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**CONTINUA HEALTH ALLIANCE JOINS INTERNATIONAL  
TELECOMMUNICATION UNION (ITU) TO ADVANCE THE  
WORLDWIDE USE OF HEALTH TECHNOLOGIES AND INTEROPERABILITY**

**U.N. agency will expose Continua's Guidelines for plug-n-play healthcare  
technology to nations developing their healthcare infrastructure**

BEAVERTON, OR, AUGUST 7, 2012 – Continua Health Alliance today announced it has been accepted as a Standardization Sector member of the International Telecommunication Union (ITU), which focuses on the development and implementation of standards for Internet access, transport protocols, voice and video compression, home networking and myriad other technologies, allowing these systems to work both locally and globally. ITU is the United Nations specialized agency for information and communication technologies (ICTs). ITU allocates global radio spectrum and satellite orbits, develops the technical standards that ensure networks and technologies seamlessly interconnect, and strives to improve access to ICTs to underserved communities worldwide. 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-based guidelines for interoperability.

"Continua and ITU have many synergies, and share a common goal to advance end-to-end, plug-and-play connectivity in healthcare by developing use-case standards and technology guidelines that are widely available and adoptable, in any country around the world," said Chuck Parker, executive director, Continua Health Alliance. "With our participation in ITU, Continua has the opportunity to significantly contribute to the implementation of standards for personal connected health devices and wider adoption of personal health solutions. We look forward to our collaboration with ITU and leveraging our experience in countries like Japan and Denmark, to help implement connected health solutions globally."

"Continua brings considerable experience and expertise to the development of international standards in this important sector," added Malcolm Johnson, Director, Telecommunication Standardization Bureau, ITU. "ICTs have the potential to play a pivotal role in increasing efficiency and quality in delivery of health care, and reducing risk and suffering, particularly among the most vulnerable communities in developing countries. However, this is not an area where we can afford to have costly squabbles over proprietary technologies. International standards for e-health are essential to overcome the interoperability problems that have been identified by the WHO. They will bring down costs, increase access, and improve efficiencies."

Continua will also participate in a number of ITU initiatives, including product demos, interaction with governments, regulators and industry leaders to share ideas and knowledge, and providing a voice for health information technologies on the global stage.

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**About ITU**

ITU is the leading United Nations agency for information and communication technology issues, and the global focal point for governments and the private sector in developing networks and services. For over 145 years, ITU has coordinated the shared global use of the radio spectrum, promoted international cooperation in assigning satellite orbits, worked to improve telecommunication infrastructure in the developing world, established the worldwide standards that foster seamless interconnection of a vast range of communications systems and addressed the global challenges of our times, such as mitigating climate change and strengthening cybersecurity. ITU is based in Geneva, Switzerland, and its membership includes 193 Member States and more than 700 Sector Members and Associates. Visit: <http://www.itu.int>.

**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 nearly 250 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](http://www.continuaalliance.org).

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