

ZumeLife

Innovative Tools for Living Well

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TIFF (Uncompressed) decompressor
are needed to see this picture.

Enabling better self-care ...

... and strengthening the personal health ecosystem

Presented for:
Texting4Health

Presented by:
Rajiv Mehta, CEO

February 29, 2008

Improved Self-care: the biggest health issue that consumers can positively affect for improved wellness

“Effective ways to help people follow medical treatment would have far larger effects than any treatment itself.”

—Lancet 1996

“Healthy living doesn’t happen at the doctor’s office. The road to better health is paved with the small decisions we make every day.”

—New York Times, “Well blog”

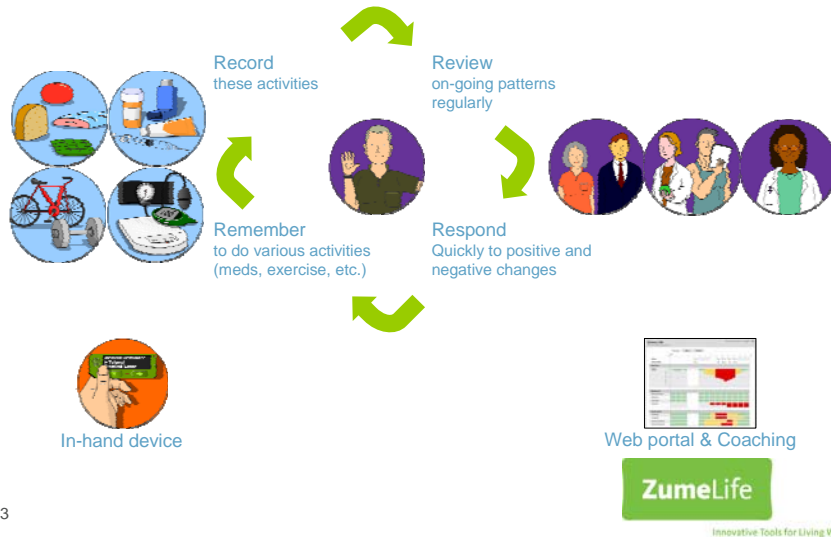
“We can make all the legislation we want in Washington, but ... We will only win this battle on health if we do it ourselves, in our families”

—Dr. Mehmet Oz, appearing on “Oprah” Oct 2007

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Tools for the 4 R's of self-care: Remember, Record, Review, Respond



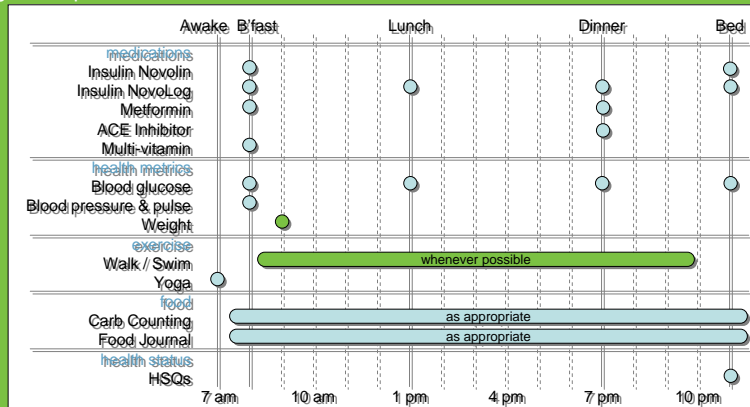
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Case Study: Sam Patel

Mid-40's; married; two children; Mid-level executive

Diabetes & hypertension; missed work frequently in past year because of health

Caregivers: spouse; best-friend Mike; health coach; doctor

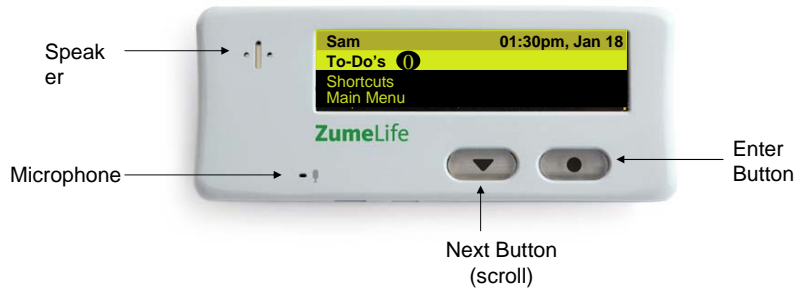


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4

Prototype Zuri

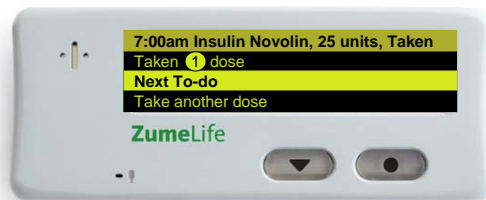


5

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1. Responding to Medication Reminder

