# Continua Health Alliance Establishes Major Presence In India; Appoints Healthcare And Public Policy Innovator To Lead India Working Group

The Associated Press

Continua Health Alliance today announced that the organization has established a significant presence in India, with the appointment of Rajendra Gupta as Chair of the newly formed India Working Group. Continua is the international industry organization dedicated to advancing personal connected health by promoting end-to-end, plug-and-play connectivity of personal health devices and establishing industry standards for interoperability.

Rajendra is internationally recognized as an innovator in healthcare and public policy, having served in top leadership positions with many of the world's largest companies. His work has influenced local, national and international healthcare policy. Rajendra also works with government bodies in India, including the Ministry of Health, as well as international organizations such as the United Nations, World Health Organization (WHO) and the World Economic Forum, where he serves on the Forum's Global Agenda Council on Digital Health and the US-India Science and Technology Endowment Fund.

"Raj is a versatile, well-respected and influential visionary, with a track record of innovation and implementation of connected health strategies in India and worldwide. As the Chair of Continua's new Working Group in India, he will help us to quickly establish a significant presence in India and the entire Gulf region," said Clint McClellan, Continua board president and chairman, and senior director of strategic marketing, Qualcomm Life, Inc., a wholly owned subsidiary of Qualcomm Technologies, Inc. "India is focused on affordable and accessible healthcare and the management of chronic conditions among its population, goals that are very much in sync with Continua's priorities." Under Raj's leadership, Continua's Working Group in India will work to create a platform for interoperable devices that are affordable and patient friendly, to empower patients to better manage their health and wellness. Continua will also work with standards bodies in India to establish national standards for interoperability and connected devices, and certify a testing lab in India to support the connected health ecosystem.

"I am excited to bring the resources, integrity and experience of Continua Health Alliance to medical device and IT companies, healthcare providers and government agencies in India, and look forward to working in collaboration with these great organizations," added Rajendra Gupta, Chair, India Working Group, Continua Health Alliance. "Together we will help to build a national platform of interoperable connected health devices to deliver affordable and accessible healthcare for the citizens of India.

"We welcome companies, government agencies and healthcare providers in India and the Gulf region to join Continua and take advantage of the vast resources, networking and expertise we have to offer. I personally look forward to creating strong collaborations and partnerships to advance all parties in the connected health ecosystem," added Gupta.

Continua's standards-based Design Guidelines ensure Continua certified products and services connect to other products or systems without restrictions or specific implementation. Continua Health Alliance also provides free test tools and access to Certified Continua Experts (CCEs) to help members certify their products, and offers a testing and certification program that actively supports technology teams seeking certification. Certified products display a recognizable logo that signifies interoperability according to industry standards.

Continua certification enables more efficient, standardized development and new market opportunities for interoperable products such as smartphones, dedicated wireless hubs, the Internet and personal health devices that can be used to collect and relay vital health information and education.

About Continua Health Alliance Continua Health Alliance (Continua) is an international not-for-profit industry organization enabling end-to-end, plug-and-play connectivity of personal health devices and services. These services will empower information-driven health self-management and facilitate the incorporation of health and wellness into the day-to-day lives of consumers. Continua is a pioneer in establishing standards-based guidelines and security for connected health technologies such as smartphones, gateways and remote monitoring devices through its Guideline releases. The Alliance's activities include a certification and brand support program, events and collaborations to support technology and clinical innovation, and outreach to employers, payers, governments and care providers. With over 200 member companies reaching across the globe, Continua is comprised of technology, medical device and healthcare industry leaders and service providers dedicated to making personal connected health a reality. For more information visit: www.continuaalliance.org.

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