

**FOR IMMEDIATE RELEASE**

## **Graduate School of Informatics at Indiana University-Purdue University Indianapolis (IUPUI) Teams with SPINN to Complete Substance Abuse Care Unit Analysis**

**ANN ARBOR, MICH, (December 21, 2011)** – In the fall semester, 2011, White Pine Systems, LLC, a leading provider of patient engagement solutions, again teamed with the Graduate School of Health Informatics at Indiana University School of Informatics at Indiana University-Purdue University at Indianapolis (IUPUI) for a joint project whereby graduate students in the School of Informatics worked with the White Pine team to design requirements for online tools that help recovery coaches and men and women with drug and alcohol problems.

White Pine offers solutions that engage patients and families and connect them to physicians, hospitals and other healthcare providers with new tools that increase rates of adoption and use, leading to increased satisfaction for all stakeholders, improved health outcomes and lower cost.

White Pine's core PHR and Patient Portal system is called **SPINN**, *the Secure Personal Information & Notification Network*. A novel and critical aspect of SPINN is that, unlike other emerging patient engagement systems that present information in silos (e.g. conditions, medications, allergies, etc.), SPINN is organized around *Care Units*, resulting in a user experience that is easier, quicker and more relevant for each patient and care giver. Examples of these Care Units include: diabetes, COPD, hypertension, pregnancy, cancer, pediatrics and substance abuse.

Under the direction of Dr. Josette Jones, the team working on the Substance Abuse Care Unit included graduate students Troy Tucker, Van Hemmerlein, Juma Magere and Justin Snodgrass.

“We are thrilled to have had the opportunity to work with this excellent team,” said Doug Dormer, White Pine's founder and CEO. “Following our Care Unit Method, the team interviewed industry leaders and reviewed literature to develop an excellent Care Unit Analysis that expresses the unique requirements around substance abuse. Based on this important work, White Pine is now delivering a patient portal for one of the leading substance abuse organizations in the United States.”

Designed to be an online extension of a physical recovery engagement center, the Substance Abuse Care Unit includes a number of features appropriate to substance abuse recovery that are not found in other PHRs or patient portals. The Substance Abuse Care Unit follows similar work by White Pine and IUPUI around other Care Units including diabetes, hypertension, juvenile obesity and pediatrics.

“Through this collaboration with White Pine, our students get real world, first-hand experience,” said Dr. Josette Jones, Associate Professor of Informatics at IUPUI, the instructor for the program. “With the ability to view their personal health information and share it with trusted healthcare providers and coaches, people will be empowered to make more informed decisions about their health and the health of their families. White Pine’s Care Unit Method makes so much more sense than what we’ve seen with other PHR vendors and EMR patient portal solutions. Where other PHR and Patient Portal systems have had little success with patient adoption and persistent use, we’ve seen that the Care Unit Method and SPINN achieve the goals of improving outcomes and lowering cost. We are honored to be a part of this critical work.”

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

White Pine Systems, LLC is a privately held company based in Ann Arbor, Michigan. Its flagship product, *SPINN*, the *Secure Personal Information and Notification Network*, is a low cost, fully configurable, private-labeled, patient engagement solution that engages patients and families and connects them to physicians, hospitals and other healthcare providers with new tools that increase rates of adoption and use, leading to increased satisfaction for all stakeholders, improved health outcomes and lower cost.

Built to connect with the Microsoft® HealthVault™ personal health information platform, SPINN 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. SPINN connects family, guardians and healthcare providers through their own secure personal health network to deliver the right information any time, any place.

For more information, please visit [www.SPINNphr.com](http://www.SPINNphr.com) or Jonathan Smolowe at 215-794-5893.

### **About Indiana University School of Informatics at IUPUI**

The Indiana University School of Informatics was established in 2000 as one of the first schools in the nation dedicated to education and research in informatics. Informatics is the study and application of information technology to the arts and sciences to resolve practical issues facing individuals, organizations and society every day. The School offers an array of B.S., M.S., and Ph.D. programs. The IU School of Informatics is located on the campus of Indiana University-Purdue University Indianapolis. For additional information, please visit [www.informatics.iupui.edu](http://www.informatics.iupui.edu) or Dr. Josette Jones at 317-274-8059 / [jofjones@iupui.edu](mailto:jofjones@iupui.edu)

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