Proteus Digital Health Expands Commercial Team and Board of Directors to Drive Commercial Growth

The Associated Press

Proteus Digital Health Inc. announced today the expansion of the company's executive team and board of directors with the addition of three healthcare leaders to drive its commercial strategy as the company launches its first digital health products. The announcement was made at the 2013 JP Morgan Healthcare Conference in San Francisco, Calif.

Don Cowling joins Proteus Digital Health as Senior Vice President of Commercial Programs. Previously, he was Senior Vice President, Western Europe at Merck Serono, and Managing Director of the Merck operations. While at Merck Serono, Mr. Cowling spearheaded novel commercial strategies for some of the world's most successful digital health products. "The digital health business models I've pioneered improve clinical outcomes, drive down health system costs, and simultaneously achieve record growth and profitability. These business models are ideal for commercializing the technology platform developed by Proteus," said Mr. Cowling.

The newest members of the Proteus Digital Health Board of Directors include Dr. Robert Epstein and Myrtle Potter. They join 2012 Board appointee Chris Brinsmead in contributing significant commercial expertise to Proteus.

Formerly the President of Advanced Clinical Science and Research at Medco, Dr. Epstein is an expert in personalized medicine, drug safety, health economics and clinical outcomes research. "The Proteus digital health feedback system makes an important contribution to the appropriate use of medicines. This is a problem that costs the U.S. hundreds of billions of dollars every year and the time for digital solutions to improve healthcare is now," said Dr. Epstein.

Myrtle Potter is CEO of Myrtle Potter & Company and CEO of Myrtle Potter Media, a board member of Everyday Health and an on-air contributor to CNBC. Her previous roles include President and COO of Genentech, President of Bristol-Myers Squibb's cardiovascular and metabolic business and board member at Amazon.com, FoxHollow Technologies, eV3, Medco Health Solutions and Express Scripts. "Proteus has the technology and know-how to help patients and caregivers in ways not previously seen. The value creation opportunity is substantial and I look forward to bringing my experience with innovative biopharmaceutical and web service companies to help Proteus advance its business goals," said Ms. Potter.

About Proteus Digital Health Proteus Digital Health is pioneering a new category of products and services based on ingestion sensing. Its core technology -- the digital health feedback system -- provides an unprecedented view into an individual's personal health choices and physiologic response, allowing patients to better manage their health and more effectively collaborate with caregivers and clinicians, while enabling new information-based business models. Proteus received a CE mark in August 2010 for its technology platform and U.S. FDA market clearance in July 2012 for its ingestible sensor. Headquartered in Redwood City, Calif., Proteus is privately held and funded by Carlyle, Essex Woodlands, Kaiser Permanente, Medtronic, Novartis, Otsuka, ON Semiconductor and other investors. For more information please visit proteusdigitalhealth.com.

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