



**FOR IMMEDIATE RELEASE**

## **Innovative Cell Phone Program Helps Structure House Participants Maintain Weight Loss and Healthy Lifestyles**

*New cell phone technology encourages participants to maintain structure in their lives*

**DURHAM, N.C. (March 1, 2007)** — Participants leaving Structure House<sup>®</sup>, a unique residential weight loss facility, now have the opportunity to stay in touch with clinicians and staff members through an innovative cell phone program, Structure HouseCalls<sup>SM</sup>. The weight loss facility partnered with CONFIDANT, a Research Triangle Park, N.C.-based company, to develop a program for participants to use after leaving the structured environment of Structure House.

“We believe maintaining structure upon leaving our facility is one of the most important steps to long-term weight loss and this is an area where participants want additional assistance,” said Gerard J. Musante, Ph.D., founder of Structure House. “By integrating a simple follow-up component to our program, we aim to help our participants instill the lifestyle changes learned at Structure House and help them maintain their weight loss.”

Participants at Structure House will be the first to have access to the new technology and a variety of tiered packages to fit a range of needs and budgets. Structure HouseCalls runs on a cell phone and guides the participant through each step. A typical day could include the following:

- Take your weight on your home electronic scale,
- Use your cell phone to “capture” the weight reading,
- Answer an interactive series of questions on your cell phone, and
- Upload the information over the network to a server.

The data are then reviewed, and customized text messages are delivered to the participant's cell phone. The messages are designed to keep participants on track while reminding them of important tasks that should be completed in order to achieve their weight loss goals.

In addition to the real-time text messages, up-to-date information will be stored in the Structure House database, allowing clinicians access to the most current data and the opportunity to counsel via email, cell phone or text message.

“As we approach our 30<sup>th</sup> anniversary, we understand the importance of bringing modern technology to our participants,” said Dr. Musante. “We are constantly striving to evolve and offer services that benefit our participants and enhance their lives after they leave us. We want to ensure our participants receive the same care at home that they received at our facility. I am pleased we are able to offer this first in the nation innovation.”

Structure HouseCalls is the newest addition to a package of services designed to maintain and nurture relationships with Structure House participants who have returned home. The Not Home Alone Program is a participant service that includes a series of telephone sessions with a staff therapist to assess progress and establish short-term goals toward long-term success. Structure House also implements a Successful Participant Week where participants return to the facility for a weeklong set of classes to recognize and honor their ongoing success.

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**About Structure House**

Structure House<sup>®</sup>, a residential weight loss facility in Durham, N.C., offers a unique, behavioral approach to weight loss and healthy lifestyle change. The facility, which celebrates its 30<sup>th</sup> anniversary in March 2007, integrates principles of nutrition and exercise with psychology in a treatment approach designed to transform the eating habits and lifestyles of overweight individuals. Since 1977, Structure House has helped more than 30,000 people from all 50 states and 35 nations battling obesity. The name Structure House underscores the critical role structure plays in achieving long-term weight loss.

Gerard J. Musante, Ph.D., one of the nation's leading experts on obesity and weight loss, is the founder and director of Structure House. A renowned clinical psychologist, Dr. Musante was the first person to adapt the principles of behavior modification to the eating habits of significantly overweight people and food abusers. Dr. Musante will publish his first book, [The Structure House Weight Loss Plan](#), in 2007. For more information, visit [www.structurehouse.com](http://www.structurehouse.com)

**About CONFIDANT**

CONFIDANT is a Research Triangle Park, North Carolina-based company that has developed a suite of applications to improve chronic disease and general health management. The CONFIDANT solutions use mobile communication devices such as cell phones and laptop computers that wirelessly interface with off-the-shelf home medical devices. In addition to the cell phone program being introduced with Structure House, CONFIDANT has introduced an FDA-cleared cell phone-based solution for diabetes management that encourages patient behavior modification in the self-management of their disease. Each of the CONFIDANT solutions empowers the user while strengthening the communication link with his care provider. For more information, visit [www.confidantinc.com](http://www.confidantinc.com).

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