

## **GenerationOne showcases solution at the 5th Annual Health Plan Innovation Congress, March, 14-15<sup>th</sup>, Lake Mary, FL.**

**Lake Mary, FL – (March 14-15, 2013) – GenerationOne, Inc. is pleased to exhibit at** the 5th Annual Health Plan Innovation Congress and collaborate with industry experts as they share insights and practical knowledge to promote innovation. 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.

“GenerationOne is honored to support The Health Plan Innovation Congress as the organization strives to provide a tailored experience for Health Plan executives,” says Nathan Pendleton, COO of GenerationOne. Attendees of the World Health Care Congress Series will participate in presentations and interactive sessions addressing 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](http://www.worldcongress.com)

GenerationOne will showcase the current technology platform that is helping drive 40-75% daily compliance across diverse populations. The company will share information about how GenerationOne can enhance the care management process with strong participant engagement, prioritization of clinical resources, and overall care management cost saving benefits.

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