

# RADIO ROUNDUP

a collection of features, oddities,  
and helpful tips



**NORTH AMERICAN  
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96 WORDS, 30 SECONDS

## TECHNOLOGY IN OUR LIVES

DIGITAL RECORDS CAN BE PART OF A PRESCRIPTION FOR BETTER HEALTH CARE. THAT'S THE WORD FROM EXPERTS WHO SAY CONSUMERS WHO INTERACT WITH THE HEALTH CARE SYSTEM LEAVE A DIGITAL RECORD OF PERSONAL INFORMATION. ACCORDING TO CHIP-REWARDS, A BEHAVIORAL SCIENCE-BASED TECHNOLOGY COMPANY, THIS DATA CAN BE USED TO HELP INDIVIDUALS LIVE HEALTHIER LIVES. FOR EXAMPLE, WHEN A PERSON PARTICIPATES IN A HEALTH SCREENING, HIS BEHAVIOR, CAPTURED WITH B-M-C SOFTWARE, CAN GENERATE A RESPONSE IN THE FORM OF A GIFT CARD THAT REINFORCES THIS POSITIVE ACTIVITY. LEARN MORE AT [CHIP-REWARDS--DOT--COM](http://CHIP-REWARDS--DOT--COM).