



FOR IMMEDIATE RELEASE

***White Pine Systems, LLC
Announces New SPINN Module***

ANN ARBOR, MICH. - (May 17, 2010) – White Pine Systems, LLC, a leading provider of online personal health record (PHR) systems, today announced **The SPINN Secure Message Center**, a new module to supplement the Personal Health Record system, **The Secure Personal Information & Notification Network**, or **SPINNphr™**.

The SPINN Secure Message Center allows hospital and physician staff, patients, family, unofficial care givers, and other providers to securely exchange health related messages.

“The need for a private, secure asynchronous online messaging system at the provider level is clear and well documented,” explains Doug Dormer, White Pine Systems’ Founder and President. “Still, we’ve been surprised how often we learn that healthcare professionals are still using unsecure email as the primary means of communicating with patients and other care givers.”

Secure messaging includes all paths of communication, including:

- * Provider staff to/from Provider staff within an extended organization
- * Provider staff (care coordinators) to/from Patients and caregivers
- * Provider staff to/from Non-affiliated providers
- * Patients and caregivers to/from Non-affiliated providers
- * Patients to/from Unofficial care givers and family

“By ‘messaging system,’ we are referring to a mechanism by which the parties can carry on a dialogue, not to the exchange of structured data or the viewing of Personal Health Information which is better suited for a PHR or EMR.”

Typical examples of these messages include:

- ✓ Provider notice of lab results available for review
- ✓ Patient or care giver asks a question about past discharge instructions
- ✓ Care coordinator begins a dialogue about a change in patterns of health metrics such as glucose levels, weight or blood pressure
- ✓ Provider staff consults with other staff about a patient
- ✓ Primary care physicians communicate with non-affiliated medical staff about a patient who receives treatment outside the system
- ✓ Family member asks the care coordinator about a change in condition of a patient

“The SPINN Secure Message Center is not intended to be used to replace other functions which are a part a standing system today, such as the appointment request or prescription renewal functions,” explains Jonathan Smolowe, VP of Sales and Marketing. “Rather, the SPINN Secure Message Center is intended to handle messages of a more free-form nature. At the same time, templates can be built to simplify certain common messages.”

For such important communications, email is simply not appropriate. Email neither meets HIPAA standards nor does it provide sufficient confidence in security and privacy to expect anyone, staff or patient, to discuss Personal Health Information.

Similarly, a Personal Health Record is not an appropriate mechanism to manage the communication of Personal Health Information between providers and patients/family. Both HIPAA and good business practice dictate that communications involving physicians or staff, whether they include the patient or are between providers, have different requirements and fall under different regulatory provisions than Personal Health Records. As an illustration, healthcare providers must meet a seven (7) year record retention rule which simply does not apply to a patient’s own Personal Health Record.

For this reason, no PHR platform vendor, including Microsoft HealthVault, Google Health, and Dossia, offers a secure messaging center as a part of its PHR. Therefore, WPS has developed the **SPINN Secure Message Center**. The SPINN Secure Message Center is a separate system that can either be hosted by WPS on WPS’s own servers or licensed to a client for hosting in their own environment.

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, interoperable 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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