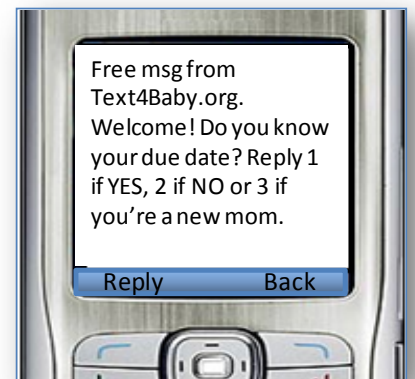


HealthConnectSM is an interactive software and communications platform designed especially for mobile health. Developed by Voxiva and combining 10 years of mobile health experience, **HealthConnectSM** makes the process of developing powerful interactive mobile health services a fast and flexible process.

HealthConnectSM brings together multiple communications channels - SMS, email, web, mobile apps, interactive voice - and combines them with education and coaching, reminders, goal tracking and feedback to support and engage people in managing their health.

All of Voxiva's off-the-shelf services including **text4babySM** (maternal health), **text2quitSM** (smoking cessation) and **care4lifeSM** (diabetes management) are configured on the **HealthConnectSM** platform. In addition, Voxiva implements custom **HealthConnectSM** solutions for clients to meet their specific needs. Custom solutions have been built for heart disease, alcohol dependency, metabolic syndrome, hyper-tension, preventative health and HIV/ AIDS, amongst others. In addition, clients are using **HealthConnectSM** as part of their own disease management programs providing functionality such as appointment and medication reminders and patient assessments and surveys.



Modular Building Blocks

The **HealthConnectSM** platform supports a number of modular functions that when combined together, create a comprehensive and engaging mobile health service for the participant and client. Modules include:

Enrollment Services. Users can either self enroll via the web or text message, be automatically enrolled by a connection to an external database, or invited to enroll via a secure e-mail invitation.

Personal Health Profile. The user's personal profile is dynamic and can be progressively developed as information is captured. Health Risk Assessments can also be created with the resulting data forming part of the user's personal health profile.

Education Campaigns. The platform's "Campaign Manager" functionality allows a user to be automatically enrolled in one or more text, e-mail and web based message campaigns. As a user's personal profile develops, so do the campaigns that they are enrolled in, ensuring they get the most personalized content available.

Action Reminders. Also as part of the "Campaign Manager" functionality is an ability to establish action based reminders. These reminders can be configured to trigger surveys to collect data such as medication adherence.

Surveys. Forms and data collection surveys are configured through a web interface that then allows the author to select the communications channels they want to publish the surveys to. At present the platform allows surveys to be published to the web, text messaging, interactive voice response or a smart phone interface.

Feedback and Alerts: Based on data captured through surveys, the user can be provided with instant feedback on the data they have entered, or receive rules based alerts triggered by a configurable "event."

Personal Health Portal:

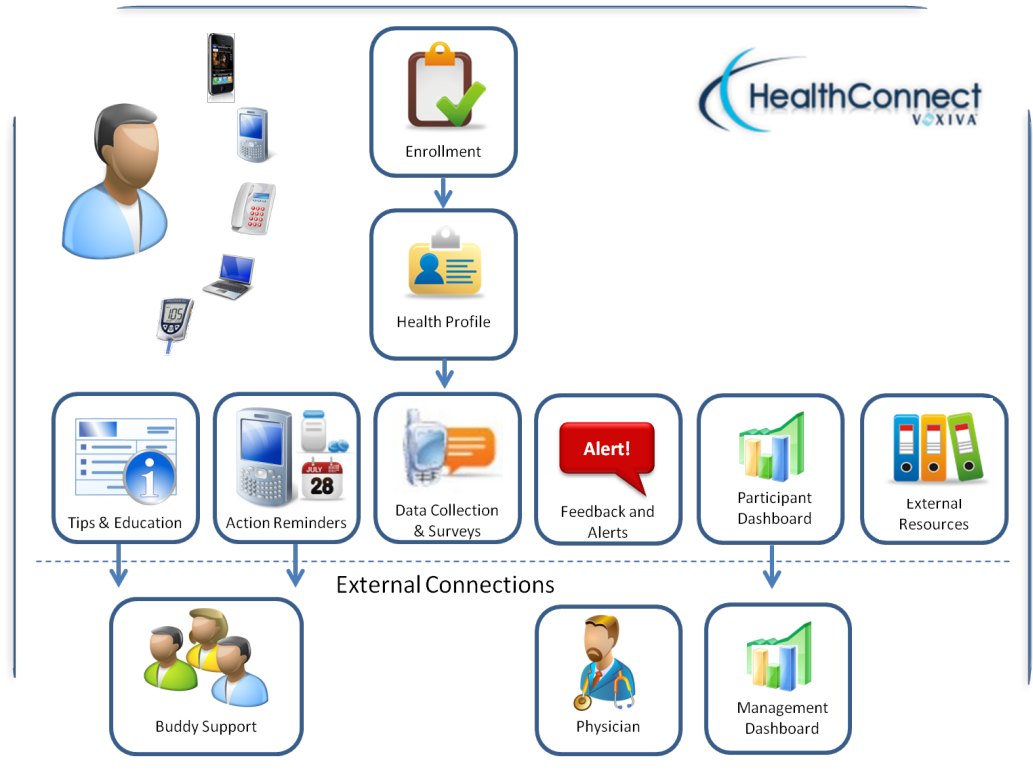
Users are able to enter a secure portal and interact with the system through the web. This portal can be used to review their progress, modify their own settings, enter data or re-search a specific topic.

External Connections: The platform has been designed to allow a user to share their data with a healthcare professional or “buddy.” In addition, Web Services API’s allow data to be exchanged with external systems.

Management

Dashboard: The platform contains a highly flexible roles and permissions matrix. Data

can be identified, de-identified or reviewed in aggregate form such that program managers can monitor and research the effectiveness of the system at the same time as preserving patient confidentiality.



Communications channels

The **HealthConnectSM** platform has been designed to seamlessly communicate through any combination of:

Web - a user is able to log on and interact with the system through a secure web portal.

Text Messaging - broadcast messages and ping-pong text surveys can be used to engage with the participant.

E-mail - the platform supports a number of e-mail functions including broadcast messaging and enrollment.

Interactive Voice - users can interact using a touch tone phone for data entry and menu navigation.

Smart Phone App - web services API’s allow iPhone or Android applications to be integrated with the solution.

Medical Devices - those same web services API’s allow data to be captured through a third party device such as a glucometer.

Other Features

Language: **HealthConnectSM** has been designed to work in bilingual or even multi-lingual mode.

Security: Since the platform has been designed for mobile health, it supports the high standards for privacy and security that the health industry demands. For example, personal health information can be tagged and encrypted, detailed log reports can be used to track who has entered and amended data, and Voxiva undertakes an annual security audit to ensure that it complies with the standards set by HIPAA, HITECH Act and ISO 27000.

Performance: The platform has been designed for scale. It is capable of transmitting hundreds of thousands of text messages in one batch process and the use of a virtualized SAN based architecture allows for load to be balanced and additional resources to be allocated as application volumes grow.

Resilience: The platform is managed on a 7 x 24 hour basis. Incremental back-ups are taken on an hourly basis and complete back-ups every 24 hours to an off-site NAS. Voxiva also maintains a redundant data center to support disaster recovery.