

Log For Life Gives Diabetics Faster, Easier Glucose Logging

By Ethan Mullis

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Log for Life, an award winning glucose logging application designed to empower and support insulin dependent diabetics, has officially launched after adding many key features.

With its official launch, the Log for Life glucose logging application and its companion iPhone app provide insulin dependent diabetics a simple and effective way to manage blood sugar levels for a healthier, longer life.

What is diabetes? The American Diabetes Association defines diabetes as "a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches and other food into energy needed for daily life." Diabetes requires close management of blood sugar levels (glucose) to improve quality of life and reduce the risk of severe health complications. Managing diabetes may involve lifestyle changes, but for more than 3 million diabetics in the U.S. alone, managing this disease requires daily glucose checks and insulin injections. Log for Life is here to help empower and support these diabetics, though Log for Life can be used by those affected by either type 1 or type 2 diabetes.

The inspiration for Log for Life came from Ethan, a type 1 diabetic and a graphic designer at the software company Gnosio. Ethan explained, "I tried many other sites and tools and none were easy to use or gave me the insight into my log data to help me make changes. Since I log my glucose levels multiple times a day, I wanted a tool that was fast, functional, and beautiful." With the help of a team of experienced web developers and successful entrepreneurs, Ethan's passion for building a helpful tool for himself and others grew into Log for Life.

Log for Life allows diabetics to quickly enter glucose levels, carbohydrate intake, medication intake, time spent exercising, weight, and additional notes. These entries can be made in multiple ways to make logging fast and easy (<http://www.logforlife.com/#quick-entry>). Any mobile phone that can send email, connect to the web, or send a text message to an email address can also log entries. Additionally, the Log for Life: Diabetes Quick Entry iPhone application allows entries to easily be made from an iPhone or iPod touch (<http://www.logforlife.com/#iphone-friendly>).

Since entries can be made in less than 10 seconds, Log for Life effectively replaces paper log books and complicated glucose meter software. Even those who are not in the habit of logging their glucose can start logging with minimal effort. Diabetes can strike at any age and supporting a diabetic can involve a whole team, so Log for Life is designed to be used by anyone, from children to parents, doctors to teachers. The effectiveness of the design was confirmed in 2008 when Log for Life won an industry design award that included judges from the world renowned IDEO design firm.

Log for Life can be shared with family, friends, or a health care team, so anyone can monitor and provide support. The data analysis features on the web site allow a diabetic to review past entries for trends, then print the log for a Doctor's appointment, or export the data for further analysis. Log for Life puts diabetics in control of their information and their diabetes.

With ease of use, multiple entry and reporting features, Log for Life empowers diabetics to be the best they can be without the hassle.

To take a quick product tour or to start a free trial, please go to: <http://www.logforlife.com/>

About Log for Life: Log for Life is a division of Gnosso, a Greenville S.C. software company. Gnosso was started in 2007 by Peter Waldschmidt, a successful entrepreneur in the education analytics industry. NCover, Gnosso's first product, is a software development tool used by 1 out of 4 Fortune 100 companies.

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