

FOR IMMEDIATE RELEASE

Media Contact:

Lisa Peterson

Mobile: 858.344.2763

Email: lisa@mdrevolution.com

MD Revolution to Address the Future of Medical Genomics, Treatment Compliance, and Clinical Trials at the 2014 BIO International Convention

SAN DIEGO, June 18, 2014 – [MD Revolution](#), the only digital health company merging mobile health data, genetic information, and personalized coaching to predict, prevent, and reverse chronic disease, will speak on how digital health technology is transforming preventive care and radically enhancing the ability of clinical trials to detect novel biologic pathways involved in health and disease.

MD Revolution’s CEO and practicing cardiologist Samir Damani, MD, PharmD, FACC, will speak alongside thought leaders from Illumina, the Wireless-Life Sciences Alliance, and Annai Systems at the 2014 BIO International Convention’s “[Big Data: Genomic Medicine and the Big Data Revolution](#)” session on Wednesday, June 25 at 8:30 AM in Room 8.

“Apple’s HealthKit highlights the need to break down silos and aggregate data, but this is only step one. We need to go further by aggregating robust genotype, phenotype, as well as behavioral datasets that researchers can leverage. Only through the comprehensive and continuous assessment of the person and his or her environment can we truly understand what biologic pathways are driving diseases such as obesity, diabetes, heart disease and a number of cancers. Today, mobile tech provides us with imminently scalable approaches to study persons and populations at an unprecedented resolution,” says Dr. Damani.

Beyond acquiring medical insights, the advent of digital health apps presents the first opportunity to improve adherence to prescribed drugs and lifestyle changes. Non-adherence has been estimated to cost hundreds of billions of dollars annually in the United States.

“Blindness to non-adherence can confuse assessments of a patient’s condition and progress. Mobile health technology opens up the first promising window to alleviate compliance issues for pharma, biotech, and clinicians,” says Damani.

MD Revolution’s team of nurse practitioners, fitness specialists, and nutritionists will demonstrate RevUp in the Digital Health Zone (Booth #5839) and answer questions about health, fitness, and nutrition for the duration of the BIO convention.

“The beauty of RevUp for patients is our ability to scale personalized, medical coaching for large user groups. That clinical feedback transforms data to drive meaningful improvements to lifestyle and health, whether that is part of managing a chronic condition, preventive health goals, or a clinical trial,” says Damani.

###

ABOUT MD REVOLUTION

MD Revolution is the only digital health company reversing chronic disease and lowering healthcare costs by integrating care teams to bring meaning to collected data. We merge scientific expertise, predictive digital technology, and personalized coaching to motivate sustainable lifestyle changes with clinical outcomes that improve quality of life. For more information, visit www.mdrevolution.com.