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FROST AND SULLIVAN RECOGNIZES AT&T'S INNOVATIVE MHEALTH STRATEGY

DALLAS, Dec. 5, 2011 — Technology is revolutionizing healthcare — making it more mobile, improving care outcomes for patients and lowering the cost of care. [AT&T](#)'s new set of innovative solutions for healthcare — mHealth solutions — is designed to do just that. The 2011 Frost & Sullivan Competitive Strategy Leadership Award¹ has been awarded to AT&T for its approach to mHealth, recognizing the company's work with mobile communication devices in the remote healthcare environment and strategic collaboration as key factors in an effective strategy.

mHealth is one of the four focus areas under the [AT&T ForHealth](#)SM umbrella, and AT&T plans to invest in and deploy enterprise-grade end-to-end mHealth solutions, such as AT&T mHealth Solutions presents DiabetesManager[®]. AT&T's mHealth solutions roadmap includes services to support mobile patient care focused on engagement and care outcomes and enterprise mobilization focused on improving efficiencies and workflow.

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Matrix (DSM), an analytical tool that compares companies' performance relative to each other with an integration of quantitative and qualitative metrics. AT&T received the highest marks when ranked — more than two points higher than the nearest competitor did on a 10-point scale.

The 2011 Frost & Sullivan Competitive Strategy Leadership Award analysis refers to a number of strengths in AT&T's strategy, including:

- AT&T has selectively aligned with new innovative solution providers and enabled next generation communication capabilities to create the newest solutions.
- AT&T is designing solutions to overcome the challenges of "healthcare in the home."

- In mobile patient care, AT&T currently focuses on the following three essential areas for the effective management of highly prevalent diseases, such as diabetes and heart disease: AT&T mHealth Solutions presents [DiabetesManager®](#) for disease management with WellDoc®, and AT&T provides [machine-to-machine](#) wireless connectivity to [eCardio Diagnostics](#) for remote ECG monitoring and care, and to Nantworks [Vitality GlowCaps™](#) for medication adherence.

“AT&T has shown incredible breadth in expertise in both the healthcare and information communication technology industries; this has helped the company to realize and develop the most necessary relationships with next generation healthcare providers,” wrote Zachary Bujnoch, Senior, Industry Analyst, Frost & Sullivan. “The result is a fully realized mHealth suite of solutions that is primed to make a significant impact on the way remote monitoring is currently performed.”

¹ Frost & Sullivan, Competitive Strategy Leadership Award, mHealth, North America, December 2011.

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