



## News Release

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### **Vmersion-Health's new mobile app Gluco-Share™ harnesses the power of sharing to improve diabetic health**

*A mobile monitoring service and social media application  
for people living with diabetes and the individuals who care about them.*

Pleasanton CA --- Vmersion-Health introduces Gluco-Share, a mobile smart device application that connects people living with diabetes with their family and friends through a private and secure social media network. The Gluco-Share app is a free download available at the Apple iTunes store.

Gluco-Share enables persons living with diabetes to monitor their blood sugar (glucose) levels and to communicate that information in real time to their circle of family and friends. In turn, family and friends communicate their support, providing social and psychological encouragement that empowers a person to maintain their medical regimen and live a fuller life.

"The daily support and understanding people living with diabetes receive from their social circle can make a significant difference in how effectively they manage the disease," said Joseph Madden, president and CEO of Vmersion-Health. "Gluco-Share harnesses technology already available on a smart device – data input, chat, text, notifications and badges- to create a private, secure and fun supportive social network."

As an application, Gluco-Share provides three interrelated functions: Check, Share and Reward.

**CHECK:** Persons with Type 1 or Type 2 diabetes receive friendly automated reminders to check blood glucose levels. The Check function provides data fields for glucose values, med units, and personal comments and automatically registers date and time.

**SHARE:** Gluco-Share communicates data and alerts in real time to persons within the diabetic's social circle of parents, family and friends, allowing them to share in the frequency of the diabetic's checking of glucose levels. A 'chat' function allows family and friends to offer supportive comments – or to just say hello and maintain normal social relationships.

Safeguards within the Gluco-Share app ensure that the user's privacy are protected: all stored data is kept private to the individual, providing each user full control over how and with whom he or she chooses to share information within the Gluco-Share member network.

**REWARD:** Gluco-Share features a 'Challenge' system that rewards frequent checking and provides fun and educational games that encourage interplay among Gluco-Share members.

"As a parent of a Type 1 child, I understand the importance –and frustration- of ensuring that my child has checked his blood sugar," said Madden. "Gluco-Share is the first app that has a reward system based on the frequency of checking one's blood sugar, not just the numeric value. I can say from my own experience that using the app has improved the quality of my communication and my relationship with my child."



Gluco-Share shares data, chat, challenges and games among multiple users in the member's network. Unlike other diabetes apps that use email, Gluco-Share allows real-time data sharing and chat. The user's network of family and friends instantaneously receive text messages, glucose-checking notifications, and game and challenge status updates.

The Gluco-Share app provides the option to register via Facebook. The app has online manuals and videos to assist in registering and using Gluco-Share and its many features.

In addition to the smart device app, people with diabetes and those with an interest in diabetes can visit the Gluco-Share website, Facebook page and YouTube channel. Vmersion-Health is creating and aggregating information, commentary, blogs and real-life stories of how people are finding effective ways to manage their condition and better enjoy their lives.

Madden points out that Gluco-Share's interactive social component complements the goals of the American Diabetes Association's Stop Diabetes® movement, "and we're proud of it," he said. The Gluco-Share app includes a link to the American Diabetes Association website.

Vmersion-Health also promotes the Diabetic Youth Foundation and their camp programs, most notably their summer family camps at Bearskin Meadow in California's Sequoia National Park. "I brought my family to Bearskin Meadow for the first time four years ago," said Madden. "Someone said, 'Don't fret about the number, just keep checking, correct and move on.' That statement spawned what today is Gluco-Share."

Gluco-Share version 1.1 is designed for use on the iPhone, iPod Touch and iPad. The app is available for download, free, as a "health and fitness" application at the Apple iTunes store.

Vmersion-Health will introduce a version of the Gluco-Share website specifically designed for use on mobile devices and an Android-compatible version of the app in the near future.

-30-

For more information, please visit

- Gluco-Share website - [www.gluco-share.org](http://www.gluco-share.org)
- Gluco-Share Facebook page - [www.facebook.com/CheckShareReward](http://www.facebook.com/CheckShareReward)
- Vmersion-Health landing page - [www.vmersionhealth.org](http://www.vmersionhealth.org)
- YouTube channel - [www.youtube.com/glucoSHARE](http://www.youtube.com/glucoSHARE)
- Twitter - @GlucoShare
- Apple iTunes Store > Health & Fitness > Vmersion-Health, a CA. LP. – Gluco Share
- American Diabetes Assn statistics – [www.diabetes.org/diabetes-basics/diabetes-statistics/](http://www.diabetes.org/diabetes-basics/diabetes-statistics/)

### **Vmersion-Health**

Vmersion-Health, developer of Gluco-Share, is a California Limited Partnership founded in 2011. Vmersion-Health develops and publishes social media applications for health-related causes, with a commitment to improved health through better communication and social support mechanisms. Joseph "Joe" Madden is president and Chief Executive Officer; Jim Garcia is Chief Technology Officer. Vmersion-Health offices are at 5955 Coronado Lane, Pleasanton CA 94588.

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