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URAC Honors SENSEI For Weight Loss During Its Best Practices In Consumer Empowerment Awards

Sensei for Weight Loss is the Only Commercial Weight-Loss Program to Receive Award and Recognition by Health Care Industry Leaders at March 25th Ceremony in Orlando

/24-7PressRelease/ - BOCA RATON, FL, May 07, 2008 - Sensei, Inc. (<http://www.senseicorp.com>), a Humana joint venture, was among 22 healthcare industry leaders honored during URAC's Best Practices in Consumer Empowerment and Protection Awards competition. The nationwide competition attracted entries detailing innovative and proven programs that are empowering consumers to be more active participants in their health care. Other Winners included, Aetna, Inc., BlueCross BlueShield and Eli Lilly and Company.

"The fact that Sensei for Weight Loss - launched just five months ago -- was among such a distinguished list of innovative leaders singled out by URAC has provided a tremendous validation for us," said Dr. Robert Schwarzberg, president and CEO of Sensei, a **pioneer in mobile and Web-based wellness solutions** based in Boca Raton FL. "Sensei was the only commercial weight-loss program to receive this honor, and being recognized by the leaders in the health care industry truly distinguishes us from our competitors in the weight-loss industry," he added.

Sensei for Weight Loss (<http://www.sensei.com>) empowers consumers to make lifestyle changes that lead to long term weight loss. The program is not focused on diets or dieting, instead it helps consumers learn to incorporate small changes in their everyday life that help them lose weight and keep it off. Sensei was developed by physicians, nutritionists and behavioral psychologists. It uses expert content and intelligent applications to develop a tailored program for each consumer based on their unique likes, dislikes and lifestyle. The program is delivered through the mobile phone and Web, in essence turning a consumer's cell phone and PC into their own personal digital coach (PDC) that is with them throughout the day providing the support and encouragement they need to make healthier choices. "For employers facing rising health care costs and declining productivity due to weight-management problems, as well as for consumers in search of long-lasting results, Sensei for Weight Loss represents a practical and sustainable solution," said Dr. Schwarzberg.

"The Best Practices awards and conference is an opportunity for leaders in health care management to find out what premier companies are really doing to advance consumer protection and empowerment," said Alan Spielman, URAC's president and CEO. "This is a first-of-its-kind conference with national scope that includes entries from health care management organizations big and small, across the health care spectrum."

About Sensei, Inc

Headquartered in Boca Raton, FL, Sensei Inc. is a developer of innovative mobile and Web-based solutions that motivate and empower consumers to take charge of their well-being. Future programs that are planned include solutions for diabetes, hypertension, smoking, cardiovascular risk, stress and asthma. For more information, visit www.sensei.com

About URAC

URAC, an independent, nonprofit organization, is well-known as a leader in promoting health care quality through its accreditation and certification programs. URAC offers a wide range of quality benchmarking programs and services that keep pace with the rapid changes in the health care system, and provide a symbol of excellence for organizations to validate their commitment to quality and accountability. Through its broad-based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in establishing meaningful quality measures for the entire health care industry. For more information, visit www.urac.org.