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FOR IMMEDIATE RELEASE

Healthy-TXT™ Joins Insight Accelerator Labs

IAL to Help Drive Strategy through Commercialization of New Patient Engagement Tool and Re-define Mobile Health

June 26, 2014 – CHICAGO – Insight Accelerator Labs has partnered with healthcare start-up Healthy-TXT™ to further develop and commercialize the company’s mobile health engagement platform that delivers real-time, targeted support to patients to reduce patient readmissions and improve health outcomes. As part of its new IAL member designation, Healthy-TXT™ will work in lockstep with Insight’s expert healthcare strategy and development consultancy teams to receive the guidance and support necessary to further define and refine its technology toward market expansion and commercialization.

“We’re looking forward to working closely with Healthy-TXT™ to fully realize their program’s potential,” says Steve McPhilliamy, Executive Director of Insight Accelerator Labs. “The platform holds great promise for applications beyond its current generation, and with focused development could re-define mobile health to serve acute and chronic disease management, post-operative care, and preventative health, ultimately bending the cost curve in healthcare.”

Healthy-TXT™ is a completely customizable platform that automates patient education through personalized, automated messages sent to users around medical events ranging from a new diagnosis to starting a new treatment regimen. With direct links to web pages, PDF or video files, robust multi-media programs can also be created with the system around virtually any health event to engage patients and increase efficiency while improving personalized care.

“Our decision to become a member of the Insight Accelerator Lab is driven by Insight’s universally known success in taking early pilot concepts from development through commercialization,” says Healthy-TXT™ co-founder, Vishal Mehta. “Insight’s depth of knowledge in the healthcare space and its connectedness to difficult-to-reach key industry players can open doors for us that wouldn’t be accessible to us at all otherwise.”

The Healthy-TXT™ platform is already fully HIPPA-compliant, has been tested in oncology and congestive heart failure pilot programs, as has been fully utilized for post-surgical patient education and pain management guidance, and focused awareness education on concussion symptoms for football players. Early studies have proven that the efficacy of this platform’s personal, targeted communication - combined with the low cost structure should allow for health care system, health departments, insurance carriers, employers, PBMs and other stake holders to promote healthy behavior and awareness - thereby improving health, reducing sick days, unnecessary doctor’s office and emergency room visits, and ultimately – cost burdens on the entire healthcare system. To learn more about the Healthy-TXT™ and this platform’s market opportunities, visit www.healthy-txt.com

About Insight Accelerator Labs

Insight Accelerator Lab (IAL) is the first medical device accelerator in the Midwestern United States. Founded in 2013 by design innovation consultancy Insight, the company partners with top healthcare entrepreneurs to develop innovative medical device technologies that will have a positive impact on people’s lives. IAL’s organizational mission is helping its member companies successfully overcome the hurdles inherent to the complex, long-cycle medical ecosystem that so commonly prevent life-improving innovation from making it to market. For up to 18 months, start-up medical device companies that participate in the program receive expert mentoring, product development services, grant and award application assistance and extensive infrastructure support from Insight’s development teams from product ideation toward the ultimate commercialization of their products. For more information, visit www.insightpd.com/insight-labs