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For Immediate Release

KRONOS OPTIMAL HEALTH COMPANY AIMS TO STOP DIABETES BEFORE IT STARTS

April 2, 2008 (*Phoenix, AZ*) – More than 54 million American adults have prediabetes, but many of those people may never have to live with diabetes and all of its health complications thanks to a new prediabetes lifestyle management course created by Kronos Optimal Health Company. It is estimated that 60 percent of prediabetics can avoid diabetes altogether with manageable lifestyle choices.

According to the National Diabetes Education Program, *prediabetes* means having blood sugar levels that are higher than normal, but not high enough to be diagnosed as diabetes. If healthy lifestyle changes are not made early enough to keep blood sugar in check, people with prediabetes are more likely to develop diabetes within 10 years and are more likely to suffer a heart attack or stroke.

“When someone is prediabetic, they don’t qualify for a disease management program because they are not diabetic,” says Susan Kaib, MD, medical director of Kronos Optimal Health Company. “Helping people lower their risks before a disease is much more effective.”

The Kronos Prediabetes Program is designed to help prevent or delay the onset of type 2 diabetes. The 14-week course gives a better understanding of what causes prediabetes, ways to lower blood sugars, and how to make healthy and manageable lifestyle changes, including more physical activity and smarter food choices.

Excess weight is a key risk factor for diabetes, but also one of the most preventable risks. The Kronos Prediabetes Program includes a proven, common-sense approach to reaching and maintaining a healthy weight. Studies have shown that losing as little as 5-10 percent of body weight (just 9-18 pounds for a 180-pound person!) can lower blood sugar levels and improve a person’s overall health.

The course is conveniently offered through weekly live Web classes led by an experienced Kronos Health Educator trained in prediabetes and diabetes prevention. Those taking the course receive expert, personalized education, plus the support of other prediabetes course members.

Corporations can also take advantage of offering the course to their employees because as Dr. Kaib says, “associated healthcare costs for a diabetic can cost a company more than \$7,600 per year alone.”

For more information about Kronos Prediabetes Program, please call 888-58-B-WELL (888-582-9355) or visit www.KronosHealth.com.

About Kronos Optimal Health Company

Kronos Optimal Health Company provides optimal health services and products for employer groups, consumers, and healthcare providers. Its mission is to help people live as healthy as possible throughout their lives. Kronos Optimal Health Company employs more than 50 professionals in the fields of science, medicine, technology, customer service, sales and marketing. Corporate offices are located in Phoenix.

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