



**GENERATIONONE TO PRESENT THE MOBILE HEALTH ENGAGEMENT PLATFORM  
AT CALIFORNIA ASSOCIATION OF HEALTH PLANS 28<sup>TH</sup> ANNUAL CONFERENCE**

**Southfield, MI – (October 11, 2013)** GenerationOne, Inc., will demonstrate our Mobile Health Engagement Platform at the Conference in Huntington Beach, CA on October 21-23, 2013. We will showcase how the company is helping drive better self-management and deliver operational efficiencies for health plans. GenerationOne is driving strong participant compliance and improving quality results using the individual's mobile phone or interactive voice response (IVR).

“Our goal is to work with health plans to help them increase engagement of targeted populations for behavior change and better outcomes.” said Nathan Pendleton, COO of GenerationOne. “We’re proud to be an exhibitor at CAHP.”

GenerationOne will showcase our mobile engagement platform with automated monitoring and one-way / two-way mobile messaging. We work closely with health plans to help them improve behavior change and prioritize resources for clinicians and caregivers. Average daily compliance for GenerationOne’s clients can be up to 75% across diverse patient populations and almost zero IT resources are required to implement programs. This saves IT investment and allows our clients to implement quickly. 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.

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