



**GENERATIONONE DEMOS THE MOBILE HEALTH ENGAGEMENT PLATFORM
AT THE CARE CONTINUUM ANNUAL CONFERENCE**

Southfield, Michigan – (October 22, 2013) GenerationOne, Inc., will present our Mobile Health Engagement Platform at the Care Continuum Alliance Annual Conference in Scottsdale Arizona. Conference participants will learn how GenerationOne is helping our healthcare partners drive better self-management and deliver operational efficiencies. Our solution helps enhance participant compliance and improve quality results using the individual's mobile phone or interactive voice response (IVR).

“GenerationOne is excited to be an exhibitor with the Care Continuum Forum and participate as the industry explores policies and business trends that affect the population health industry. Our mHealth solution helps increase engagement of targeted populations for behavior change and better outcomes.” said Nathan Pendleton, COO of GenerationOne.

GenerationOne’s Mobile Engagement Platform offers automated one-way and two-way mobile messaging and monitoring. We work closely with healthcare organizations to help them positively affect behavior change and prioritize resources for clinicians and caregivers. Average daily compliance for GenerationOne’s clients can be up to 75% spanning diverse patient populations, with minimal IT resources required. Saving IT investment and allowing our clients a rapid implementation. 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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