



DCS Health to Join Forces with Family Health Network

*Atlanta-based company with focus on consumer health plans
brings technologies, talented leaders to FHN*

RESEARCH TRIANGLE PARK – Feb. 28 2012 – Family Health Network, Inc., an RTP technology company creating Web tools to connect patients with caregivers, announced today a transaction that brings Family Health Network new proprietary technologies and talented leadership.

DCS Health, founded by former BellSouth chief strategist Doug Bulleit, will transfer patent rights and key personnel to Family Health Network. Mr. Bulleit will join Family Health Network in a senior product and planning role.

An Atlanta-based company, DCS Health is comprised of leading network executives organized in 2006 to develop new Consumer Driven Health Plan (CDHP) portals and search technologies using proprietary Health over Internet Protocols (HoIP). The work of DCS Health can be seen at www.dcshealth.com.

Bulleit and the DCS Health technologies join Family Health Network as the company positions itself to become a major player in the rapidly developing Aging in Place marketplace. Family Health Network has been recognized for its leadership in developing *Connected For Life*SM, an innovative technology platform allowing family and professional caregivers to be linked to seniors who may have not previously engaged with technology.

"Key technologies developed and patented by DCS Health are extraordinarily complimentary to Family Health Network's *Connected For Life*SM platform", Bailes said. Leaders from both companies say the merger opens a larger marketplace where consumers can benefit from easily shared health information and communication tools.

"The experience and insight gained from this acquisition, including the multiple relationships and insight into consumer driven healthcare, will rapidly accelerate our market position," Bailes adds. "And the combination of proprietary technology as well as engineering, entrepreneurial and leadership experience that we will be acquiring will drive progress on multiple fronts."

Bailes further points to the synergy brought by a leading technology expert. "As we continue to grow, Family Health Network recognizes the need for experienced thought leaders who bring a strategic vision to our product development," Bailes said. "Doug also brings his depth of experience and strategic relationships necessary to make 'big moves'."

The promise of Family Health Network's *Connected For Life*SM has been recognized through the National Institute of Health award of a grant that supports research into senior use of Web-based tools. In addition, the technology combines both social and clinical approaches to care that are applicable to a broader healthcare marketplace.

Its "patient engagement engine" is being used in an innovative project involving an extended care team including case manager, pharmacist and physician who come together to provide coordinated care in a new drug therapy program for hepatitis C. Family Health Network's platform was also featured in three grant applications for funding under the CMS Healthcare Innovation Challenge.

About Doug Bulleit: At BellSouth, Bulleit focused primarily on core growth initiatives. In particular, his work resulted in a material expansion of BellSouth's convergent digital networking, broadband/IP, electronic commerce and Managed Services positions. Prior to his corporate strategy tenure, he spent six years as President of BellSouth's Advanced Networks Group developing an assortment of enhanced network services.

Before joining BellSouth, Mr. Bulleit founded ICS TranstexT[®] — a next-generation network development spin-off from Atlanta-based Heery International. ICS was acquired by BellSouth to form the nucleus of its Advanced Networks unit. He began his career and was awarded his first patent at Heery, the South's largest engineering firm where he quickly worked his way up to the level of Principle/Vice President of Planning & Corporate Development.

A respected Atlanta-area business leader, Mr. Bulleit has served on the boards of Atlanta's Resource Opportunity Center, the Atlanta Metro Group, Point B Communications, Inc. and Atrica Networks, Inc. Board of Advisors as well as the University of Georgia's College of Arts and Sciences Board of Visitors.

He studied at Purdue and Georgia Tech and became a registered Professional Engineer in 10 states. He holds six patents with the U.S. Patent Trademark Office with several more still pending. Bulleit also completed the Executive Program at the Stanford Graduate School of Business, the Management of Technology Program at MIT's Sloane Business School and the recently launched Singularity University Program and NASA Ames.

About Family Health Network

Family Health Network develops integrated technology solutions that connect patients with members of their care team, opening the door to improved communication and better health outcomes. Family Health Network's *Connected for Life*SM online program enables health care providers and caregivers to remotely monitor, record, and track a patient's health status and medication use on a daily basis. By providing real-time information sharing with health care providers and other members of the care team, this low cost program empowers patients, relieves stress of caregivers, lowers health care costs, and improves quality of life. Family Health Network's *Connected for Life*SM holds the promise to be the centerpiece of a next generation of patient-centered care. For more information about Family Health Network, please visit [http://www.familyhealthnetwork.com/.](http://www.familyhealthnetwork.com/)

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