

**FOR IMMEDIATE RELEASE**

White Pine Announces the SPINN Substance Abuse Care Unit, the First in a Series Focused on Behavioral Health and Integrated Physical Health.

ANN ARBOR, MICH. - (May 21, 2012) – [White Pine Systems, LLC](#), a leading provider of patient engagement solutions, today announced general availability of the SPINN Substance Abuse Care Unit. Built on White Pine's personal health platform, **SPINN™**, the **Secure Personal Information & Notification Network**, the Substance Abuse Care Unit helps community behavioral health organizations improve outcomes and lower cost for people with substance abuse issues using a full range of online and social media tools.

"At a time when funding is shrinking, community behavioral healthcare providers have been under intense pressure to expand services and improve outcomes," said Doug Dormer, White Pine's founder and CEO. "The SPINN Substance Abuse Care Unit is designed to help providers serve people more efficiently while expanding access through social media, online clinical tools and Personal Health Records, thereby helping providers and communities achieve the triple aim of improving the experience of care, improving the health of populations, and reducing per capita costs of health care."

"Care Unit" is a term often used in the hospital setting that is intended to express either a clinic or team approach to a particular set of medical circumstances. Over the past several years White Pine has developed a number of Care Units around physical conditions including congestive heart failure, diabetes and COPD. Today's announcement adds a focus on behavioral health conditions including substance abuse, depression and PTSD. These can be combined, to allow one patient engagement solution that can support both behavioral and physical health conditions.

In April, White Pine delivered the first phase of the Substance Abuse Care Unit to Centerstone, the largest community-based non-profit behavioral health organization in the nation.

"This is a model that just makes too much sense," said Dormer. "Centerstone's Recovery Oriented System of Care has already shown dramatic improvements over traditional models of substance abuse treatment. Now SPINN allows them to expand that program in a cost efficient manner to a far wider community,"

According to an April, 2012 [report](#) from the Substance Abuse & Mental Health Services Administration ("SAMHSA"), adults (aged 18 and older) who had a mental illness in the past year have higher rates of diabetes, heart disease, and stroke than those not experiencing mental illness. Similarly, some communities

also report high correlations for substance abuse with adverse pregnancy outcomes (such as low-birth weight pregnancy) and hepatitis C.

Following the success with Centerstone, White Pine will add additional Behavioral Health Care Units and will work with clients to link behavioral health care units to physical health care units including high blood pressure, COPD, diabetes, and pregnancy.

On May 7, SAMHSA announced the [2012 Primary and Behavioral Health Care Integration \(PBHCI\) grants](#) which provide almost \$36 million “to establish projects for the provision of coordinated and integrated services through the co-location of primary and specialty care medical services in community-based mental and behavioral health settings.”

“This creates a perfect opportunity for White Pine,” said Jonathan Smolowe, White Pine’s EVP of Sales & Marketing. “Although physical healthcare providers have been slow to adopt consumer engagement solutions, behavioral health may now be in the ideal position to take advantage of these emerging technologies. We believe that the time has come for behavioral health to lead in consumer engagement, and through consumer engagement, extend to physical health such as diabetes, COPD and hypertension.”

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 personal health platform solution that improves communication among patients, healthcare providers and the patient’s extended network of official and unofficial care givers. SPINN bridges the gap between EMR systems used by providers and emerging PHR and portal 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.

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