

PRESS RELEASE

Launch of the SOS Cuisine project at the CHUM Cardiovascular Centre

Montreal, 28 March 2012 – The SOS Cuisine project was officially launched today by the Centre Hospitalier de l'Université de Montréal (CHUM) and its Foundation, in partnership with Sukha Technologies Inc. Through this new health programme, 1000 patients and 450 employees of the CHUM Cardiovascular Centre will receive a complimentary subscription for 6 and 3 months respectively, to the online service of specialized sosuisine.com meal plans, which are developed and owned by Sukha Technologies Inc. This privileged access, which can be renewed at a discounted rate, will allow patients and employees of the CHUM to enjoy full menus (7 days) that include major meals and snacks tailored to their medical condition (hypertension, high cholesterol, hypertriglyceridemia, etc.).

According to Dr. George Honos, Joint Medical Director of the Cardiovascular Centre and Head of Cardiology, CHUM, “Research has shown that the use of predefined menus contributes greatly to the adoption of better eating habits in patients. Besides taking into consideration personal requirements and preferences, the SOS Cuisine “heart healthy” meal plans meet the latest nutritional recommendations of competent bodies, including the Heart and Stroke Foundation of Canada and the American Heart Association.” He reiterated that healthy eating, in addition to exercise and abstinence from smoking, is one of the three keys to reducing the risk of cardiovascular diseases.

Promotion of health is an integral part of the CHUM mission. Through concrete actions like the one announced today, the CHUM Foundation supports the educational mission of its hospital centre, which aims to improve the lifestyle of its patients by proposing a route to achieve overall well-being, both physical and psychological. “By contributing to this project, the CHUM Foundation has demonstrated that it is committed to supporting initiatives that have a direct impact on the welfare of patients”, stated Mr. Ékram Antoine Rabbat, president and CEO of the CHUM Foundation.

“We are proud to be part of this innovative approach with the CHUM Foundation and the joint directors of the CHUM Cardiovascular Centre, Ms. Lyne Marquis and Dr. George Honos, along with their very talented team of professionals, said Pierre Lamontagne, Vice President R&D of Sukha Technologies Inc. This collaboration will enable us to enrich our knowledge and improve our product, in order to provide the best possible service to patients and the public at large, for both primary and secondary prevention”.

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Sukha Technologies Inc. (sosuisine.com)

SOSCuisine.com is a smart Meal & Grocery Planning service, offered since 2005. It is developed and owned by Sukha Technologies Inc., which specializes in the development of Decision-Support Systems for Nutritional Therapy as well as non-medical applications. Over 280,000 Canadian families already use the service every week to make smarter food choices, thanks to the variety of healthy meal plans that take into account personal food requirements and preferences and take advantage of flyer specials at local supermarkets. The service is available from coast to coast in all ten Canadian Provinces. The product range includes specialized meal plans for metabolic (diabetes, etc.), cardiovascular (hypertension, etc.), digestive (gastro-esophageal reflux, etc.) and inflammatory diseases (arthritis, etc.), for 'moments in life' (pregnancy, etc.) and many more to come. sosuisine.com

About the Centre hospitalier de l'Université de Montréal (CHUM) and its Foundation

The Centre Hospitalier de l'Université de Montréal (CHUM) is the largest francophone university hospital centre in North America. Known for its excellent care and the expertise of its specialists, it receives more than half a million patients annually from the greater Montreal region, and also from other parts of

Quebec. The implementation of novel approaches to care, quest for new knowledge, promotion of health, as well as transmission of knowledge lie at the heart of its mission. With its rich history, CHUM is resolutely turned towards the future with the ongoing construction of its upcoming facilities and its research centre in downtown Montreal, a global project of \$2.5 billion on a unique site. By 2013, the CHUM Research Centre will open its doors. This shall be followed in 2016 by the opening of the new CHUM, a university hospital centre of international standard that will vibrate on the same wavelength as the community in which it is a key player. CHUM advocates a citizen's perspective by subscribing to sustainable development and a concerted urban approach. It is also an active member of the Integrated University Health Network (RUIS) at the University of Montreal. chumontreal.com

The CHUM Foundation's mission is to provide the Centre hospitalier de l'Université de Montréal with a steady source of private funding in addition to government funding, in order to contribute to the continuous improvement of patient care, to facilitate the acquisition of advanced equipment and to support research, teaching and health promotion activities at the CHUM. fondationduchum.com

Source:

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