

Nutrihand Debuts New Internet Diabetes Management Service for Health Care Providers at ADA 65th Scientific Sessions

Tuesday June 7, 1:00 pm ET

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WHAT: Nutrihand Inc., a leading provider of Internet-based diabetes management services, will debut its Private Label service targeted to health care providers, payers and self-insured corporations. Nutrihand's service enables medical support teams to create meal and fitness plans, set medical targets and with a patient's permission, monitor information provided by the patient and offer relevant feedback -- all via the Internet.

Employees with diabetes can dramatically affect a company's bottom line because they are at greater risk for temporary incapacity, permanent disability, and mortality. In fact, the ADA estimates that medical costs per employee with diabetes are \$13,240 a year compared to \$2,650 per employee per year without diabetes or another chronic condition.

Nutrihand's Private Label service is designed to help medical support teams and companies better manage health care costs.

WHEN: June 11-13th from 10-4 p.m.

WHERE: At the ADA's 65th Annual Scientific Sessions held at the San Diego Convention Center. Nutrihand will be located in booth # 1150

HOW: Media are invited to view a demo at the ADA show or conduct an interview with Nutrihand founder, Soraya Bittencourt

WHO: Nutrihand is an Internet-based health management service that specializes in helping diabetics stabilize blood sugar levels. Nutrihand delivers an all-in-one solution that allows users to easily plan, track, and report meals, fitness and medical information. Privately-held, Nutrihand is headquartered in website at www.nutrihand.com.