



**Richard Strobridge, CEO of Entra Health Systems
Is Featured Speaker
At The CTIA Wireless IT & Entertainment 2009 Conference**

September 30, 2009 — San Diego, California — Richard Strobridge, CEO of Entra Health Systems, and a leading expert in healthcare IT, diabetes management, and medical technology integration will be a featured speaker at the upcoming CTIA Wireless IT & Entertainment 2009[®] Conference in San Diego, October 7-9. Strobridge specializes in health care delivery and organizational process improvement through the use of telecommunications and information technology. The CTIA Conference will be held at the San Diego Convention Center.

Strobridge will participate in the panel discussion: "Remote Monitoring & Diagnostics via Wireless" on October 7, from 2 to 3 pm. The discussion will explore using wireless technology as a tool for remotely monitoring a patient for more accurate readings to aid in diagnosis. Strobridge will be joined by other executives in the wireless industry, including moderator Athena Polydorou, Director of Wireless Internet Development at CTIA. Together they will share their perspectives and experiences in the mobile marketplace.

For more information on CTIA's Educational Sessions, please visit: http://www.wirelessit.com/events/event_details.cfm?callID=892.

About International CTIA WIRELESS I.T. & Entertainment 2009

International CTIA WIRELESS IT & Entertainment 2009 is CTIA's fall show focused on mobile business. This event brings together a unique community of enterprise users, carriers, developers and manufacturers to generate dialogue, share ideas and debate the economics of wireless innovation. Visit www.ctiashow.com.

CTIA -The Wireless Association[®] is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. CTIA is also recognized as the producer of two annual technology events: International CTIA WIRELESS 2010 takes place in Las Vegas, March 23-25; International CTIA WIRELESS IT & Entertainment 2010 takes place in San Francisco, October 6-8. For more association information, visit www.ctia.org.



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