan™, among the top three finalists in both the fitness and the health and wellness categories. Reviewers -- from organizations that included The New York Times, WIRED, BNET, PhoneDog and Mashable -- selected finalists based on innovativeness, functionality and creativeness.

Rick Valencia, VP and GM of Qualcomm Wireless Health, Qualcomm Labs, states, "U.S. Preventive Medicine offers an outstanding clinically-based Prevention Plan that helps users manage their individual health risks and lead healthy lives. By combining Qualcomm Labs wireless expertise with U.S. Preventive Medicine’s clinical knowledge, we have transformed the smartphone into a personal health monitor by providing users a solution that will help seamlessly track their biometric data within the Prevention Plan.”

Macaw, which will be available for iPhones and Android smartphones in October, is a full-feature app designed to serve as a complete personal health monitor by both assessing the individual’s health risks and serving as a hub to track biometrics and activity, including exercise, weight and calories, and information from other apps and devices. For members of The Prevention Plan, it also automatically uploads information to their private website.

“Our relationship with Qualcomm Labs has brought us the highest order of mobile health technology, and we couldn’t be more excited about this joint product offering. It enables us to move quickly in delivering better health and improved value to current Prevention Plan members, customers and shareholders,” said Chairman and CEO Christopher Fey.

Consumers have an opportunity to vote for their favorite app or product by choosing the “CTIA 2011 Hottest Web Pick” at www.ctishows.com/holidays. Online voting closes today at 5 pm PDT. Winners will be announced at a ceremony at the CTIA Enterprise and Applications trade show in San Diego on October 12.

To vote for Macaw from The Prevention Plan by the October 10, 2011, deadline, go to both of the following links. The entry with the most votes will be named “CTIA 2011 Hottest Web Pick.”

Click to vote for Macaw in Fitness Category
Click to vote for Macaw in Health and Wellness Category

About U.S. Preventive Medicine

U.S. Preventive Medicine (www.USPreventiveMedicine.com) is leading a global preventive health movement focused on saving lives and money by keeping people healthy and better managing chronic conditions before
they progress. The company has developed The Prevention Plan™, an innovative health management program that is based on the clinical science of preventive medicine: primary (wellness and health promotion to keep healthy people healthy), secondary (screening for earlier detection/diagnosis) and tertiary (early evidence-based treatment to reduce complications and disability). The Prevention Plan, which is available to consumers and employer groups, identifies each individual’s top health risks and designs a customized plan of action to reduce those risks, supported by health coaching, robust online tools and plan-wide challenges with incentives. The company is accredited in wellness and health promotion by NCQA and disease management by URAC. Look for The Prevention Plan on Facebook.

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