



**GENERATIONONE TO SHOWCASE ITS MOBILE HEALTH ENGAGEMENT PLATFORM
AT THE ACCOUNTABLE CARE ORGANIZATIONS (ACOs) SUMMIT IN AUSTIN, TEXAS**

Southfield, MI – (January 14, 2013) -GenerationOne, Inc., will be exhibiting at the ACO Summit in Austin, Texas on January 15-16th to demonstrate how the Mobile Health Engagement Platform is helping health plans, hospitals and physician groups engage with patients more efficiently by using the individual's mobile devices, provisioned mobile phones or interactive voice response (IVR). The company is helping hospitals, physicians and health plans drive greater efficiencies, improve quality results and earn better member satisfaction ratings.

“GenerationOne is pleased to be participating in this event focused on increasing engagement, improve quality and driving down costs by offering next generation solutions for patients and clinicians” said Nathan Pendleton, COO of GenerationOne. “We are honored to work with ACOs that are collaborating at this important event to establish new approaches.” The GenerationOne platform is an ideal solution to help ACOs automate patient engagement, increase accountability and quality and provide stakeholders with actionable information. ACOs are focused on the population of patients with the goal of improving quality and reducing waste, while providing more transparency and coordination, especially to those with chronic medical conditions.

Attendees at the conference will learn first-hand how one-way / two-way mobile messaging and automated participant monitoring can improve behavior change, focus resources on those in need of attention and enhance relationships with participants, clinicians and caregivers. GenerationOne’s clients are experiencing 40-75% daily compliance across diverse patient populations and are able to quickly implement programs with near zero IT resources required. GenerationOne Mobile Health Engagement Platform enhances the care management process with strong participant engagement, prioritization of clinical resources, better ratings and overall care management cost saving benefits.

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