



Your personal health network

For Immediate Release

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***White Pine Systems, LLC announces introduction of  
a low cost PHR system for physicians practices***

**ANN ARBOR, MICH. - (March 24, 2010)** – White Pine Systems, LLC, a leading provider of on-line personal health records solutions, has announced the release of **SPINNphr™ Basic**, a low cost re-packaging of its **SPINN** personal health record (PHR) solution intended for smaller physician's practices and clinics.

Built to connect with Microsoft® HealthVault™, **SPINN, the Secure Personal Information & Notification Network**, affords providers, payers and corporations the ability to brand and uniquely configure a PHR that makes sense to their businesses while empowering consumers to view and manage their own on-line personal health information, providing critical information at the time and place of need.

“We’ve seen a huge increase in interest in PHRs from larger employers, insurers and integrated healthcare providers because of the financial benefits of better health information management including lower rates of re-hospitalization,” said Jonathan Smolowe, Vice President of Sales and Marketing for White Pine Systems, “but that benefit hasn’t translated to the smaller clinics and physicians’ groups that operate on a fee-for-service basis. We keep hearing doctors say ‘I want to offer this to my patients, but I just can’t afford it.’”

To solve this, SPINNphr Basic is designed to be a self-funding solution that allows physicians and smaller clinics to offer their own privately labeled PHR system to their patients and their families. Providers pay a small set up and low annual fees to be able to offer their own privately branded PHR system. Patients who sign up for the service pay a modest annual membership fee, a part of which goes to the sponsoring physician or clinic.

“We realized this has to be a completely new model that not only allows for the recovery of the investment but that also allows the practice to improve its bottom line,” said Doug Dormer, White Pine’s president and founder. “For a three physician practice, we expect the breakeven point will be at about five percent patient participation, and at 50 percent, we expect to see a profit for the practice of about \$50,000 per year. That’s a powerful incentive.”

SPINNphr Basic is also designed to help physicians and clinics meet recently announced “Meaningful Use” requirements to earn incentive payments under the HITECH Act.

To keep this as cost effective as possible, SPINNphr Basic is pre-packaged with limited options and built to work only with approved Electronic Medical Record (EMR) systems. The first two approved EMR systems are MEDENT and Amazing Charts. Others are expected to be announced in the coming months.

SPINNphr is designed to give increased control to consumers as they deal with the challenges of managing wellness as well as chronic illness in today’s complex world. Among its features, SPINNphr allows members and their guardians to set levels of access to ensure that the right information is made available to the right people at the right time while protecting private information. SPINNphr also includes a patent pending messaging system that can automatically send a secure message whenever a member’s medical information is being viewed.

“We see a tremendous opportunity for those small-to-mid tier providers who want to offer a personal health record solution but who cannot undertake the cost and effort on their own,” said Smolowe. “Through SPINNphr Basic, we can offer an entry level price to a comprehensive solution with the economies and efficiencies of the extended community.”

#### **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.

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