



GenerationOne Strengthens Executive Team with Addition of Mary Martin, VP of Operations

Southfield, Michigan – April 30, 2014 – [GenerationOne, Inc.](#), a leader in mobile health (mHealth) technology solutions that more effectively manage health and wellness, announced today that Mary Martin has joined its executive leadership team as vice president of operations. In this role, Martin is responsible for improving operational efficiencies and building the company's team with technical and healthcare industry talent.

Martin brings decades of operational experience in deploying health information technology to her new position at GenerationOne. Prior to joining the company, she spent ten years at the University of Michigan Health System as executive director in the Medical Center Information Technology Division. In this role, she was responsible for the training, quality assurance and testing, communications, and end-user adoption areas of a complex inpatient implementation. Previously, she also served as a business director at Pfizer Pharmaceuticals in the Global Business Management group and a contract specialist for the Federal Government.

"We're energized by the addition of Mary to our team, and confident in her ability to effect positive change for our company," said GenerationOne President and CEO Bill Tella. "As someone who has devoted her career to implementing strategic process improvements, change management, project management, and customer service initiatives, she is a tremendous asset to our customers and, consequently, our business."

Martin earned an MBA from Eastern Michigan University and a bachelor of arts in economics from LeMoyne College, Syracuse, NY.

About [GenerationOne](#)

GenerationOne's mHealth Connect™ system is the nation's first fully integrated, end-to-end wireless health platform that delivers next-generation cost containment for the health care industry while empowering individuals to manage their health and wellness. The mobile platform connects patients with round-the-clock health support and automated monitoring that enables real-time intervention. Patients, caregivers and health managers track and trend health changes and behavior through a web-based clinician dashboard and patient portal. GenerationOne's multi-tiered offerings include a robust communication platform with one-way and two-way outreach options, multi-way alerts, IVR capabilities, and a wide-range of health-oriented features. The solution is implemented using patients' existing phones and mobile networks, and can support a wide range of chronic care or wellness initiatives. mHealth Connect™ offers better patient engagement and compliance, early detection of warning signs, and improved care management flow efficiencies.

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