



FOR IMMEDIATE RELEASE

CONTACT: Gina Cella
T: 857-239-9198
gcella@pchalliance.org

**PERSONAL CONNECTED HEALTH ALLIANCE ESTABLISHES PRESENCE IN CHINA
TO SUPPORT IMPLEMENTATION OF CONNECTED HEALTH TECHNOLOGIES**

ARLINGTON, VA (October 14, 2016) – The [Personal Connected Health Alliance](#) (PCHAlliance) today announced the launch of its China Work Group to help cultivate the ecosystem of personal connected health technologies in the Chinese market. Professor Daidi Zhong (钟代笛) of Chongqing University will serve as Chair of the Work Group, and Lisson Zhang (张灵子) of Philips will serve as Vice Chair. The PCHAlliance Council voted to approve the China Work Group on October 4, 2016.

The new China Work Group, part of PCHAlliance's Emerging Markets Work Group, will provide unique business development, policy and technical forums to promote personal connected health devices and solutions in the market. This Work Group will coordinate PCHAlliance's activities and strategies related to the China market, and will act as PCHAlliance's point of contact with Chinese stakeholders. The Work Group will work closely with PCHAlliance members, policy-makers and industry thought leaders to cultivate the domestic ecosystem of connected health technologies and advance consensus-based interoperability standards. PCHAlliance has significant experience in connectivity for personal connected health devices, publishing the annual [Continua Design Guidelines](#), the international standard for user friendly end-to-end interoperability of personal connected health devices and systems.

"There is growing interest in personal health technologies throughout Asia, and the Chinese market represents an important opportunity to expand the use of interoperable personal connected health tools to improve health management, clinical outcomes and quality of life for Chinese citizens," said Horst Merkle, President and Chairman of Continua; and Director, Digital Solutions, Roche Diabetes Care. "We are very pleased to establish a presence in this vital market, helping our members better understand this dynamic environment. With support from leading, local companies and universities, as well as valuable guidance from Professor Zhong and Lisson Zhang, PCHAlliance will provide an influential voice for personal connected health technologies and solutions with employers, payers, regulatory bodies, government agencies and care providers in China."

2016 marks the ten-year anniversary of Continua and the advancement of authentic interoperability for personal connected health devices and solutions. Continua Design Guidelines are recognized as an international standard for personal health systems through the International Telecommunication Union (ITU), the standards-setting body within the United Nations. The Guidelines comprise a reference architecture, implementation tools and services that are developed based on currently accepted technology standards and specification such as Bluetooth Low Energy Technology specs, IEEE's 11073 Personal Health Device Standards, Integrating the Healthcare Enterprise (IHE) Patient Care Device PCD-01 Transaction and the Health Level Seven International (HL7) Personal Health Monitoring Report (PHMR). Members have free access to comprehensive product test and certification tools and services.

-- more --

Continua's global efforts to develop and implement its Design Guidelines are driven by today's most dynamic technology, medical device and healthcare industry leaders and service providers, including A&D Medical, Ascensia Diabetes Care (formerly Bayer), CATR, China Mobile, Fujitsu, Huawei, Intel, Neusoft, Nonin, Orange, Philips, Qualcomm, Roche Diagnostics and Samsung.

The [Personal Connected Health Alliance](#) (PCHAlliance) works collaboratively with health, technology and life sciences, public policy, research and advocacy groups to support a new norm of personal health engagement, positive behavior change and improved wellbeing and health outcomes. PCHAlliance is focused on driving the agenda, creating an evidence base and mobilizing collective action to achieve personal connected health for all. PCHAlliance hosts the annual [Connected Health Conference](#), an international forum and expo for networking and showcasing advancements in research, innovations and opportunities in personal connected health. PCHAlliance is a division of HIMSS and home to [Continua](#), which publishes the annual Continua Design Guidelines. Continua is recognized as the international standard for user friendly end-to-end interoperability of personal connected health devices and systems.

#