



Your personal health network

For Immediate Release

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***American Specialty Health (ASH) Selects SPINNphr for  
Integrated Personal Health Record Solution***

**ANN ARBOR, MICH, (March 2, 2010)** – American Specialty Health (ASH), a leading national health and wellness company, has selected White Pine Systems, LLC (White Pine), a leading provider of personal health record applications, to offer personal health records connected to Microsoft HealthVault as a part of its Healthyroads<sup>®</sup> program. Through the arrangement, ASH will offer a brand-able, configurable personal health record to health plans, insurance carriers, and employer groups. White Pine's personal health record solution is called SPINNphr<sup>™</sup> (Secure Personal Information & Notification Network).

ASH provides comprehensive wellness services including Internet-based, personal health improvement programs and telephone-based wellness coaching to help individuals take charge of their personal health.

"We've been looking at the emerging market for personal health records and different products for quite some time," said George DeVries, chairman, CEO and co-founder of ASH. "With its focus on care units and the management of chronic medical conditions, SPINNphr is the right personal health record solution for our customers. Our health assessment, coaching, and other wellness programs can help lower costs and improve the quality of life. Now, with the addition of SPINNphr, we are able offer a new level of consumer empowerment and control to our customers."

Typical PHR offerings are stuck in silos to present information. SPINNphr allows people to organize their data around their specific health interests called "care units," so they can quickly and easily view and manage the information most important to them.

"We are thrilled to have been selected by ASH to be a part of their health and wellness programs," said Doug Dormer, White Pine's founder and CEO. "Through SPINNphr, people can personalize their personal health record around their own specific interests whether it is fitness, the management of heart disease, diabetes, or even pregnancy. Combining this innovative approach with ASH's coaching and wellness offerings makes a very powerful solution to improve health."

SPINNphr stores personal health information in Microsoft HealthVault, a personal health application platform that allows consumers to collect and share their health information

online. As a part of the HealthVault community, ASH's clients will be able to exchange information with a growing number of health care providers and solutions that connect to HealthVault.

"Through this collaboration, ASH customers will be able to provide their users with a way to become active partners in their ongoing health management - accessing their information through HealthVault, a Web-based data storage platform that connects to personal health records and other health and wellness applications," said David Cerino, general manager, Microsoft Health Solutions Group. "With the ability to view their personal information and share it with trusted healthcare providers, people will be empowered to make more informed decisions about their health and the health of their families."

### **About White Pine Systems, LLC**

White Pine Systems, LLC is a privately held company based in Ann Arbor, Michigan. Its flagship product, *SPINNphr*, the *Secure Personal Information and Notification Network*, is a low cost, fully configurable, private-labeled, PHR solution that improves letter among patients, healthcare providers and the patient's extended network of official and unofficial care givers. Built to connect with the Microsoft® HealthVault™ personal health information platform, SPINNphr bridges the gap between EMR systems used by providers and emerging PHR platforms to achieve the promise of patient and family-centered chronic disease management. SPINNphr connects family, guardians and healthcare providers through their own secure personal health network to deliver the right information any time, any place.

### **About American Specialty Health and Healthyroads**

American Specialty Health Incorporated (ASH) is a national health and wellness company that provides prevention and wellness services, specialty network management programs, and fitness and exercise services to health plans, insurance carriers, employer groups, and trust funds. Based in San Diego, ASH has more than 700 employees and covers over 15.6 million members.

Healthyroads, Inc. is the prevention and wellness services subsidiary of ASH. Healthyroads offers a wide range of wellness solutions—including award-winning telephone-based coaching programs for a broad range of lifestyle areas, incentive management programs, competitive challenges, worksite programs and its integrated Web portal, Healthyroads.com.

For more information about ASH health and wellness programs, visit [www.ASHCompanies.com](http://www.ASHCompanies.com) or call 800.848.3555.

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