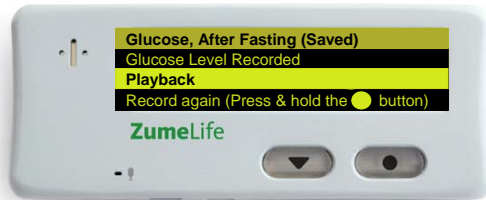


6

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2. Recording Glucose Level



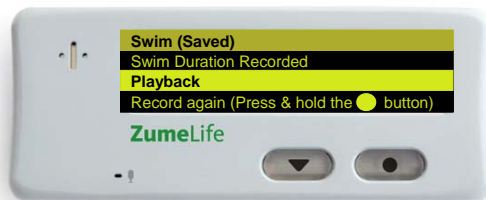
"one twenty seven" [127]

7



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3. Recording Exercise



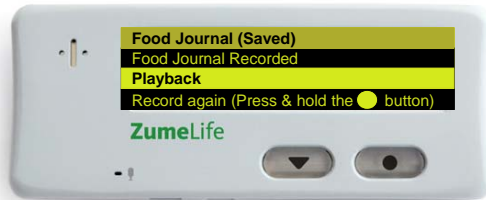
"thirty" [30]

8



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4. Recording a Food Journal entry



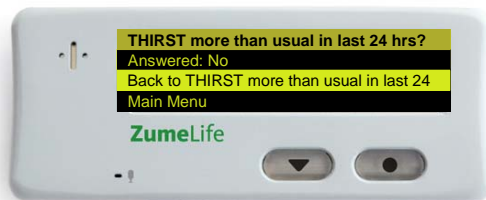
"bowl of hot oatmeal
with honey ... mug of
coffee"

9

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5. Responding to Health Status Questions



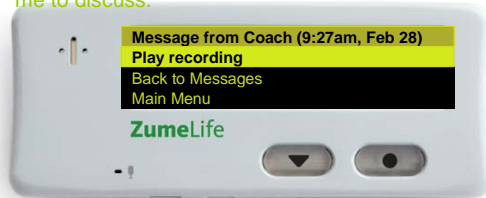
10

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6. Messages from Caregivers

"Sam, your before-dinner glucose level seems to be consistently high. Please call me to discuss."

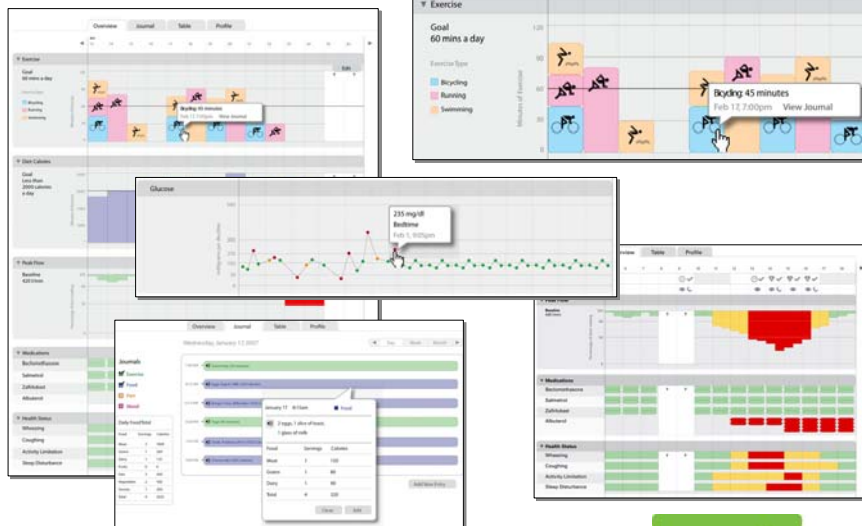


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11

Reviewing progress on the web



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12

Contact Information

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