



GenerationOne Engages Behavior Designer Dr. Kyra Bobinet, Expert in Applying Behavioral Science to Healthcare Technology

Southfield, Michigan, Aug 6, 2014 — GenerationOne, a leader in mobile health (mHealth) technology solutions, today announced that engagement behavior designer Kyra Bobinet, MD., M.P.H., will serve as a consultant to the company. Her specific responsibilities include analyzing GenerationOne's mHealth Connect™ product and its implementation as well as developing algorithms for its application to particular medical conditions, such as diabetes.

Dr. Bobinet is CEO of engagedIN, a behavior design firm for the health and wellness industry. She also is an instructor at the Stanford University School of Medicine.

"We are very grateful to have Dr. Bobinet work with our team as we advance to the next level of healthcare engagement technology," said GenerationOne CEO and President William Tella. "Her work at Stanford as a researcher under Dr. B.J. Fogg in health engagement informs our mHealth Connect service to help impact behavioral change. Our cutting-edge technology, combined with Dr. Bobinet's contributions from a behavioral and neuroscience perspective, advances GenerationOne in a new and ever evolving marketplace."

Dr. Bobinet currently co-teaches courses at Stanford School of Medicine on patient engagement and empowerment, as well as health design. She received her Master's in Public Health at Harvard University, specializing in healthcare management, technology-enabled behavior change, and population health management. She received her medical degree from the UCSF School of Medicine.

"With its continuing research and application of behavioral science to mobile health technology, GenerationOne is demonstrating a commitment to constantly innovating," Dr. Bobinet said. "GenerationOne offers solid, seasoned technology that has been thoughtfully developed over time, providing an advantage over some more recent entrants. GenerationOne has a strong technology base, and is adding to it."

mHealth Connect from GenerationOne merges effective behavioral techniques with mobile-phone technology that is tailored to match a wide variety of clinical workflows. Combining human response with technological flexibility enables mHealth Connect to play an important role in efforts to attain a sustainable adherence to the requirements of health-improvement programs.

About GenerationOne

GenerationOne's mHealth Connect™ system seeks to be the industry's preeminent mobile health technology service to deliver next-generation cost containment and efficiencies for the healthcare industry while empowering individuals to manage their health and wellness. We work closely with health plans and other care organizations to help positively affect behavior change and prioritize resources for clinicians and caregivers. The platform supports unlimited care paths, including chronic care and wellness initiatives and offers automated and flexible one-way and two-way mobile messaging and monitoring. mHealth Connect enables better patient engagement and compliance, early detection

of warning signs, and improved care management processes. For more information, visit:
www.generationone.com

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