



Bosch Healthcare Receive Market Strategy Leadership Award from Frost & Sullivan

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- ▶ *Success with Health Buddy remote patient monitoring system recognized*
- ▶ *System is well-received for its flexibility, simplicity of operation, and reasonable cost*

PALO ALTO, Calif.— Robert Bosch Healthcare, Inc. has been awarded with the 2009 Frost & Sullivan Market Strategy Leadership Award for its Health Buddy™ remote patient monitoring system. The award was presented on September 14, 2009 at a banquet in Scottsdale, Arizona. Frost & Sullivan's annual Best Practice Awards recognize companies in a variety of markets for demonstrating outstanding achievement and superior performance in a given area. The Market Strategy Leadership Award is presented to a company whose marketing strategy has yielded significant gains in market presence during Frost & Sullivan's research period. Bosch was selected from the numerous companies which Frost & Sullivan evaluated in the North American remote patient monitoring market.

"In marketing its Health Buddy remote telemonitoring system, Bosch has continually demonstrated market leadership in this increasingly dynamic, exceptionally complex market space," said Zachary Bujnoch, research analyst for Frost & Sullivan. "The company has worked early on to champion the validation of telehealth programs. Through its associations with large public agencies and corporate partners, Bosch has strong brand recognition with its Health Buddy System - a prized asset in a competitive market. The system is well-received for its flexibility, simplicity of operation, and reasonable cost."

Telemedicine has been gaining interest in recent years because of its potential to improve patient outcomes and reduce costs, especially for those with chronic conditions. Bosch has worked closely with specific US health agencies. The Veterans Health Administration (VHA) deployed the Health Buddy System in veterans' homes as early as 2001 in a pilot telehealth program, and today the device is used by over 30,000 VHA patients. The VHA recently published the results of four years of data from the program showing a reduction of 19 percent

in hospitalizations and 25 percent reduction in bed days of care for participating patients.

Bosch's relationship with the Centers for Medicare and Medicaid Services (CMS) is also bearing fruit since its beginning in 2006. There, the Health Buddy System led to an improvement of the care of chronically ill Medicare patients while reducing costs. "Our close collaboration with the VHA and CMS, and the positive, measurable results we obtained through the Health Buddy programs were cited by Frost & Sullivan as key reasons for our selection for this award," said Derek Newell, vice president, healthcare telemedicine. "Our ultimate goal is for patients to achieve a higher quality of life and lower costs for their care"

The Health Buddy System assesses individuals with a wide variety of chronic conditions, including cardiovascular and pulmonary disease and diabetes, gathering information not only about their vital signs and symptoms, but also their behavior and knowledge of their condition. They are provided feedback which allows them to better manage their conditions. Results of the daily assessments are transmitted to healthcare professionals who can identify complications early - before a patient might need to be admitted to a hospital.

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The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 280,000 associates generated sales of 45.1 billion euros (\$66.4 billion) in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. Including sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3.5 billion euros (\$5.7 billion), or eight percent of its sales revenue, for research and development and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and packaging technology, thermotechnology, household appliances, solar energy and healthcare. Bosch employs nearly 24,000 associates in more than 70 locations throughout the U.S.,

Canada and Mexico, with reported sales of \$8.6 billion in fiscal 2008. For more information on the company, visit www.bosch.us.com.

For information on the Health Buddy System, visit www.bosch-telehealth.com