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Alliance Health Networks and Joslin Diabetes Center Join Forces to Foster Patient Engagement on Diabetic Connect Social Network

HEALTH 2.0/SALT LAKE CITY – September 26, 2011 – Alliance Health Networks, a leading developer of social networks in health, and Joslin Diabetes Center, the world’s leading diabetes research and clinical care organization, announced today that they will work together to provide support to people with diabetes and their caregivers.

As part of their partnership, Alliance Health and Joslin will jointly develop digital education and diabetes management tools, including an interactive, online class, “Monitoring Matters.” The class will consist of six interactive tutorials that will be hosted on Alliance Health’s Diabetic Connect (www.diabeticconnect.com), the largest diabetes-focused social networking site, and on Joslin’s website (www.joslin.org).

Additionally, Joslin clinicians will actively participate on Diabetic Connect by commenting on posts provided by Diabetic Connect community members and by providing answers to frequently asked questions.

“For the first time since the site was launched in 2008, Diabetic Connect will integrate a provider perspective into the social experience and foster interaction between our members and the world’s leading experts in diabetes care,” said Stead Burwell, chief executive officer at Alliance Health Networks.

“At Joslin, we are always looking for innovative ways to improve the lives of people with diabetes through care, education and research that will lead to prevention and cure of the disease. Working with Alliance Health to develop and create enhanced digital education tools is another way to successfully engage and empower those with diabetes,” said Richard Jackson, M.D., Director of Medical Affairs, Healthcare Services, Joslin Diabetes Center.

Since 2006, Alliance Health has focused on building a scalable technology platform to support a wide array of health-related social networks, each focused on specific health interests. The company owns and operates more than 40 social networks and has nearly one million registered members. The sites enable patients and caregivers to form relationships, engage in conversations, share treatments and comment on services and products.

Alliance Health will be attending this week's Health 2.0 conference in San Francisco and presenting a demo of Diabetic Connect on Monday, Sept. 26 at 8:45 a.m. They will be at booth #11.

About Alliance Health Networks

Alliance Health Networks is an innovative social networking company whose mission is to improve health outcomes, lower costs and facilitate a more consumer-centric healthcare industry. The company owns and operates a growing portfolio of distinct social networking sites that today serve nearly one million members across more than 40 health conditions. Investors in Alliance Health Networks include New World Ventures, Physic Ventures, Highway 12 Ventures and EPIC Ventures. For more information, visit www.AllianceHealth.com.

About Joslin Diabetes Center

Joslin Diabetes Center is the world's preeminent diabetes research and clinical care organization. Joslin is dedicated to ensuring that people with diabetes live long, healthy lives and, through its cutting-edge research and innovative approaches to clinical care and education, offers real hope and progress toward diabetes prevention and a cure. Joslin is an independent, nonprofit institution affiliated with Harvard Medical School. For more information about Joslin, visit www.joslin.org.

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