

Written by Claire Perkins

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***Let's hope those are vitamins.***

[Vitality, Inc.](#) and [AT&T](#) have an awesome solution for the millions who fail to regularly take their meds, a bad habit that can lead to ineffective medications, jeopardized health, and increased costs. GlowCaps! These wirelessly-connected pill tops remind users (and just about everyone else) it's med time—all through the AT&T network!

***Read on for all the info!***

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***This pill top is smarter than you are.***

The AT&T-connected GlowCaps fit on standard prescription bottles, and use various light and sound reminders to make sure users know it's time for pills. Using sophisticated pattern recognition, Vitality finds motivational levers for each person and tailors programs to activate the layers and break through pill-popping barriers. The GlowCaps have four parts to its feedback loop:

First, the GlowCaps offer Personal Reminders, playing ringtones and using light to let you know it's time to take your pills. GlowCaps sense when the bottle is opened and wirelessly relay the status to Vitality's secure network. If it doesn't sense an opened bottle within two hours of a scheduled dose time, Vitality calls your home phone number or text your cell to remind you, saying "It's time to take the pill in your green GlowCap."

Second, the GlowCaps offer Social Network Support, sending a weekly e-mail update to a friend, caregiver or family member you select.

Third, the GlowCaps Coordinate with your Pharmacy, ordering refills as they are depleted.

Finally, each month GlowCaps offer Doctor Accountability, sending you and your doc a printed report with incentives if you exceed compliance goals.



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## *Pill Time*

This wireless reminder light is also available, and pulses in a kitchen or bathroom outlet when it's time to take a pill.

**GlowCaps are available for \$10 per cap and \$15 per month, with a connectivity service plan from Vitality. For more information and to sign up for a free GlowCaps, click [here](#).**

### **About AT&T**

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by FORTUNE® magazine.

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