

eftpos media release

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eftpos helps place diabetes technology in the palm of people's hands

The Minister for Health Peter Dutton and the Minister for Communications Malcolm Turnbull marked World Diabetes Day today by launching a free phone app that will help Australians better understand and manage the impact of diabetes. There are 3.5 million Australians with diabetes or pre-diabetes and the number is increasing by 100,000 people a year.

Minister for Communications Malcolm Turnbull launched Diabetes Australia's new smartphone app which places the latest diabetes information and technology in the palm of people's hands.

"Just about everyone has a smart phone and now everyone can have access to the latest information and services 24/7 to be able to find out how to reduce your risk of getting type 2 diabetes, and how to better manage your diabetes if you are diagnosed," Minister Turnbull said today. The smart phone app has been developed through a partnership with eftpos Australia.

Diabetes Australia recognises that mobile technology has shaped a massive shift in consumer behaviour and preferences for receiving and sourcing information. Diabetes Australia CEO Prof Greg Johnson said that the technology, funded by the eftpos Giveback campaign, will enable Australians with diabetes to better self-manage their condition.

"The Diabetes Australia smartphone app is at the forefront of ehealth in the field of diabetes. Now Australian users will be able to access a free, complete and centralised healthy living tool to maximise positive health outcomes in the palm of their hand. It's convenient to navigate and engage with and access is 24/7," said Prof Johnson.

eftpos Australia joined forces as a key charity partner with Diabetes Australia in January 2014 after being named as a preferred charity of the eftpos Giveback campaign which polled 70,000 Australians. "We feel passionate about the health ramifications faced by our society with the growing number of diabetes cases being diagnosed daily. We have donated \$1 million towards an awareness campaign and a digital platform," says Bruce Mansfield, eftpos CEO.

The free app will support consumers by:

- Delivering products, services, events calendar, news and related technology,
- Sharing of the world's best information on the latest studies, research outcomes, product development, activities, tools (healthy goal setting, physical activity plans), resources (healthy eating and shopping guides), recipes, tips and statistics, feedback and instant polling.

Connecting to experts, health care professionals, community health and fitness centres, support groups and online communities, webinars and forums.

About eftpos

eftpos is the most widely used card system in Australia, accounting for more than 6 million eftpos transactions each day at more than 500,000 merchants, using 820,000 eftpos terminals. For more information on eftpos, please visit: www.eftposaustralia.com.au

Media enquiries

Warwick Ponder

Phone: 02 8270 1833, Mobile: 0408 410 593

Email: wponder@eftposaustralia.com.au

eftpos

eftpos Payments Australia Limited
ABN 37 136 180 366

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