



Media contact: Gabriella "Gaby" Boehmer  
(831) 338-8710 or [gboehmer@heartmath.com](mailto:gboehmer@heartmath.com)

## **HeartMath® LLC Announced as a Top Three Finalist for the 2009 ABBY Award: Innovative Approach to the Delivery of Healthcare**

Boulder Creek, CA - October 30, 2009 – [HeartMath®](#) LLC is one of the top three finalists for the 2009 ABBY Award: Innovative Approach to the Delivery of Healthcare. Members of the Adaptive Business Leaders (ABL) Organization announced the 2009 winners of the Innovations in Healthcare<sup>SM</sup> ABBY Awards at the 11<sup>th</sup> Annual Innovations in Healthcare Awards Event on October 28 in Newport Beach, California. There HeartMath® LLC was named as one of the top three finalists.

All of ABL's award finalists clearly exemplify a high level of commitment to and a personal passion for helping bring cost effective innovations to the healthcare system. [Finalists provided a video presentation](#) which was part of this year's judging process. The video presentations included a statement of the problem their innovation addresses, the solution their product or service provides, and metrics that provide proof their approach works and that their product or service is saving money within the healthcare system.

Bruce Cryer, CEO and President of HeartMath LLC, said, "We're truly honored to be one of the top three finalists for this year's ABBY Award in the category, Innovative Approach to the Delivery of Healthcare. All of the competitors are extremely deserving and we extend a heartfelt congratulations to this year's ABBY Award winner, Dakim Inc. We sincerely appreciate the distinct honor of having HeartMath's innovative health-enhancing technologies and services recognized for excellence by the ABL Organization."

Mimi Grant, President of the [Adaptive Business Leaders](#) Organization, said, "Fortunately for everyone served by the ABBY Award Finalists' products and services, their innovations are also fundamental sources of increasing health, and doing it cost-effectively."

HeartMath's ROI-driven programs are based on research that demonstrates a critical link between stress, emotions, heart function and cognitive performance. HeartMath's proven stress reduction programs result in reduced turnover and healthcare costs and improved employee and patient satisfaction. HeartMath programs are based on a unique combination of practical techniques, innovative emWave® heart rhythm feedback technology, and rigorous scientific research. Studies performed over the last 20 years have verified that HeartMath techniques deliver measurable, sustainable results in the workplace.

"It was very heart warming to find that so many of the ABL leaders have already incorporated HeartMath's emWave technologies into their own lives and hearing their stories about how it is making a positive difference for each of them," said Catherine Calarco, Vice President of Sales and Marketing for HeartMath LLC. "Our HeartMath team holds a high regard for all of the ABL members. We genuinely appreciate their support and acknowledgement of HeartMath's proven outcomes and the added value that our training programs and emWave technologies are bringing to the healthcare industry."

The 2009 Innovations in Healthcare ABBY Award is divided into three categories: Innovative Approach to the Delivery of Healthcare, Innovations in Medical/Bio-Technology, and Innovations in Healthcare IT & Telecom Technology. These awards recognize organizations that have demonstrated transformative advances in medical devices, diagnostics, therapeutics, IT and approaches to providing care and coverage, decreasing the

numbers of uninsured, and engaging healthcare consumers more actively in their care and health status, all of which reduces the cost of providing quality healthcare.

###

**About HeartMath®:**

*HeartMath LLC ([www.heartmath.com](http://www.heartmath.com)) is a cutting-edge performance company providing a range of unique services and programs, products, and technology to improve health and well-being, while dramatically reducing stress and boosting performance and productivity. HeartMath clinical studies have demonstrated the critical link between emotions, heart function, and cognitive performance. HeartMath studies have been published in numerous peer-reviewed journals such as American Journal of Cardiology, Stress Medicine, Preventive Cardiology and the Journal of the American College of Cardiology. Their organizational clients include Stanford Business School, Stanford Hospital, Scripps Center for Integrative Medicine, Kaiser Permanente, as well as dozens of school systems and thousands of health professionals around the world.*

**About Adaptive Business Leaders:**

*Since 1983, the Adaptive Business Leaders (ABL) Organization (originally SO/CAL/TEN) has been the proven fast-track for helping Health and Technology CEOs grow successful companies through their Executive Round Table program and industry-focused Conferences and Events. ABL, California's leading Chief Executives' Organization, provides its members with executive leadership coaching through its confidential peer CEO Advisory Board Round Tables and executive learning workshops, network of CEO peers and expert resources. ABL supports the needs of its Member CEOs by providing a place for top-level executives of publicly traded, private and not-for-profit companies to draw on the experience, knowledge and skill sets of their peers in a non-competing vertical industry personal advisory board - multi-coach approach - setting. For more information about the ABL Organization go to [www.abl.org](http://www.abl.org).*