



Summary Product Overview: HME/STOMP

Healthphone Solutions Ltd (HSL)
January 2008

Healthphone Technology Platform

One Healthphone platform – multiple applications

UI Surfaced Through MS Share Point & Browser
InfoPath, PDA, Phones, IVR, Medical Devices

The image displays four distinct user interface screens for different Healthphone applications. Each screen is overlaid with a colored text box identifying the application:

- Concordia and Extensions** (Yellow box): Shows a complex web-based interface with multiple panes and data fields.
- Mobile Wound Care & Extensions** (Green box): Displays a form with various input fields and a 'Submit' button.
- Healthphone Messaging Engine (HME)** (Blue box): Features a central image of a woman holding a mobile phone, with a text box containing a message and a list of fields below.
- Connected Services Toolkit** (Yellow box): Shows a form with several input fields and a 'Form' button.

Presentation

Current Applications
(MS and J2EE
Compatible)

Healthphone Connection Engine, BizTalk, Web Services, MS Connected Services Framework

Data Integration+

Healthphone
Core

MS Exchange

MS Dynamics

Other 3rd Party Components

Core Architecture

Windows Server 2003, IIS, SQL Server 2005, ASP.NET x.x, SQL Reporting Services

Operating
Environment

Healthphone Messaging Engine (HME)

Enables interactive, SMS/MMS-based content delivery and reinforcement to consumers in support of preventive care and wellness programs such as smoking cessation or obesity management. Works with any mobile phone.

<p>Target Audience</p>	<ul style="list-style-type: none"> • Corporate wellness and disease management organizations, preventive care and wellness program owners within public and private sector. Marketing organizations from relevant pharmaceutical manufacturers • End users = consumers/patients who participate in these programs
<p>Problems We're Addressing</p>	<ul style="list-style-type: none"> • Supports the individual in overcoming nicotine or alcohol addiction, overeating, anxiety disorders, and other conditions where self-care is a critical component for recovery <p>Healthphone has exclusive global distribution rights to STOMP (STop smOKing with Mobile Phones) program content developed by the University of Auckland.</p>
<p>Benefits for: Participants Providers</p>	<ul style="list-style-type: none"> • Program Owner: Additional reinforcement of traditional intervention programs by leveraging ubiquity of mobile devices. Improved reporting and administration for program efficacy evaluation and management • Patient: Ability to be a true stakeholder in their own recovery using quit tips, craving distractions, etc.
<p>Current Customers</p>	<ul style="list-style-type: none"> • HME-STOMP is now being deployed as a national standard by the NZ Ministry of Health and for TELUS employees in Canada • Numerous other HME content, distribution and direct sales relationships under negotiation in all five markets and beyond

HME-STOMP Workflow Example

- Smoker enrolls on service and selects QUIT DATE
- HME-STOMP generates SMS messages to support COUNTDOWN TO QUIT phase
- HME-STOMP generates SMS messages to SUPPORT smoker in QUIT PHASE
- Smoker calls for CRAVE messages to assist in QUIT PHASE
- Administrator generates POLLS and REPORTS to maintain contact with enrolled smokers and MANAGE and MEASURE effectiveness

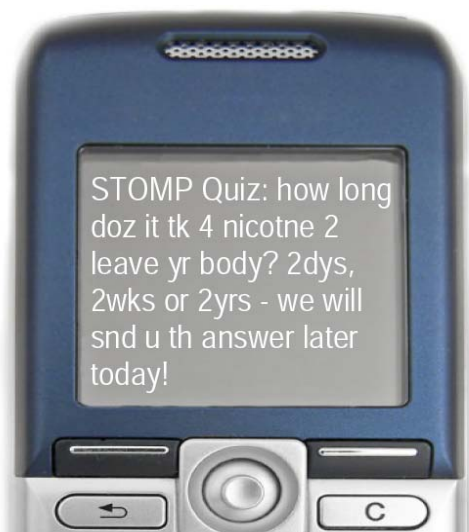


HME-STOMP Shown to Double the Success Rate for Smoking Cessation

Delivering Smoking Cessation Content with HME

STOMP

STOP SMOKING WITH MOBILE PHONES



Clinical trials conducted by the University of Auckland (NZ) have shown a two-fold increase in self reported quit rates at 6 months (28% vs 13%)

