

Home > Market Data















-  Market Summary
-  Major Indices
-  Market Movers
-  Market Sectors
-  ETF Screener
-  A-Z Stock Listings
-  Mutual Funds
-  Foreign Markets
-  CEO Wealthmeter
-  Oil & Energy
-  Metals
-  Currencies
-  Treasury Rates
-  Calculators



Photo Release -- MyGlucoHealth Diabetic Monitoring Service Launches in Australia

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Entra Health Systems Teams with Telstra to Deliver Connected Diabetes Care

SAN DIEGO, Dec. 17, 2009 (GLOBE NEWSWIRE) -- Entra Health Systems, an international applied healthcare technology company today announced the official launch of the Telstra Diabetes Management Online Service in Australia, an integration of the company's MyGlucoHealth Wireless meter and mobile technology. Entra Health has teamed with Telstra, the largest telecom carrier in Australia to bring Australia's first commercially available mobile phone application for people with diabetes.

The MyGlucoHealth Wireless meter along with the MyGlucoHealth Network offer a comprehensive diabetes management platform that gives patients more direct control over their care, while providing clear lines of communication with their connected care team.

The Telstra Diabetes Management Online Service uses the MyGlucoHealth Wireless blood glucose meter with integrated Bluetooth(R) technology to transmit test results through a Telstra mobile phone over the Telstra Next G network to a secure web portal. Individual patient results from the meter can then be accessed via mobile phone, or on-line by the patient's care team. Sophisticated online analytics, trend analysis and other charting capabilities make review of patient data fast and easy.

The Telstra Diabetes Management Online Service features real-time alerts and messages using SMS or emails to the patient and care team to allow virtually real-time monitoring. Alerts can be customized to include messaging for high/low readings, trend warnings, low testing frequency, and other parameters that are key to improving personal care.

"The Telstra Diabetes Management Online Service technology gives diabetes patients a simple and more reliable way to track their blood glucose levels and send their results quickly," said Christophe Bur, Executive Director of Telstra Product Management. "This solution is specifically designed to help patients and their care givers better manage their condition. By utilizing new generation solutions, together with Telstra's advanced technologies and network, we have been able to come up with a solution that is right for patients, right for care givers and right for healthcare as a whole."

"The Telstra Diabetes Management Online Service is built on the MyGlucoHealth Wireless meter and mobile technology," said John Hendel, Chairman of Entra Health Systems. "It gives patients direct, real-time contact with their clinicians and connected care team using just their mobile phone. The goal is to help the patient stay better connected, so that they can make informed day-to-day decisions about their care and lifestyle."

"This partnership between Entra Health and Telstra will help accelerate customer adoption of MyGlucoHealth diabetic care products in Australia and throughout the Asia Pacific region," Hendel added. "We believe the Australian healthcare system will experience real cost savings from increased levels of testing by patients using the Telstra Diabetes Management Online Service. MyGlucoHealth's alerts and messaging feature encourages patients to maintain a much more regular level of testing. Studies have proven that diabetic patients, either type 1 or type 2, that test more regularly will cost far less to care for than patients that test inconsistently."

"Diabetes currently affects an estimated 1.5 million Australians, and around 275 Australians develop diabetes every day," said Greg Johnson, Acting CEO of Diabetes Australia. "Breakthroughs in technology that help to improve people's diabetes management can also help to reduce the serious complications of diabetes, including heart attack, stroke, kidney damage, blindness and amputation."

Before launching the Telstra Diabetes Management Online Service, Telstra and Entra Health Systems conducted an extensive 6-month field study in Australia of the use and acceptance of this new technology. The results of the study indicated that patients tested more frequently, their records were more accurate and the results gave them new insight into the management of their condition. More than 80 per cent of the study participants involved are continuing to use the new service.

The MyGlucoHealth Wireless blood glucose meter and other consumables are available both online and at premium retailers throughout Australia. In Australia, test strips are available from the National Diabetes Services Scheme (NDSS) for registered participants. NDSS is a Federal Government initiative to make diabetes management affordable. The test strips are listed on the current NDSS order form under code 02.

More information about the service, including joining the service, is available online at www.myglucohealth.com.au or at www.bigpond.com/health/my-gluco/

