



Press Release

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Evangelical Homes of Michigan Announces Innovative Collaboration with PCE Health & Fitness

Evangelical Homes of Michigan is proud to announce a unique partnership with PCE Health and Fitness that will revolutionize the way health, fitness and wellness are provided to seniors. This new program combines Evangelical Homes of Michigan's dedication to providing a full continuum of care and services to the community with PCE'S cutting edge internet-based health management system, the Interactive Health Partner (IHP). Together they will create an innovative way to monitor and improve health and wellness for adults of all ages.

Both companies are committed to pushing the boundaries on the way technology is integrated into health care, health prevention and fitness. The IHP system is a logical next step in expanding the service Evangelical Homes of Michigan offers to its clients and the wider community. The IHP system is more than just a website—it is an interactive management system that allows individuals and care providers to easily collect, enter and analyze data. This system is combined with PCE's unique USB device that has been integrated into a number of their Lifespan line of products, which includes treadmills, elliptical machines and blood pressure cuffs, among others. Every 20 seconds the USB in these devices automatically collects data such as blood pressure, resting heart rate, working heart rate and minutes of exercise.

This information is then automatically time-stamped and dated, and when the USB is plugged into a computer it is instantly uploaded onto the IHP online system. Here individuals and care providers can automatically generate charts to identify trends, compare current statistics to previously recorded information and use all of this to create new, individualized programs to improve overall health.

PCE began developing exercise equipment in Utah in the early 1990s, and over the years the company has recruited the help of health and fitness experts from around the country to expand their focus from the development of equipment to actually changing the way that equipment is used. In 2007, the company broadened their focus with the release of the IHP system, which combines health, fitness and wellness into an integrated program.

For Evangelical Homes of Michigan, their commitment to innovation and service excellence requires this type of technology to support their continuous expansion of senior living services. The organization's focus has been on expanding its community and home based services to bring support and care coordination to individuals that choose to remain in their homes. This technology presents an extraordinary number of possibilities and will readily allow an expansion of their wellness program into the communities in which it serves and resides. The Wellness program at Evangelical Homes of Michigan is spearheaded by Steve Hopkins, CPT, their Corporate Director of Wellness & Physical Health and is a holistic model based on a proven principle that successful aging is not determined by genetic inheritance. Instead, individuals age successfully by incorporating whole-person wellness concepts into all aspects of their lives. This holistic model embraces six spheres of wellness including: social, emotional, spiritual, intellectual, and vocational wellness. The wellness team also includes therapies such as physical and occupational therapy along with certified personal trainers and massage therapy. The IHP online system will provide a means for Evangelical Homes of Michigan to bring their comprehensive wellness program and an array of services to individuals at home improving quality of life, as well as enhancements to physical and emotional well-being.

“We are just thrilled to work with Evangelical Homes of Michigan,” said Janet Brady, Director of Medical Programs at PCE. “They don’t just think about great programming ideas and then just sit back and slowly develop what they think will work. They have launched full-force into this model and they are committed to and they want to make a difference and really empower their residents. They are in the top 1-percent centers that have gotten to this level of sophistication, understand the importance of it and are willing to do the hard work to put together a clear foundation of a program that is truly going to work and is going to make a difference.”

Evangelical Homes of Michigan is starting a pilot program using the Interactive Health Partner system and the USB devices within their Brecon Village retirement community in Saline and wider Washtenaw County, with the goal of utilizing the technology through-out their communities and surrounding areas in Southeastern Michigan. “This program really expands the entire idea of wellness,” said Steve Hopkins, Director of Physical Health and Wellness at Evangelical Homes of Michigan. “More and more seniors want to stay in their homes, and IHP’s technology is the solution to help make that possible.” “It is wonderful to work in an environment that makes wellness an organizational priority and embraces the opportunity to make a positive difference in the lives of many individuals.”

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About [Evangelical Homes of Michigan](#)

Evangelical Homes of Michigan is a not-for-profit organization that provides healthcare, housing and community services to seniors and their extended families. Evangelical Homes of Michigan also serves as a health and human service ministry with affiliations with the United Church of Christ. In fiscal year 2008, Evangelical Homes of Michigan provided more than \$2.1 million in un-reimbursed charitable support to residents, serving more than 2,000 individuals and their families by providing more than 44,600 days of care through-out their campuses in Southeast Michigan; including Ann Arbor, Detroit, Saline and Sterling Heights. Founded in 1879, the organization is governed by a 15-member Board of Directors, employs over 1,000 individuals and enjoys over 12,000 hours of volunteer services annually. In 2009, Evangelical Homes of Michigan was the recipient of the Leading-Edge Care and Services Award from Aging Services of Michigan, in 2006, they were recipients of the Business Enterprise Award from the Saline Area Chamber of Commerce and in 2004 and 2005 was named one of the Metro Detroit's 101 Best and Brightest Companies to Work For by the Michigan Business Professional Association. For more information about Evangelical Homes of Michigan and its many services and communities visit www.EVANGELICALHOMES.org.

About [PCE Health & Fitness](#)

PCE Health and Fitness began developing award-winning fitness equipment for name brand fitness companies in 1994. Success in product development led to the 2001 launch of the company's own brand, LifeSpan, targeting the over 40 consumer focused on living healthy. LifeSpan products have received numerous quality and design awards, and are now sold throughout North and South America.

In 2007, PCE entered the health and wellness market with the introduction of the Interactive Health Partner (IHP). This comprehensive, unique online software is used by medical and fitness professionals, as well as individual customers to track and manage health and fitness. We also partner with leading organizations with proven competency in developing medically based exercise programming and an in-depth understanding of the medical fitness market, as evident by our Fitness Forever, award-winning Fitness Forever exercise program for seniors.

In addition to delivering innovative fitness solutions, PCE believes in community responsibility and actively supports initiatives such as *The Heart Truth*®, a national campaign that promotes awareness of heart disease among women through its red dress campaign and ongoing educational efforts. PCE's mission is to deliver tomorrow's health and fitness solutions today, through useful innovation, superior product quality, and sound ergonomic design. In serving fitness consumers for over 15 years PCE has established a reputation of being an industry leader in designing and developing quality products that will help Americans achieve their health and fitness goals.