



FOR IMMEDIATE RELEASE

White Pine Systems, LLC wins prestigious GLEQ Entrepreneurship award

ANN ARBOR, MICH. - (February 3, 2010) – White Pine Systems, LLC, an emerging provider of online [personal health records](#) (PHR) solutions, took center stage last week as it garnered one of three prestigious awards presented to emerging companies by The Great Lakes Entrepreneur's Quest. The Great Lakes Entrepreneur's Quest ([GLEQ](#)) presented awards to the mid-year winners in its tenth year of the statewide business plan competition on Thursday, January 21, at the ACE'10 event in Ann Arbor. More than 175 Michigan-based entrepreneurial ventures were registered for the competition. The competition attracted a wide-range of innovation-base businesses in fields such as alternative energy, information technology and software, advanced manufacturing, homeland security, medical devices and life sciences. The competition's twice-annual, two-track program accommodates both idea-stage ventures and companies with up to \$3 million in cumulative sales.

"We are honored by this show of support for our business plan," said Doug Dormer, White Pine's founder and president. "We started this company in early 2006 knowing that we were at the beginning of a huge shift towards consumer-directed healthcare but that it would be a long road. Now, with the emergence of Personal Health Record platforms like Microsoft HealthVault and the Obama administration's focus on health information technology, the timing is perfect. The GLEQ award recognizes that vision behind our strategy and direction."

White Pine's online PHR system, the *Secure Personal Information and Notification Network*, called [SPINNphr™](#), allows people to create and manage their own online personal health information networks, to improve health-related communication and provide critical information at the time and place of need. For healthcare providers, SPINNphr allows hospitals, physicians and clinics to offer their patients their own privately labeled, configurable personal health record system. SPINNphr is built to connect with **Microsoft® HealthVault™**.

More than just a secure online service to store and view personal health information, [SPINNphr](#) is a secure communication system that simplifies how people communicate with their healthcare providers and with each other. Focused on families living with chronic medical conditions such as diabetes, congestive heart failure or cancer, the objective is to improve health while lowering the cost of care.

"Our goal is simple," said Dormer. "We want to reduce avoidable hospitalizations. We know from personal experience how hard it is to help family members understand and follow treatment and medication programs, and how costly, for both the family and the healthcare system, when things get out of hand. SPINNphr is

designed to improve communication so families can help each other understand and follow treatment programs while helping care givers identify problems at the earliest opportunity—before it requires stay in the hospital, to bring things back under control.”

“GLEQ is pleased to recognize White Pine’s vision of simplifying communication for healthcare providers and consumers,” said Diane Durance, Executive Director of GLEQ. “This is exactly the kind of creative entrepreneurship that has national impact while increasing employment and helping drive our local economy.”

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 communication 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 GLEQ

GLEQ, now in its tenth year of continuous operations, is a Michigan-based 501 (c) (3) non-profit education program designed to accelerate the formation of high-growth companies.

GLEQ sponsors a statewide business plan competition twice each year. The competition accommodates ventures in various stages of development. Entrepreneurs with new business concepts compete in the New Business Idea category. Ventures in the early launch phases and those with grant income and customer revenue compete in the Emerging Company category.

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