

Leading Healthcare Executive and Former VP of Marketing at Bayer Diabetes Care Stand Behind Groundbreaking Program that Improves the Lives of People with Diabetes

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<http://www.prweb.com/releases/2012/1/prweb9079243.htm>

Fit4D, also known as Fitness4Diabetics.com LLC (<http://www.fit4d.com>) announced today that it will launch its Lifestyle Modification Program (LMP) that engages and inspires people with diabetes toward improved health. This program is critical to address alarming diabetes trends as the CDC estimates that as many as 1 in 3 U.S. adults could have diabetes by 2050.

The company also announced today the appointments of Healthcare Executive, John Tillotson MD, to the Fit4D Board of Directors and Former Vice President of Marketing at Bayer Diabetes Care, Susan Savoie, to its Advisory Board. The two newly appointed industry thought leaders, along with the Fit4D team and company's founder David Weingard, are creating real-world positive and lasting change within the diabetes landscape. The journey that is now reaching new heights began with support from one pharmaceutical company and brand at a time.

In his role as Fit4D Director, Dr. Tillotson will bring his vast business and clinical experience to Fit4D's patient programming which is known to deliver improved medication adherence, brand loyalty and health outcomes.

"I am honored to be part of an organization which is completely dedicated to making this powerful and important impact on healthcare," said Dr. Tillotson. "Delivering scalable and affordable lifestyle Intervention is critical to improving the diabetes and pre-diabetes landscape in the US and around the world -- as it positively affects patient outcomes while lowering costs. My goal is to see Fit4D continue to grow, both in reputation for delivering quality diabetes program management to the healthcare industry and in value to its stakeholders, including its clients and the patients."

Dr. Tillotson has been a leader in innovative healthcare management for over thirty years. Prior to joining Fit4D's board of directors, Dr. Tillotson was a senior executive for APS Healthcare and was Chairman of Alere, a leading national disease management company. In 1987 he founded Managed Health Network, one of the nation's first managed mental healthcare companies, and served as its chairman and CEO until 1991. Previously, Dr. Tillotson served as vice president of healthcare programs at Cigna Corporation, as a legislative assistant on health to U.S. Senator Dave Durenberger, and as vice president of InterStudy, where he assisted start-up HMOs in organizing hospitals, physicians, and employers. Dr. Tillotson earned his bachelor's degree from the University of California, Berkeley and his MD degree from University of Minnesota.

Susan Savoie, former Vice President of Marketing for Bayer Diabetes Care, has been appointed as a member of the Fit4D Advisory Board. Ms. Savoie will bring her extensive marketing and channel development experience to Fit4D as the company expands its Pharmaceutical, Consumer Brand and Payer client portfolio.

"I began my partnership with Fit4D while I was VP of Marketing for Bayer Diabetes Care. I am consistently and completely energized by the modern yet well-grounded approach to lifestyle coaching and health education that Fit4D provides," said Ms. Savoie. "Fit4D has figured out how to optimize the use of technology and human touch, leveraging diabetes-expert clinicians, to continually engage, motivate and improve the lives of people with diabetes. I look forward to working with this very dynamic company now as an advisor and making a positive impact within the diabetes and pre-diabetes population."

Ms. Savoie has been an executive and thought leader in marketing and brand development for over 30 years. At Bayer Diabetes Care, she played key roles in both the US and Global business. Susan led the integrated communication development for two highly innovative global launches as well as developed U.S. marketing programs which helped to simplify the lives of millions of diabetes patients. As the VP of Marketing at Beiersdorf, Susan worked closely with the medical community to insure that patients with Diabetes were aware of the need to take proper care of their skin. Ms. Savoie has a B.S. Degree in Communications and Economics and a M.S.A. in Advertising from Northwestern University.

"Fit4D is committed to helping people with diabetes and pre-diabetes by helping them achieve their lifestyle goals, empowering in their lives and providing them with the support necessary to cope with the 24x7 challenges of the condition," said David G. Weingard, Chief Executive Officer of Fit4D. " Ms. Savoie and Dr. Tillotson will be tremendous assets to Fit4D as it continues to scale its business with brands and payers. We look forward to their business perspectives and we welcome them to Fit4D."

Fit4D patient programs engage patients through an optimized mix of technology and human-based touch points. The Fit4D coaching team, comprised of dietitians, exercise physiologists, nurses, and social workers, who are also certified diabetes educators (CDEs), focuses on empowering people with diabetes to live rich, healthy and fulfilling lives.

Fit4D's global 500 clients include Weight Watchers, Bayer Diabetes Care, GSK, and Humana. Fit4D has also engaged in numerous joint initiatives with the Juvenile Diabetes Research Foundation, American Diabetes Association, and Diabetes Research Institute.

For more information on Fit4D please visit their website <http://www.Fit4D.com> or email inquiries to [info\(at\)fit4d\(dot\)com](mailto:info(at)fit4d(dot)com)

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