



UMC Health System Deploys ditto™ Diversion Therapy Device for Children *Device is clinically proven to ease anxiety, lower treatment times and improve patient outcomes*

(New York, NY) Nov. 30, 2011 – Diversionsary Therapy Technologies is pleased to announce one of the first U.S. sales of its groundbreaking ditto™ device, which is clinically proven to lower anxiety and treatment times while improving pediatric patient outcomes. UMC Health System, based in Lubbock, Texas, has purchased and will be offering this revolutionary aid to children at the hospital.

The ditto™ will be used at the UMC Children's Hospital and the UMC Pediatric Intensive Care Unit, which treat approximately 2,000 pediatric patients a year.

“We strive to provide our patients with very good care. But hospitals can still be stressful, especially for pediatric patients,” noted Tammy Williams, Senior Vice President for Hospital Services at UMC. “With ditto™, pediatric patients can play, relax and learn about their procedures while letting kids do what they do best—be kids.”

ditto™ integrates the latest research that combines the use of distraction and education simultaneously. When a child’s mind is preoccupied, the stress and anxiety that can come before or during a procedure is reduced. This technology uses augmented reality, a multi-modal sensory-based distraction medium of technology and therapy. Instead of encouraging a child to simply watch a video, ditto™ engages the patient using its interactive touch screen, colorful marker keys and response to physical movement within the ditto.

Appearing much like a traditional gaming console, ditto™ includes a variety of interactive games, stories and procedural preparation tools—and more are continuously being developed. The handheld, waterproof device is portable and easy-to-operate for children of all ages. Unlike commercial video game devices, ditto™ is proven to reduce stress and anxiety, lower treatment times and improve patient outcomes.

For more than six years, ditto was developed with child life specialists, doctors, surgeons, nurses and animation experts. Eight independent randomized clinical trials have proven the efficacy of ditto and its technology. In 2010, ditto™ was launched in Europe and Asia, and it has recently been made available in the United States.

“The ditto™ is a powerful tool to ease pre-procedural anxiety or anxiety-related stress in children due to painful medical procedures,” said DTT President Rob Sale. “We are pleased that the team at UMC will be using this groundbreaking, proven technology to improve the level of care for its pediatric patients.”

About Diversionsary Therapy Technologies

Diversionsary Therapy Technologies is a global company headquartered in Australia that masterminded the development of ditto™ portable device. DTT worked with The Royal Children’s Hospital, Brisbane, to create the handheld, waterproof device that is used prior to and during painful medical procedures to reduce children’s anxiety. Learn more at www.dtt-usa.com.

About UMC Health System

UMC Health System is the leader in comprehensive healthcare delivery in West Texas and Eastern New Mexico. Founded in 1978, it is home to the region’s only level I trauma center, the Timothy J. Harnar Burn Center, the UMC Heart Center, the UMC Southwest Cancer Treatment and Research Center and the UMC Children’s Hospital. Visit www.umchealthsystem.com for more information.

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