

# BettrLife to Host World Health Care Congress Panel: mHealth's Impact on Wellness and User Engagement

DES MOINES, IOWA, USA, July 22, 2013 /EINPresswire.com/ -- [Health and wellness technology](#) company, BettrLife, will host an all-star cast of health care experts at the 5th Annual [mHealth World Congress](#) on Thursday, July 25th in Boston, MA.

Health and wellness technology company, BettrLife, will host an all-star cast of health care experts at the 5th Annual [mHealth](#) World Congress on Thursday, July 25th in Boston, MA. The panel will be moderated by BettrLife CEO, Don Schoen, and will explore the impact of mHealth on wellness and user engagement.

mHealth, or mobile health care, is expected to radically shift the way health care is delivered to consumers. According to a recent report by Research2guidenace, the market for mHealth services will reach \$26 billion by 2017. The panel includes Nebeyou Abebe (Associate Director, Louisiana Public Health Institute), Rajni Aneja (Strategic Executive, Clinical Transformation Leader, Humana), Lynne A Dunbrack (Program Director, IDC Health Insights), and Travis Good (Co-founder, Catalyze.io). They will explore implications of mHealth applications and services for consumers, providers, health plans, and employers.



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*Don Schoen*

“BettrLife is part a transformation from reactive, to proactive management of personal health and wellness using mobile technology,” said Schoen. “We are excited to help facilitate a discussion among stakeholders in this emerging space.” In addition to hosting the panel, BettrLife will participate as an exhibitor at the conference.



About BettrLife: Founded in 2010, BettrLife is an innovative technology company that delivers a robust software solution which empowers consumers to take an active role in their own health and wellness through a comprehensive suite of food, nutrition and exercise tools. BettrLife’s mobile and web portals integrate with its proprietary HealthCoach Dashboard, allowing for personalized engagement between consumers and health professionals.

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Justin Schoen

BettrLife

515-421-8021

[email us here](#)

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