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dLIFE APPOINTS ADAM KAUFMAN, PHD, AS LEADER OF HEALTHCARE SOLUTIONS DIVISION

Pioneer of self-management support technology for healthcare to serve as General Manager, dLife Healthcare Solutions

WESTPORT, Conn., September 7, 2011 — [dLife](#) (a LifeMed Media brand) continued its recent flurry of senior management talent additions with the appointment of Adam Kaufman, PhD, as General Manager, Healthcare Solutions. Kaufman is charged with fulfilling the growing demand for dLife's consumer-centric solutions in the managed care space where its customized and evidence-based programs are used by payors and providers to activate patient self-care.

Kaufman is joining dLife from Los Angeles-based [DPS Health](#), a company he co-founded seven years ago. DPS Health is an innovator in clinically driven digital and mobile-based obesity and diabetes prevention and treatment interventions. With Kaufman on board, dLife and DPS Health will also be exploring strategic alliance opportunities.

"I could not be more excited to welcome Adam to the team as a true partner in building a critical growth area of our business," said Howard Steinberg, dLife CEO and founder. "His commanding intellect, knowledge of healthcare economics and advanced digital health solutions, entrepreneurial drive and energy are a perfect fit for this company, in this industry, at this critical time."

"Healthcare organizations face a tremendous challenge to engage individuals with diabetes and support their self-management, and dLife has demonstrated a unique capacity to help people understand their condition better and improve their health," added Kaufman. "I am excited to join a phenomenal team and to help so many people as we leverage dLife's approach to patient engagement and support through health plans, HMOs, healthcare providers and others managing patient population risk."

Steinberg continued, "[Kaufman] is also a great guy, which is critical to our culture. We can't wait to get in the trenches with Adam and accelerate the transference of leadership and trust that dLife has earned among consumers to the urgent need for diabetes population health solutions among payors and providers."

dLife's aggressive move into healthcare solutions is buoyed by a recently completed randomized, controlled trial with the Geisinger Health System, evidencing improvement in critical outcomes via dLife's self-care intervention.

About dLife — For Your Diabetes Life

dLife is the number-one community network and resource for people living with diabetes and caregivers, providing information, inspiration and connection via a diverse array of exclusive media channels and services. With over 1.2 million registered members, dLife uniquely engages this growing population in positive and proactive self-care. Its award-winning media outlets include [dLife.com](#), the leading online diabetes destination attracting over one million unique visitors each month and featuring the widest and deepest variety of original content and resources anywhere; *dLifeTV*, the only TV series dedicated to people with diabetes with almost half a million viewers, airing every Sunday on CNBC (7 p.m. ET), mobile applications, and other consumer and professional programs driving proactive diabetes self-management.

dLife has been recognized with numerous media and editorial awards including Medical Marketing and Media's Best Healthcare Consumer Media Brand 2009 & 2010, and has been clinically validated in a recently completed randomized trial performed by the Geisinger Healthcare System, demonstrating that dLife's consumerized and pragmatic approach to population health, its depth and breadth of original content, tools and social support drives higher levels of engagement, knowledge and positive health outcomes.