



## News Release

Media Contact:  
Susan Yarin  
Bayer HealthCare LLC  
Viterion TeleHealthcare LLC  
914-366-1738

### **VITERION TELEHEALTHCARE ANNOUNCES AGREEMENT WITH THE VISITING NURSE SERVICE OF NEW YORK TO PROVIDE TELEHEALTH TO HOME HEALTH PATIENTS AT RISK FOR REHOSPITALIZATION**

TARRYTOWN, NY – July 12, 2007: **Viterion TeleHealthcare LLC, a Bayer – Panasonic Company** today announced it has been selected by the Visiting Nurse Service of New York (VNSNY) as a major supplier for state-of-the-art telemedicine devices for telehealth services to help prevent the rehospitalization of as many 2,700 home health patients in the New York metropolitan area. VNSNY began to roll out its telehealth program in Bronx and Westchester on June 21, with Nassau county and remaining NYC boroughs to follow over the next year.

Under the program, patients in most danger of being rehospitalized will be equipped with the Viterion 100 TeleHealth Monitor to monitor any significant changes in their vital signs, with the goal of preventing or reducing unplanned hospitalizations and unnecessary and costly emergency room visits---important outcomes and the number one criteria under the Centers for Medicare and Medicaid Services (CMS) pay for performance guidelines. The results will automatically be sent to VNSNY and examined by a registered nurse who will identify trends before they become potential problems.

“Beyond its high costs, hospitalization is very disruptive to patients and often results in further decline,” observes Joan Marron, Vice President of Operations for VNSNY. “At VNS, we are committed to offering the best possible care to our clients and a system-wide telehealth program will help us take that care to the next level.”

#### **Pilot project shows telehealth reduces trips to hospital**

Officials with VNSNY—the largest not-for-profit home health care agency in the U.S.—say the results of a pilot project demonstrated that patients with telehealth in addition to home care visits had greater customer satisfaction and experienced fewer rehospitalizations and less unplanned emergent care. Currently, VNSNY conducts home health care visits to more than 115,000 patients in the five boroughs of New York City as well as Westchester and Nassau Counties. The agency employs nearly 10,000 skilled health care providers, who now conduct some 2.2 million home visits in a year.

VNSNY will evaluate every patient for the risk of hospitalization individually using a unique risk assessment model that takes into consideration medical, environmental, social and other factors to identify the patients with the highest likelihood of hospitalization. In contrast, other home health services typically base their evaluations on a specific diagnosis such as congestive heart failure for disease management purposes.

#### **The Viterion 100**

The Viterion 100—a small, flexible, and extremely simple-to-use device that monitors blood pressure, blood oxygen, blood sugar, weight, and temperature to help healthcare providers quickly determine when a home patient is in need of emergency or acute care—won the endorsement of VNSNY officials after a year-long selection process involving numerous vendors.

Viterion TeleHealthcare LLC  
555 White Plains Road  
Tarrytown, NY 10591  
Phone (914) 333-6600  
Fax (914) 333-6470  
[www.viterion.com](http://www.viterion.com)

-more-

“The Viterion 100 will allow us to measure daily vital signs and ask patients various health status questions including medication compliance and promote self-management,” says Marron. Because the technology is Web-based, a patient’s individualized program can easily be adjusted remotely and VNSNY will be able to provide telehealth oversight 24/7. Any alert values will be immediately recognized and the appropriate intervention taken.

### **Viterion chosen for track record and Bayer factor**

Viterion is headquartered within the VNSNY service area, in Tarrytown, N.Y. It was ultimately chosen, according to the nursing service, for a number of reasons, including its proven track record and experience with large telehealth programs such as that of the Department of Veterans Affairs (VA). “Viterion is uniquely qualified to support VNSNY,” states Michael Marchand, Director of Performance Improvement for VNSNY. “Viterion’s experience with the VA assures us of supply and support today and in the future.” With more than 7,000 monitors in the VA, Viterion is one of the largest vendors offering a full range of telehealth products for chronic care management and home care.

In addition, officials say Viterion’s ties to Bayer HealthCare, and its specialty in diabetes care, was a critical factor because diabetes is currently VNSNY’s second most common diagnosis. “Through Bayer Diabetes Care, we have a thorough understanding of chronic disease management and are uniquely positioned in the market,” says Sunil Hazaray, President and CEO of Viterion. “Plus, we have substantial experience with large telehealth programs like the VA.”

Viterion TeleHealthcare LLC is a joint venture between the Diabetes Care Division of Bayer HealthCare LLC, a member of the Bayer Group, and Panasonic Shikoku Electronic Co., Ltd, best known for its Panasonic Brand.

As many as 750 acute care nurses will initially receive training on the Viterion devices. In addition to the current acute care program, VNSNY is considering the congregate care program, long-term care and physical and speech therapy for future telehealth programs.

### **About Viterion TeleHealthcare LLC**

Viterion TeleHealthcare LLC, a Bayer – Panasonic Company, was established in January 2003 as a joint venture between Bayer HealthCare LLC’s Diagnostics Division and Matsushita Electric Industrial Co., Ltd. An affiliated company of Panasonic Shikoku Electronic Co., Ltd. Based in Tarrytown, New York, Viterion TeleHealthcare LLC markets products and services for the growing telehealth market in the United States. Viterion products offer comprehensive yet flexible solutions, which can be tailored to individual needs.

### **Bayer HealthCare**

Bayer HealthCare, a subsidiary of Bayer AG, is one of the world’s leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Diabetes Care and Pharmaceuticals divisions. The pharmaceuticals business operates under the name Bayer Schering Pharma AG. Bayer HealthCare’s aim is to discover and manufacture products that will improve human and animal health worldwide.

*This news release contains forward-looking statements based on current assumptions and forecasts made by the Bayer Group and Matsushita Group managements. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in our public reports filed with the Frankfurt Stock Exchange and with the U.S. Securities and Exchange Commission (including our Forms 20-F). The companies assume no liability whatsoever to update these forward-looking statements or to conform them to future events or developments*

###