



FOR IMMEDIATE RELEASE

**White Pine Systems Selects American
Institute for Preventive Medicine's (AIPM)
HealthyLife for its
Health & Wellness Solution**

ANN ARBOR, MICH. - (April 20, 2011) – [White Pine Systems, LLC](#), a leading provider of online patient portals and personal health record (PHR) systems, today announced that it has selected The American Institute for Preventive Medicine (AIPM), to be its content solution for Health and Wellness programs for [SPINNpnr™](#), the ***Secure Personal Information & Notification Network***.

"We've had a groundswell of requests to include Health Risk Assessment capabilities and Health & Wellness programs within our Patient Access Platform," said Jonathan Smolowe, EVP, Sales & Marketing of White Pine Systems. "We believe that AIPM's *HealthyLife Self-Care Program* is the most creative, functional Health & Wellness solution on the market today. Through this new partnership, we can now offer our customers and prospects an integrated solution for personal healthcare."

SPINNpnr allows healthcare providers, insurers and other sponsors to offer a patient portal or PHR where families can easily maintain and control all of their personal health information. SPINNpnr can be configured to automatically populate with information from hospitals, clinics physician offices and even devices like glucose meters, scales or blood pressure monitors. With this critical information in one place, care coordinators can quickly and easily identify potential problems and help families manage their health.

AIPM's HealthyLife® Self-Care Program consists of a number of components that effectively help employees/members make better health care decisions. Research in 18 independent studies on the self-care guide alone has demonstrated an average savings of \$71.42 per employee in 9 months due to reduced doctor and emergency room visits.

"We are thrilled by the opportunity to add HealthyLife to our patient portal and PHR solution suite," said Doug Dormer, White Pine's founder and CEO. "SPINNpnr is designed to help healthcare providers and families manage chronic medical conditions to improve health and lower cost. With HealthyLife, we can add a host of complimentary solutions, including Health Risk Assessments, diet and exercise programs as well as team challenges that promote healthy living across all settings. This powerful combination will be particularly attractive for employers and insurers who want to offer a comprehensive solution to their employees and members."

About American Institute for Preventive Medicine

Founded in 1983, the American Institute for Preventive Medicine is an award winning developer and provider of medical self-care, disease management and wellness publications, programs, and online content. It works with over 13,000 corporations, unions, hospitals, MCO's, government agencies and colleges to reduce health care costs, lower absenteeism and increase productivity. For more information, visit www.HealthyLife.com. AIPM is based in Farmington Hills, MI.

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 patient access platform 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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