

MyHealthTrends for Weight Control is a revolutionary tool for *Registered Dietitians, Nutritionists, and Physicians* to help their patients record and gain control of their food cravings—leading to behavior modification and sustainable weight loss.

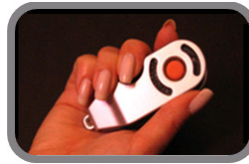
An ideal weight control tool for **challenging cases**, patients **on-the-go**, or those with particular health conditions such as **diabetes, hypertension, or heart disease**, MyHealthTrends can help make an impact.

By simply clicking the **“Crave Button”** once, patients of all ages can easily record their food cravings—whenever and wherever they occur. And by clicking the button **twice**, the user can record their prescribed craving response to help them avoid eating—such as drinking water. The cravings and responses are charted to help modify the user’s behavior.

Craving: Single Click



“Crave Button”



- Easy to use
- Discrete: carry everywhere
- Acts as an impulse “Circuit Breaker”
- Fosters self-awareness
- Enables behavior modification

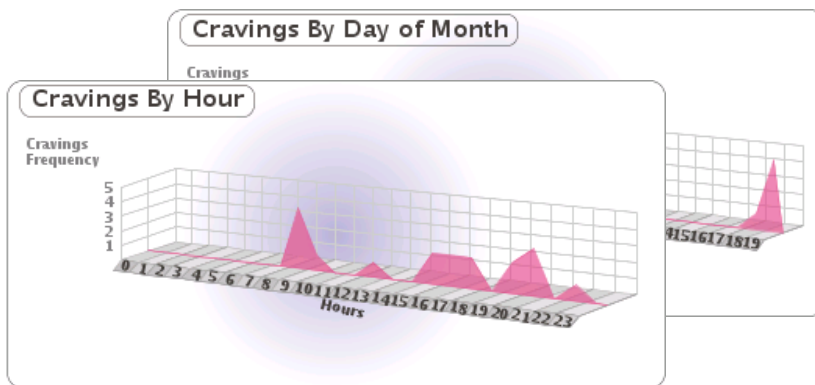
Response: Double Click



As a healthcare professional, **MyHealthTrends for Weight Control** provides:

- ✓ **Accurate, non-recall based, food craving data**—overcoming the patient challenges of written diaries
- ✓ **Customizable behavior modification program**—enabling you to specify the craving response and diagnostic data
- ✓ **Ability to quantify dietary modifications, exercise, or behavioral changes**—driving sustainable weight loss results
- ✓ **Complement to traditional calorie counting and food frequency tools**—gaining a more complete patient view
- ✓ **Remote, online access to your patient’s performance**—providing powerful and easy to interpret charts
- ✓ **Stronger patient relationships**—driving results, repeat visitations, and your practice

Powerful Online Reporting for Patients and Practitioners



“Self-monitoring is the core of all behavioral programs and consists of self-observation and self-recording of those observations.”

Self-monitoring may prevent inappropriate behavior because the patients know that their recorded indiscretions will be scrutinized by a therapist or peer.”

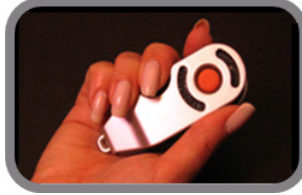
Evidence for Success of Behavior Modification in Weight Loss and Control
– John P. Foreyt, PhD; G. Ken Goodrick, PhD; 1993

How MyHealthTrends for Weight Control Works

You provide the **Crave Button**, patients create their account, and you view their activities remotely.

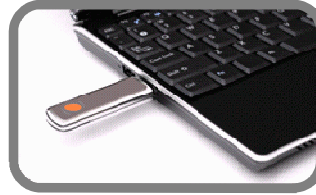


Your patient downloads the software and creates their own secure, password-protected MyHealthTrends account.



Patients carry the Crave Button with them to record cravings and the actions you specify as they occur.

At the first office meeting, the patient brings the device for you to gain access to their online reports.



Regularly patients insert the Crave Button into their computer's USB port to share their most recent craving data via a secure online portal.



Sign into your practitioner's MyHealthTrends account to view your patients' Craving charts and actions at any time.

Powerful and Easy to Interpret Online Charts Providing Deep Patient Insights

Selectable Reporting Time Periods

Cravings Comparable by Time Periods

Detailed Craving and Behavioral Compliance Reporting

Daily Weight Control Report

Preview Print

Daily Weight Control Report for Thu, Nov 19 2009 Device #124

Cravings By Hour

Cravings By Day of Month

Cravings comparison by Time Periods

Craving Input and Diagnostics

Crave Date	Crave Time	Behavioral Response	Time to Comply (HRMM)	Stress	Mood	Location	Comment	
				Low 1 2 3 4 5 High	Happy, OK, Frustrated, Sad	Home, Work, School, Driving, Other		
11/18/2009	12:08 PM	X		Low 1 2 3 4 5 High	Happy, OK, Frustrated, Sad	Home, Work, School, Driving, Other		
11/18/2009	12:11 PM	✓	0:05	Low 1 2 3 4 5 High	Happy, OK, Frustrated, Sad	Driving	Tired when driving, I was able to drink some water--which helped.	
11/18/2009	4:07 PM	X		2	Happy, OK, Frustrated, Sad	Home, Work, School, Driving, Other		
11/18/2009	4:30 PM	✓	0:16	1	Happy, OK, Frustrated, Sad	Home		
11/18/2009	5:35 PM	✓	0:07	2	Happy, OK, Frustrated, Sad	Home		
11/18/2009	5:55 PM	✓	0:21	1	Happy, OK, Frustrated, Sad	Other	Visiting friend.	
11/18/2009	6:30 PM	X		1	Happy, OK, Frustrated, Sad	Home		
11/18/2009	6:45 PM	X		1	Happy, OK, Frustrated, Sad	Home		
Average				50.0%	0.12	1.3	2.0	NA

Insightful Metrics:

- Duration of Cravings
- Behavioral Compliance

Easy to Interpret Craving Charts:

- Hour of Day
- Day of Month
- Changes Over Time

Patient-Entered Diagnostic Data:

You Define the Information to Collect

Baeta Corp.

1 Bridge Plaza, Suite 275
<http://www.baetacorp.com>

Fort Lee, NJ 07024
<http://weightcontrol.myhealthtrends.com>

1.201.471.0988