



4th Annual Health Plan Innovation Congress welcomes GenerationOne to share first-hand experiences deploying Mobile Health Solutions, March, 21-23, Orlando, Fla.

Orlando, Fla.- March 19, 2012 – The [4th Annual Health Plan Innovation Congress](#) is pleased to welcome Nathan Pendleton, Chief Operating Officer, [GenerationOne](#), who will guide the audience through first-hand experiences deploying Mobile Phone and Interactive Voice Response (IVR) programs that drive operational efficiencies and better self management. The opportunities and pitfalls to be considered when developing a Mobile and IVR solution will be reviewed.

Specifically, Mr. Pendleton's presentation, Friday, March 23, 10:45-11:30, will address:

- An overview of Mobile and IVR solutions available to the healthcare industry for cost containment of condition and wellness management
- How to use Mobile technology with patient populations to deliver strong engagement and actionable information for stakeholders to prioritize intervention
- Key factors to consider when deploying a mobile solution across a variety of audiences and determining if Mobile is right for your organization

GenerationOne's Mobile Health Engagement Platform delivers next-generation cost containment for the health care industry. The platform increases participant compliance and provides actionable information to approved stake-holders for prioritized intervention. GenerationOne delivers unlimited care paths for chronic care and wellness initiatives, and supports any mobile phone or can be implemented through IVR.

The Health Plan Innovation Congress provides a tailored educational experience for executives from commercial under-65 plans, voluntary and specialty benefits, Medicare Advantage plans, and plan sponsors/employers. The co-located summits provide an opportunity to learn solutions and tactics to drive innovation within organizations, and fine-tune business strategies for 2014 and beyond.

WHAT: The 4th Annual Health Plan Innovation Congress

WHEN: March 21-23, 2013

WHERE: Orlando, Fla.

PROGRAM AGENDA: www.worldcongress.com/hpic

About World Health Care Congress Leadership Summits

The World Health Care Congress Leadership Summit Series addresses the most cutting edge issues for health care executives across a wide range of industry sectors. Designed to expand on topics discussed at invitation-only summits during the World Health Care Congress, this series offers new perspectives on established methodologies, and details solutions to foster innovation and change. www.worldcongress.com