

# Introducing Treato: The Voice of the Patient

**By making sense of billions of health related online discussions, Treato enables patients to understand the experiences of others and make better informed healthcare decisions.**

San Francisco, CA, September 26, 2011 – Treato™ (treato.com), a new source of medical information based on real life experiences of patients published over the social web is unveiled at Health2.0 conference.

As patients are becoming increasingly involved in their care decisions, they seek health related information online. While millions of patients are sharing their personal experiences, this information is scattered throughout the Web, making it virtually impossible to get 'the big picture' of what real patients are saying about medications and side effects. Treato™ is the first to make sense of the social health web.

Treato™ analyzes patient discussions about drugs and medical conditions on blogs and forums, aggregating them into a single, clear and highly accessible knowledge base. With over a billion patient discussions already indexed, Treato™ is defining a new space in the healthcare industry, generating the patients' voice for the very first time.

Developed over 3 years by First Life Research, Treato™ uses novel technology to understand what patients are saying in their own words. Tackling the complexity of health related discussions requires expertise in human psychology, medical terminology and Natural Language Processing. This is the first time that the social health web has been indexed on such a massive scale.

"Understanding patients' discussions is half art half science", says First Life Research CEO, Gideon Mantel. "Nothing substitutes real life patient experiences, and the challenge today is not just listening to patients but get a profound understanding of what they're saying about drugs and side effects. We are looking here at something that truly empowers patients and caregivers, providing them with a lifeline of information when they need it most."

"This is not just a tool to hear what patients are saying, but a new approach to systematically unearth insights from patient experiences," says Matthew Holt, healthcare strategist and Co-Founder of the Health2.0 Conference. "Treato™ truly demonstrates the potential of social media in empowering patients".

The social health web is currently estimated at 10 Billion unique patient records, and is expected to grow at a pace of 40%-50% annually. "Up until now, there was no real way to utilize this untapped pool of collective knowledge," explains Mantel. "Treato™ is taking this vibrant, nearly infinite space filled with potentially life-changing insights - and putting it at your fingertips."

By enabling instant access to real-life patient experiences with every listed FDA drug, prescribed or OTC, patients can better understand what it means to cope with their medical condition, as well as the effectiveness and side effects of their drugs. In addition, the

platform enables an easy comparison between competing medications, providing valuable information for patients considering switching between brands.

About First Life Research:

First Life Research™ has created Treato™ - the most comprehensive searchable medical database, based solely on user generated content provided by patients across the U.S. Over a billion posts have been read and indexed. All data is analyzed by semantic algorithms, which extract highlights regarding drug effectiveness and side effects. FLR received recognition for its novel technology by the Israel-US Binational Industrial Research and Development (BIRD) Foundation when awarded a grant for its joint project with Healthline Networks, Inc. Founded in 2007 in Israel, FLR employs 27 technology and medical experts.

Try us out at [treato.com](http://treato.com) or call 972-774-430-054 for more information.

Check out how Treato works in this short, amusing, video :

<https://www.youtube.com/watch?v=8rEXhLXfOWM>

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