



Jabra® and TrainerMD® Team Up on Industry-First Medically Prescribed Wearable Wellness Program

HIPAA compliant 360° Health Program helps patients, doctors and trainers curb obesity, fight cancer and manage diabetes with real-time health and fitness data

Lowell, MA – August 17, 2016 – [Jabra®](#), a global manufacturer of intelligent audio solutions, today announced a strategic partnership with [TrainerMD®](#), the first HIPAA compliant software collaboration platform for patients, physicians and trainers. As a result of the partnership, physicians and trainers will, for the first time, provide a wearable device as part of a medical prescription to help patients manage fitness and nutrition.

An integral part of TrainerMD's 360° Health Program, enrolled patients will use the [Jabra® Sport Pulse®](#) wireless earbuds while exercising. The world's first headphones with automatic fitness testing and in-ear heart rate monitoring, the Jabra Sport Pulse headphones will stream critical workout data, including heart rate, calories and pace, to a secure TrainerMD dashboard. Each patient's medical team, including physicians, trainers and nurses, will receive real-time notifications on the patient's exercise patterns and vitals, which they can then incorporate into their ongoing health management recommendations.

"This is game changer for patients and healthcare providers across the country," said Scott Lutch, MD, FACC, CMO, CSCS, NSCA, Chief Medical Officer at TrainerMD*. "In all my years practicing medicine, I have yet to come across a tool that makes preventative healthcare truly collaborative. Not only can patients now educate themselves, but they're also empowered to take control of their health – and physicians, trainers and nurses are partners in all of that. With the added support of the Jabra Sport Pulse wireless earbuds, meeting individual health objectives is now as easy as listening to music or making a phone call."

Complementing these innovative technologies, TrainerMD subscribers will also have the opportunity to attend two physician/trainer directed group support workshops each month. TrainerMD members receive nutrition and fitness education, coaching, rewards and accountability to help keep them engaged and highly motivated while achieving their personal goals. A dream team of medical, nutrition, fitness and technology experts will guide members through each phase of their program.

The 360° Health Program is currently in pre-enrollment phase and will officially launch Fall 2016. Interested physicians, trainers and patients can get more information here:

<http://www.trainer.md/media.aspx>.

"There have been amazing advances made in the last few years in nutrition, fitness and technology," said Joseph Howley, Founder and CEO at TrainerMD. "The TrainerMD Health Management Dashboard with integrated medical/sports devices and physician/trainer support will monitor, track, analyze and report nutrition and performance data from new functional



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training methods and high intensity cardio training, performed safely at home or at a fitness facility at any age, including seniors. When these training methods are applied properly and supported, life-changing results are possible in far less time than older methods. Our partnership with Jabra will be key for our launch into the fast growing medical and fitness market and we look forward to executing our long term sustainable growth strategy together.”

“We are proud to be part of such an innovative initiative led by TrainerMD,” said Mike Palazzolo, VP and General Manager, Mobile Division NA at Jabra. “Together we are breaking down barriers to achieving optimal health and wellness using world-class technology, including in-ear biometric heart rate monitoring. We’re honored that TrainerMD chose us as a technology partner.”

*Editor’s Note: Scott Lutch is a cardiologist with South Shore Internal Medicine in Milton, MA.

About TrainerMD®

TrainerMD® is a medical software company focused on helping medical, fitness and corporate clients manage and market physician directed preventative health programs. It supports its clients online with leading edge, HIPAA compliant, Health Management Dashboard and enables the patient, physician, trainer, other providers and administrators, to manage multiple real-time data streams, feedback and support. TrainerMD® supports clients on site with ongoing physician/trainer directed group fitness and nutrition education, coaching, fitness testing and vitals documentation. Its programs come with Jabra© Sport Pulse® Wireless Earbuds, enabling automatic fitness testing and in-ear heart rate monitoring, providing medical grade heart monitor. This device has a built in fitness application, plays music and monitors real-time clinical heart rate data. Members will use this device to help them stay active, exercise safely and stay connected to their healthcare providers.

TrainerMD® is developed and operated by YC Wellness, Inc. (“YCM”). YCW is not a licensed medical care provider or facility and it has no expertise in diagnosing, examining, or treating medical conditions of any kind, or in determining the effect of any specific exercise or nutritional program on any medical condition. The TrainerMD® platform should not be used without clearance from your healthcare provider first. As with any physical exercise or nutrition program, there may be risks associated with participating in the TrainerMD® platform and you knowingly and voluntarily assume all risks associated with the program. While the testimonials included in its documents are real, results may vary for others and there are no guarantees or warranties proved by YCW.

About Jabra

Jabra is a leading international developer and manufacturer of a broad range of communications and sound solutions committed to let people hear more, do more and be more than they ever thought possible. The consumer and business divisions of Jabra markets corded and wireless headsets, plus mobile and in-office speakerphones that empower individuals and businesses through increased freedom of movement, comfort, and functionality. Jabra employs around 1000 people worldwide and in 2015 produced an annual revenue of DKK 3,229 million.



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Jabra is the brand of GN Audio, a subsidiary of GN. As part of the GN group Jabra has a reputation for innovation, reliability, and ease of use that goes back almost 150 years. GN comprises a unique portfolio of medical, professional & consumer sound solutions that makes life sound better through its research, insights, and expertise in sound. GN operates in more than 90 countries across the world, has more than 5,000 employees and is listed on Nasdaq Copenhagen.

www.jabra.com

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