

- Joanne Aston
- Marketing Manager
- PDMS Ltd
- 32-34 Malew Street
- Castletown
- Isle of Man
- IM9 1AF
- Tel: +44(0)-1624-823833
- Fax: +44(0)-1624-825640
- Email:

PDMS and Ultrasis plc agree major new partnership deal

PDMS are pleased to announce that they have entered into an agreement with Ultrasis plc to become one of their key development partners. Under this development partnership, PDMS will work with Ultrasis, a leading provider of interactive computer based healthcare products and services, on several major new projects. The first of these is adding new functionality to Calm Heart, an on-line coronary assessment tool used by many health professionals including NHS Trusts, and one of Ultrasis' leading products.

PDMS have been working with Ultrasis for several years, most recently on their online interactive programme designed to assess stress, anxiety, depression and insomnia. This was developed in conjunction with Multimedia Personal Programs, as part of Ultrasis's Emotional Health portfolio, and installed in California based Managed Health Network, part of Health Care Inc. one of the largest publicly traded health care companies in the USA. Capitalising on their experience of IT within the healthcare sector acquired through projects for Calm Heart and the NHS, PDMS will work with Ultrasis to provide the necessary technical expertise to develop new interactive health tools and lifestyle management products whilst also supporting existing ones.

Both companies view this partnership as being of high strategic importance. Ultrasis will be able to focus more resources on their core business, the sales and marketing of their leading edge interactive health care products whilst having unlimited access to the skills and experience of the PDMS team, which includes, not only software development expertise, but also project management, consultancy, infrastructure support and hosting facilities.

Managing Director of PDMS, Chris Gledhill explained, "We view this agreement as a real partnership with Ultrasis and not just a conventional outsourcing arrangement. By supporting Ultrasis and their innovative products with our experienced team of people and technical know how, we aim to actively contribute to their continued success in a growing market". He continued, "We firmly believe from our existing experience of this type of partnership that this type of model will be the basis for many future relationships with our clients as it capitalises on the individual business strengths of each organisation."

Graham Lewis, Chief Executive of Ultrasis commented, "To ensure future growth and profitability, we are undergoing a transition from a research & development company to a market driven organisation and our agreement with PDMS is key to this process. With PDMS

we not only have access to a cost effective and flexible IT resource but also importantly, project managers and consultants who understand our business requirements."

PDMS Business Solutions

Headquartered in the Isle of Man and with offices in London, PDMS (www.pdms.com) is a innovator in information management, bespoke software, and web enabled business applications. Formally established in 1993, the company is now a multi-million pound systems design and implementation organisation, which counts names such as the National Health Service, the Isle of Man Government and Black & Decker among its client base.

Ultrasis PLC

Ultrasis is a leader in the development of a new generation of interactive solutions, which help people manage their personal well-being. The company creates innovative clinically proven, drug-free computerised solutions that help people tackle stress and a full spectrum of chronic conditions.

Ultrasis solutions are based on over a decade's research and development with some of the world's leading medical institutions. including Institute of Psychiatry, Kings College London.

"It has been shown that computerised therapy performs as well as face to face therapy. In fact where problems are of a sensitive nature, there is evidence to suggest that patients prefer an interactive personal computer environment rather than personal contact" Wright, J.H., A.S. (1997), Computer Assisted Psychotherapy, Journal of Psychotherapy Practice and Research "

For further information, please contact: