

Orange Biomed leads the K-Healthcare Leadership Global Health Campaign, with 18 U.S. organizations participating.

The first flagship event of the Chronic Disease Prevention Campaign was held in Chicago, USA, with over 18 health and community partners participating, strengthening chronic disease prevention capacity.

Reporter Lee Kwon -gu kwon9@yakup.com Posted 2025.08.12 08:36 Modified 2025.08.12 09:03

ORANGE BIOMED

The global chronic disease prevention campaign 'MAP YOUR HEALTH' will hold its first flagship event, 'MAP Your Health Chicago Community Forum & Public Health Resource Fair', in Chicago, USA on August 16 (local time).

The event aims to help people assess their individual health risks and prevent chronic diseases, offering a variety of programs based on an expanded network of partners and resources. The event will be held at the Humboldt Park Health Wellness Center in Chicago. Participation is free and open to participants both in person and online worldwide.



The "MAP YOUR HEALTH" campaign was launched by Orange Biomed in May 2025 to improve accessibility and accuracy in chronic disease management. Orange Biomed, the inventor of a portable microfluidic A1C meter, has expanded its network since the campaign's launch, with over 18 health and community organizations participating. New partners include AccentCare, Androlab Inc., Cancer Wellness Center, Chicago Urban League, Common Threads, Grand Smiles, Illinois Public Health Institute, and Kindness Homecare, Inc. (Event Partner Registration: <https://map.orangebiomed.com/register>)

Orange Biomed CEO Park Ye-seul said, "We're fully prepared to launch our first city event as part of our global campaign. It's incredible how many key Chicago organizations have stepped up and participated, and our list of partners continues to grow." Thanks to their support, this event has evolved beyond mere education to provide individuals and families with practical tools to help prevent and manage chronic diseases.

He continued, "Our mission extends beyond Chicago to empower communities around the world to leverage practical resources and networks. The overwhelming response to this flagship event demonstrates the power and potential of the 'MAP YOUR HEALTH' campaign."

This event will include sessions to help participants immediately record and manage their health data. It will also strengthen collaborations between experts and organizations in the fields of healthcare, food access, and insurance to develop more comprehensive and actionable chronic disease prevention strategies.

"This prevention movement is not just about raising awareness, it's about giving people the tools, networks and support they need to take control of their own health," Park said. "This movement continues to grow, and key state-level organizations leading the way in health policy and community health, such as the Illinois Public Health Institute, are hosting several sessions at this event."

The event will run from 10 a.m. to 3 p.m. and will feature a variety of programs, including health checkups, Q&As with healthcare experts, yoga, and track walking.

Attendees can enjoy free access to health resource booths, healthy food samples, giveaways, and wellness demonstrations. Session topics include: Understanding the Healthcare System, Careers in Healthcare, Diabetes Prevention, the State of Healthcare Financing in the US, a

Spanish-language panel discussion, and "Ask an Endocrinologist," hosted by Dr. Adam Stein, an endocrinologist at Northwestern Medicine. (Full event schedule - map.orangebiomed.com/register)

Orange Biomed (CEOs Woong-Hyeon Koh and Yeseul Park) is a bio-healthcare startup developing a portable glycated hemoglobin (A1C) measuring medical device based on microfluidic technology. It has achieved a cumulative investment of 10.1 billion won by 2025 and has also won the KHF Innovation Award in recognition of its technological innovation.

The company is accelerating its global market entry by showcasing its innovative technologies at international conferences, including the American Diabetes Association (ADA), the Diabetes Technology Society (DTM), the Korean Diabetes Association, the American College of Diagnostic and Laboratory Medicine (ADLM), and the American Society for Diabetes Care and Education (ADCES), as well as at international exhibitions such as MEDICA in Germany and CES in the U.S. The company plans to further expand access to innovative diabetes management solutions through FDA approval and commercialization in the U.S. in 2026.

cancellation

Print

Copyright © Yakup.com All rights reserved.

All content (articles) in the Pharmaceutical Newspaper are protected by copyright law.
Unauthorized reproduction, copying, or distribution is prohibited.