

TAKING WEIGHT MANAGEMENT TO A NEW LEVEL

A cloud-based joint project between Hong Kong and Tsuen Wan Adventist Hospitals and Hong Kong Telecom

[September 16, 2013, Hong Kong] The Hong Kong Adventist Hospital and Tsuen Wan Adventist Hospital announced today the launch of the "eSmartHealth X NEWSTART weight management solutions" in partnership with eSmartHealth Company Limited (wholly owned subsidiary of Hong Kong Telecom). Built on the success of the hospitals' existing NEWSTART program, the new initiative makes use of cloud technology to provide participants with tools to monitor and control their weight.

Tracking patients' weight control progress with cloud technology

Programs are designed and monitored by the professional team at Adventist Health Lifestyle Management Center (LMC) who are able to conveniently access participants' latest health data which they upload to the eSmartHealth platform. The LMC team, comprising registered dietitians, registered nurses and health educators, keep in close communication with participants through email, social media or by phone.

Participants use the TANITA body composition monitor to upload the latest data regarding their weight, body fat percentage, body mass index (BMI), walking distance etc. wirelessly, when weighing themselves. The use of cloud technology allows the LMC team to track the variation of participants' weekly health statistics and provide timely professional advices or alerts by SMS, Whatsapp, phone call or email. Participants can also contact them by hotline.

One third of Hong Kong's adult population is overweight or obese

Obesity increases the risk of many chronic diseases and is a major health threat as a result of city living. "Official statistics from the Centre for Health Protection show that about 40% of the population between

the ages of 18 and 65 in Hong Kong is overweight or obese. This heightens the risk of heart diseases, high blood pressure, high blood cholesterol, diabetes, osteoarthritis and other chronic diseases. The impact may be a reduction in productivity and quality of life,” says Dr Frank Yeung, CEO and President of Hong Kong and Tsuen Wan Adventist Hospitals.

For many years, both hospitals have been promoting a healthy lifestyle in the community by organizing seminars and workshops. Last year, Hong Kong Adventist Hospital and Tsuen Wan Adventist Hospital were recognized as *the first two private hospitals to receive the Health Promotion Hospital certification by WHO-HPH (International Network of Health Promoting Hospitals and Health Services)*. In launching this new program with eSmartHealth, Dr Yeung notes: “We are delighted to partner with eSmartHealth to offer this service to those who need weight control. We hope to help more people improve their health through the combined use of our expertise, experience and technology.”

Control of chronic diseases through weight management

A balanced diet and regular exercise are the two golden rules of weight control. The establishment of the LMC and the introduction of the NEWSTART program by the two Adventist hospitals aim to help those who fail to observe these rules.

The NEWSTART program originated from Weimar Institute in California, the United States and is advocated by prominent doctors and scientists, it helps individuals prevent or treat chronic diseases along eight healthy lifestyle principles: nutrition, exercise, water, sunlight, temperance, air (fresh), rest and trust in God. Many participants have not only successfully reduced their weight but also controlled chronic health conditions.

eSmartHealth X NEWSTART weight management solutions (3 months)

Promotion Price: HK\$5,899

Program includes:

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| • Health Screening Service | Once |
| • Dietitian Consultation (30 minutes per visit) | 3 visits (in 3 months) |
| • Health workshops | 3 times (in 3 months) |

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| • Adventist online courses | 3 months |
| • Monitor (through eSmartHealth), and follow-up services (through SMS and telephone) | 3 months |
| • Oregon Scientific pedometer (with USB connector) | One |
| • TANITA body composition monitor (WiFi) (With onsite installation service) | One |
| • eSmartHealth cloud management service | 12 months |

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