

## **FOR IMMEDIATE RELEASE**

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### **MD Revolution Named A Future in Review (FiRe) 2014 FiReStarter; Dr. Samir Damani, Founder and CEO of MD Revolution to Speak at 12<sup>th</sup> Annual FiRe Conference**

#### ***Global Thought Leaders Converge to Work on Solving Some of the World's Challenges in Real-Time***

SAN DIEGO, May 20, 2014 – Strategic News Service (SNS) has named [MD Revolution](#) a 2014 FiReStarter company to be featured at its 12th annual Future in Review (FiRe) Conference, May 20-23, 2014. FiReStarters are selected based on the strength of their innovations and their potential to bring positive change to the world.

Described by The Economist as “*the best technology conference in the world*,” FiRe features global thought leaders in technology and the global economy, such as Elon Musk, Paul Jacobs, Mark Hurd, Vint Cerf, Leroy Hood, Azim Premji, Craig Venter, Michael Dell and many others. MD Revolution will be showcased during the conference at an exclusive investor reception and the company’s Founder and CEO, Samir Damani, MD, PharmD, FACC, will be featured in three panel discussions.

During FiRe, Dr. Damani will participate in the panel discussion, “FiReStarters: Companies Improving the World,” moderated by BBC Presenter Ed Butler. Dr. Damani will also be part of "A Revolution in Healthcare," along with William Hearl, CEO, Immunomic Therapeutics; Jessica Richman, CEO, uBiome; and Jonathan DeHart, President and CEO, NorthShore Bio. As well, he will be featured in "The Next Generation in Medicine," along with Jonathan DeHart, President and CEO, NorthShore Bio; and William Hearl, Founder and CEO, Immunomic Therapeutics; moderated by Larry Smarr, Director, Calit2, UC San Diego/UC Irvine.

By harnessing the power of digital technologies, MD Revolution is empowering people to take control of their most precious asset – their health. The company’s clinically developed software platform, RevUp, has revolutionized the approach to behavior change for lifestyle diseases, including diabetes, obesity and heart disease. By focusing on novel indicators of chronic disease and providing dialogue with health coaches in real-time, RevUp creates powerful feedback loops that drive significant improvements in people’s health. RevUp is currently being leveraged by companies looking to improve their employees' health and risk profiles while lowering healthcare costs.

“We must aggressively pursue testing of digital health applications for prevention and reversal of chronic disease if we expect to bend the cost and chronic disease curves that are crippling developed nations. The newfound ability for government and commercial wellness providers to track population health and to personalize incentives and coaching enable an awareness and accountability to health risk that heretofore, was impossible. A true sea change in prevention is upon us. At FiRe, I look forward to joining thought leaders to discuss the paradigm shift in healthcare from disease management to disease prevention and reversal,” said Dr. Damani, Founder and CEO of MD Revolution.

“As one of the launch platforms for the Quantified Self, with a consistent history of showcasing new trends in genetics, we are delighted to have MD Revolution joining us as a FiReStarter for FiRe 2014; they are the perfect combination of both of these worlds, and mark a sweet spot in bringing this mix of science and technology to the individual user,” said Mark Anderson, FiRe Chair and SNS CEO.

FiRe is a gathering of world-class thought leaders, convened each year with the goal of providing the most accurate look forward in technology. FiRe is a world leader in exploring how technology drives the world economy, and in using technology to solve major social challenges. These goals have been consistently achieved through FiRe's collaboration across technology-driven industries and through active support from the global FiRe community.

Now in its 12th year, FiRe 2014 will take place May 20-23 at the Montage Laguna Beach, California.

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To register for FiRe 2014, and to see bios of speakers and other participants, go to [www.futureinreview.com](http://www.futureinreview.com).

### **ABOUT MD REVOLUTION**

By harnessing the power of digital technologies, MD Revolution is empowering people to take control of their most precious asset – their health. MD Revolution’s clinically developed digital health platform, RevUp, is the only solution that delivers real improvements in health and wellbeing by focusing on the proven drivers of chronic disease. For more information, visit [www.mdrevolution.com](http://www.mdrevolution.com).

### **ABOUT SNS**

SNS was founded by Mark Anderson in 1995 as the first subscription-based online news service. Since its inception, SNS has proven the most accurate predictive report covering technology and the global economy. Its subscribers include top managers at technology and finance companies across the globe, including Oracle, Microsoft, Dell, HP, Cisco, Intel, Google, British Telecom, SpaceX, Amazon, Telstra, and others.

SNS has been operating the annual FiRe conference since 2003. FiRe exposes world experts and participants to new ideas, and conversations about them, producing an accurate portrait of the future; and focuses on creating technology solutions to current local and global problems. FiRe 2014 will take place May 20-23 at the Montage hotel in Laguna Beach, California. For more information and to register, go to [www.futureinreview.com](http://www.futureinreview.com).

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