



**GENERATIONONE TO DEMO ITS MOBILE HEALTH ENGAGEMENT PLATFORM  
AT THE AMERICA'S HEALTH INSURANCE PLANS CONFERENCE IN LAS VEGAS, NEVADA**

**Southfield, MI – (June 4, 2013)** GenerationOne, Inc., will showcase our Mobile Health Engagement Platform at the AHIP Institute Conference in Las Vegas, Nevada on June 12-13 in booth #108. We will share how the company is helping health plans drive greater efficiencies, improve quality results, enhance self-management and prioritize intervention. GenerationOne drives participant compliance and more efficient outreach using the individual's mobile devices, provisioned mobile phones or interactive voice response (IVR).

“GenerationOne believes it is critical to be part of this important event focused on navigating the changes in the health care system.” said Nathan Pendleton, COO of GenerationOne. “We have a flexible solution that is helping companies meet their health management goals at a much lower cost.” GenerationOne Solutions automate patient engagement, increase accountability and quality, and provide stakeholders with actionable information.

GenerationOne will walk attendees through our mobile engagement platform with one-way / two-way mobile messaging and automated participant monitoring and demonstrate how the solution can improve behavior change and help prioritize resources for clinicians and caregivers. GenerationOne's clients are experiencing up to 75% average daily compliance across diverse patient populations and are able to quickly implement programs with near zero IT resources required. GenerationOne's 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.

**GenerationOne, Inc.**

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