

FOR IMMEDIATE RELEASE

September 20, 2011

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Audax Health™ To Provide Consumers Online Guidance on Health Promotion Through Careverge™ Site

Partnership with American College of Preventive Medicine Gives Consumers Access to Physician Recommendations and Q&A

Washington, DC—Sep 20, 2011—Through a partnership with the [American College of Preventive Medicine](#) (ACPM), [Audax Health](#)™ has expanded its [Careverge](#)™ online destination to provide physician-based guidance on **disease prevention, health promotion and healthy lifestyle** choices. At no cost, Careverge members will be able to post questions and receive expert recommendations from ACPM specialty physicians uniquely trained in both clinical medicine and public health issues.

Careverge is an online destination that gives consumers tools, support and information to manage their health. Careverge inspires and helps consumers drive personal, healthy change by helping them keep health records, track fitness goals, research conditions, access health information and tools, connect with other people in a community environment, and now get guidance from medical professionals all from a single website.

“Careverge gives the consumer a unique and very personal view of individual health and the experiences that impact it,” said **Grant Verstandig**, Founder and Chief Executive Officer of Audax Health. “By connecting with ACPM’s highly respected physician specialists, Careverge users can better understand the impact of their behavioral choices and be inspired to make healthier choices that ultimately reduce their overall health risks.”

“Approximately 75% of the \$2.5 trillion we spend on healthcare in America goes to treating preventable conditions,” explained **Miriam Alexander**, MD, MPH, FACPM, President of **ACPM**. “On behalf of the entire ACPM community, we are very excited to be working with Audax Health to provide a missing link in consumer health education. By responding to consumers’ questions with prevention-focused information grounded in medical and behavioral science, our participating physicians will help people understand the value of lifestyle choices and provide practical steps they can take both personally and in their community that could measurably impact their health and quality of life.”

About Audax Health

Founded in 2010, Audax health believes that consumers can and should be active participants in managing their own health. Through its Careverge platform, Audax offers a personal health management platform that enables consumers to track their health, record fitness goals, research conditions, access health information and tools, and even communicate directly with other members and medical professionals. Careverge helps consumers connect the dots between their formal healthcare and their every day lifestyle decisions to improve their health and prevent future issues. For more information, please visit www.audaxhealth.com.

About the American College of Preventive Medicine

The American College of Preventive Medicine (ACPM) is the national professional society for physicians committed to disease prevention and health promotion. ACPM was established in 1954. Its 2,500 members are engaged in preventive medicine practice, teaching and research. Specialists in preventive medicine are uniquely trained in both clinical medicine and public health. They have the skills needed to understand and reduce the risks of disease, disability and death in individuals and in population groups. For more information, visit www.acpm.org.

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