STOMP Stages & Supporting Messages

THE PROGRAM	STAGE	PERIOD	MESSAGE RATE	MESSAGE TYPE
	Pre-Quit	14 – 1 days prior to Quitting	1 – 2 per day	Cessation
	Quit Day	1 day	3 on day	Cessation
	Intensive	Quit Day – 4 wks	3 per day	Cessation
	Maintenance	Week 5 – End	1 every 3 days	Cessation
RELAPSE	Relapse Early or Late	4 weeks – After Quit Day	3 per day	Relapse
CRAVE & SLIP UP	Anytime	50 Anytime	n/a	Crave Slip Up

STOMP Reporting

Join Start Date: NULL

1 of 1 100%

New Registrations

Registration date	Participant count
21 Jan 2008	1
16 Jan 2008	3
11 Jan 2008	1
11 Dec 2007	1
09 Dec 2007	4
06 Dec 2007	1

Join Start Date: NULL

1 of 1 100% Select a format

Crave Frequency

Message frequency and category	Message Count
Crave Stress	
None	25
Average	0.00
Crave Alcohol	
None	25
Average	0.00

Joined Start Date: NULL

1 of 1 100% Select a format

Quit Date

Quit Date Set	Participant Count
Quit date not set	0
Quit date set from registration	25
Within 24 hours	
1-2 days (24-48 hours)	
3-4 days (48-72 hours)	
4-7 days	
8-14 days	
15-21 days	
22+ days	
Number Changed > 1	

Print Date: 21 Jan 2008

Quit Date From: NULL

Quit Date To:

1 of 1 100% Select a format

Quit Status

Quit Status 4 Weeks Quit	0
Quit Status 4 Weeks Not Quit	0
Quit Status 4 Weeks Not Replied	0
Quit Status 4 Weeks Total	0
Quit Status 12 Weeks Quit	0
Quit Status 12 Weeks Not Quit	0
Quit Status 12 Weeks Not Replied	0

STOMP Polling

Create Poll

Created start date: 20/12/2007 Created end date: 20/01/2008 View Report

1 of 1

Select a format Export

Polls

Created by	Created on	Series
LisaHarris	20 Jan 2008	3 d. 4 e. all of the above

Print Date: Today is Sunday, 20 January 2008

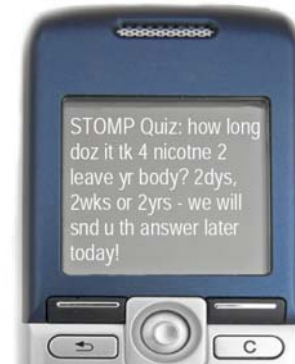
Create Poll

Created start date: 28/10/2007 Created end date: 20/01/2008 View Report

1 of 1 100% Select a format Export

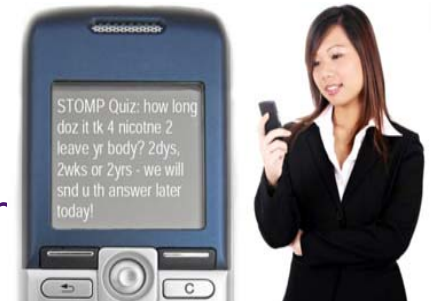
Polls

Poll name	Content	Created by	Created on	Series
test	test	LisaHarris	08 Nov 2007	0
Test Poll - TQG: 2 options given	Do you like Britney's latest single? A. Yes B. No	LisaHarris	19 Nov 2007	2
Test Poll - TQG: Listed options	Who should be the next Prime Minister ? A. Michele B. Paula C. Lisa D. Rob	LisaHarris	19 Nov 2007	2



Customer Benefits: STOMP Trial (New Zealand)

- Trial Project (1900 enrolled smokers) in anticipation of national rollout
- Range of smokers enrolled – young, old, mixed ethnicity and socio-economic groups
- Successful 1 year trial and outcome measurement
 - Doubled effectiveness of smoking cessation
 - Greater visibility of enrollee progress enables interver
 - Cost effective approach to program interventions
 - Measurable and demonstrable performance
- Adopted as a national system – go live Apr 08



HME-STOMP Improves Effectiveness of Programmatic Smoking Cessation Interventions