

News Release

SmokeFreeLife® offers innovative approach to stop-smoking experts in Finland

- **Service showcased at leading stop-smoking conference in Helsinki**
- **First time in Finland for community and online-based stop-smoking service**

August 29, 2012

SmokeFreeLife® - the community support stop-smoking service, and online video chat and text service, will be showcased to leading international stop-smoking experts in Helsinki this week.

Leading healthcare & telehealth innovator **Solutions4Health** is exhibiting the service at the 14th Annual Meeting of the Society for Research on Nicotine and Tobacco (SRNT) Europe, at the University of Helsinki, Finland from August 30 to September 2.

The SRNT's mission is to stimulate the generation of new knowledge concerning nicotine and tobacco at any level, including societal, aiming to encourage scientific research on public health efforts to prevent and treat tobacco use and dependence. Topics covered this week will include E-cigarettes, the role of nicotine in targeted therapies, and the use of snuff and nicotine addiction among young people where sale of snuff is forbidden.

“This is an ideal forum to launch and discuss SmokeFreeLife’s community and online approaches.” says Solutions4Health’s telehealth director John Guyatt. “The model has been highly successful in the UK, and we are already working on rolling out the service more widely.”

More

“In Finland this week, the experts will see that SmokeFreeLife is ideal for people who can’t to get to traditional clinics, are house bound, unable to travel, or may need sign language support. As well as face to face, users can choose to use video or audio chat, text messaging or instant messaging.”

Aimed at lowering smoking prevalence, SmokeFreeLife’ services have already helped over 16,000 smokers in the UK to quit in areas where the NHS has commissioned Solutions4Health’s stop smoking services.

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Editors Notes:

SmokeFreeLife® (www.smokefreelife.co.uk), a face to face consultation and community support service, including the world’s first online stop-smoking service to feature video chat and instant text messaging. The service is ideal for those that find it difficult to get to traditional clinics, are house bound, unable to travel, may not have English as their first language, or may require support in sign language. This innovative service offers access to a NCSCT-approved stop-smoking service by booking an appointment with an advisor, in their specific language at a time convenient to them from the comfort of their home or workplace.

Users can choose to use video or audio chat, text messaging or instant messaging. Further embracing innovation, the service user can engage with an advisor on multiple devices including PC’s, smart phones, & tablet computers.

SmokeFreeLife, the first mass scale telehealth service to be made available in the UK, is currently available in areas where the NHS has commissioned Solutions4Health’s stop smoking services. Aimed at lowering smoking prevalence in the UK, SmokeFreeLife’ services have already helped over 16,000 smokers to quit. A US-based service is also in the pipeline.

- Solutions4Health recently (June 2012) announced its partnership with QUIT®, the UK charity that helps smokers to stop, to extend the availability of SmokeFreeLife® to thousands more would-be quitters.

About Solutions4Health

Solutions4Health is a highly innovative and successful provider of healthcare & telehealth community-based services, including long term & chronic disease self-management, smoking cessation, health checks, coronary heart disease prevention and weight management.

The services are underpinned by the iTelehealth® platform, developed by Solutions4Health in partnership with Microsoft, using their secure personal health record platform HealthVault. iTelehealth provides a comprehensive and secure environment to hold and manage data, enabling patients to be custodians of their own records and healthcare outcomes.

Solutions4Health has bases in New York, Boston, London and across the UK, with over 200 professionals employed, making a real difference to people's lives.

Solutions4Health works with health service providers, the corporate sector and direct to individuals via a leading technology platform, providing innovation and quality and a unique edge within the healthcare & telehealth industry.

Future developments include services delivering behavioural support, device-augmented patient data management and patient empowerment for sexual health, asthma, alcohol and drug abuse, and a range of traditional long-term care challenges.

Find more information at www.solutions4health.co.uk

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