About HelpAround

HelpAround is the first 'mobile safety net' for people with diabetes (PWD), and their friends, family and caregivers, revealing local, empathetic members of the diabetes patient community to provide a new layer of support. Patent pending technology continuously updates a personalized set of nearby, potential diabetes helpers from users' social graphs, other HelpAround members and public social media streams to help resolve sudden health crises, such as when people are caught without essential over-the-counter supplies like blood glucose test strips. HelpAround's community also crowdsources the best nearby healthcare services, insurance plans, doctors, pharmacies and retail opportunities. HelpAround shouldn't replace emergency room or doctor's office visits, but as the first 'sharing economy' service for consumer health, it helps alleviate the feelings of extreme loneliness many members of the PWD community feel by giving them the tools to care for one another. Healthcare providers, brands and retailers wishing to join users' conversations within HelpAround, interacting with patients at the moment they're seeking advice and gaining a new engagement tool, should contact engage@helparound.co; they'll also be able to launch branded HelpAround communities, boosting local patient recruitment and brand visibility. HelpAround is available from both iTunes and Google Play. For more information, visit www.helparound.co.

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THE Cline Group

5 Key Message Points

Used for both PR pitching and spokesperson's media interviews. These points should clearly differentiate the company from its competitors, and highlight what makes it unique and successful.

1. First 'Mobile Safety Net' for People with Diabetes – helps resolve sudden health crises faced frequently by People with Diabetes (PWD), as well as by their friends, families and caregivers, for example, getting caught in public without essential supplies like blood glucose test strips – by revealing fellow PWD nearby, who can help

2. Patent Pending Technology – in addition to building a personalized Mobile Safety Net from nearby users, HelpAround's algorithms also discover potential close-by "helpers" from users' social graphs and public social media streams, then match them to users according to shared patient community interests; by connecting fellow members of the PWD community, HelpAround's technology alleviates the feelings of extreme loneliness many members complain about

3. Improving Peer-to-Peer Support – for broader diabetes management advice, help and support, HelpAround's mobile platform fits modern lifestyles better than older online forums, which aren't optimized for mobile viewing, and in-person support groups, which lack the comforting anonymity of a virtual medium; personalized to users' health needs and location, HelpAround's community helps crowdsource the best healthcare services, insurance plans, doctors, pharmacies and retail opportunities nearby

4. First 'Sharing Economy' Service for Consumer Health – while HelpAround shouldn't replace emergency room or doctor's office visits, it gives patient communities an important, new collaboration tool; users care for each other by providing over-the-counter supplies in times of need, physical aid when one feels too weak to self-treat without assistance, and emotional support when healthcare crises catch them off guard; the 'empathy factor' leads to greater trust within the PWD community than towards medical professionals

5. Patient Engagement Platform – HelpAround is designed to let healthcare providers, brands and retailers join patients' conversations in topic-based communities and interact with them just at the moment when they're seeking advice; with patient satisfaction now tied directly to Medicare reimbursement, healthcare providers gain a new way to engage local patients; they can also launch their own branded communities within HelpAround, boosting patient recruitment and their brand visibility