



AAFANE Press Release – May 24, 2011

## The Asthma and Allergy Foundation of New England and Asthma Signals, Inc. to collaborate on an innovative mobile technology designed to tackle **Pediatric Asthma**.

The Asthma and Allergy Foundation of America, New England Chapter and Asthma Signals Inc. announce the start of a joint effort to conduct a comprehensive review of an innovative mobile health application designed to reduce asthma attacks in children.

Despite clear clinical guidelines and effective medications for asthma management, over 1 million U.S. children suffer from uncontrolled asthma. To address this unmet need, the AAFANE is collaborating with Asthma Signals as they develop an integrated mobile care management system for pediatric asthma.

The family-friendly technology will connect children, parents and the care provider community to actionable recommendations through web and mobile phone interfaces. Based on each child's unique care plan, their daily activities and surrounding environmental conditions, the software provides timely reminders and actionable alerts prior to a likely acute asthmatic event.

AAFANE will offer its expertise in asthma and also connect Asthma Signals with asthmatic children and their parents to evaluate and refine the content and delivery approach for the alerts and messages that are a key component of the mobile care management system. The goal of this joint effort is to ensure that information will be delivered to children, youths and their care communities in a way that optimizes end-user uptake and action.

May is National Asthma and Allergy Awareness Month. Recognizing that Asthma is a controllable condition, and that most attacks are preventable, AAFANE and Asthma Signals are pleased to be working together to tackle this major health condition.

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