



## **New Foundation Launched to Promote Smarter, More Confident Health Consumer Seeks to Reduce Costs through Sensible Choices for Self-Care**

Basking Ridge, N.J., December 1, 2008--A new foundation dedicated to research and education that empowers consumers to become better informed and more confident about their health care decisions was founded in Basking Ridge, New Jersey, December 1, 2008.

The Foundation for HealthSMART Consumers, a not-for-profit organization, will focus on promoting health habits that enable consumers to confidently manage self-care for common ailments and to make informed decisions that will help reduce overall health care costs.

The Foundation undertakes research and provides a series of educational tools and resources to help consumers gain the confidence they need to manage their personal health. It fosters the belief that self-care has the potential to reduce the demand for unnecessary health care expenditures, lowering overall costs within the health care system. The Foundation's fellows will be undertaking research to examine the factors that influence the social and economic aspects of self-care and innovative management of personal health issues.

An initial channel for publication of Foundation content is the SMARTcare™ educational materials platform. SMARTcare™ information supports the consumer before, during and after the point-of-care with easily understandable content about common health conditions. One module on self-care for allergy, for example, teaches the consumer how to identify hay fever early and to avert a doctor's visit by using alternative remedies, such as an OTC medication or home remedy. Another on diabetes care helps consumers manage their blood glucose levels, through diet, exercise and an understanding of nutritional combinations that can prevent spikes or quick drops in blood glucose.

One of the goals of The Foundation's educational program is to make learning about health, medicine and the health system easier, more interesting, more motivational, and more consumer-friendly.

The Foundation has plans to form an Advisory Board and will soon appoint an executive director.

For further information on The Foundation, go to [www.healthsmartconsumers.org](http://www.healthsmartconsumers.org) or contact: alex@healthsmartconsumers.org.

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