

About text4babySM

Each year in the US, over 500,000 babies are born prematurely and an estimated 28,000 children die before their first birthday. With over 1.5 trillion SMS text messages sent in the U.S. last year, and texting use disproportionately higher among women of childbearing age and minority populations, text messaging represents an exciting new channel for delivering vital health information to those who need it most. Announced in February 2010 by the White House, **text4babySM** is already the largest mobile health initiative in the US, having enrolled over 100,000 moms in the first ten months.

text4babySM, a service of the National Healthy Mothers Healthy Babies Coalition (HMHB), is designed to promote maternal and child health and provides pregnant women and new moms with the information they need to take care of themselves and give their babies the best possible start in life. Women who sign up for the service by texting BABY to 511411 (or BEBE for the Spanish version of the service) receive around 3 SMS text messages each week, timed to their due date or baby's birth day. **text4babySM** is completely free to participants who neither pay to send or receive messages thanks to the generous support of the mobile operators.



text4babySM Partnership

text4babySM is made possible through a broad public-private partnership. Founding partners include HMHB, Voxiva, CTIA - The Wireless Foundation and Grey Healthcare Group. Johnson & Johnson is the founding sponsor, and premier sponsors include WellPoint, Pfizer and CareFirst BlueCross BlueShield. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services and the Department of Defense Military Health System. The mobile health platform is provided by Voxiva and free messaging services are generously provided by participating wireless service providers.

text4babySM has signed up hundreds of partners across the country including over 40 states which have created Text4baby coalitions, nearly 60 health plans, national organizations like the American Academy of Pediatrics, the March of Dimes, the National WIC Association, media partners like MTV and community-level clinics and health organizations across the country.

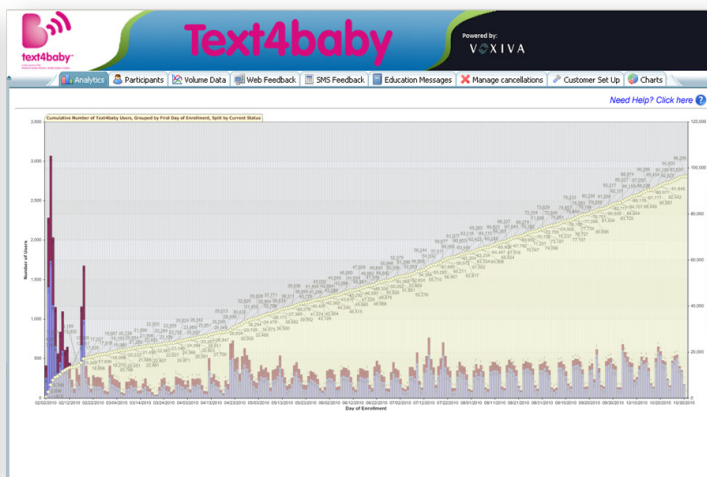
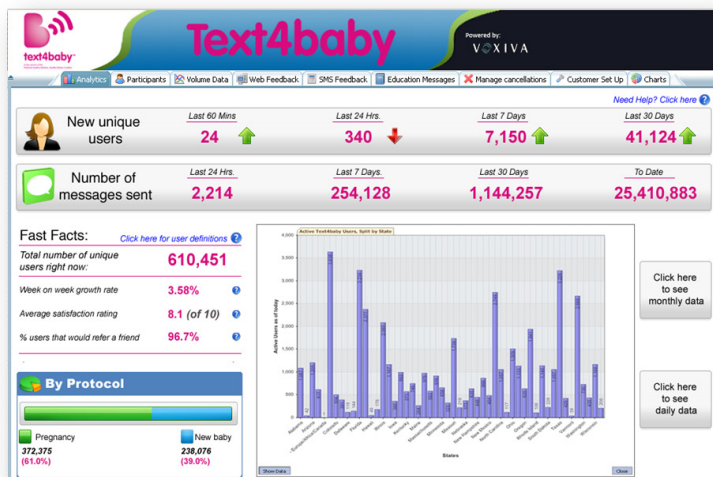
text4babySM Content

text4babySM messages cover topics such as immunization, nutrition, breastfeeding, appointment reminders and general health tips. The messages are delivered three times per week and continue through pregnancy and the baby's first year. The messages were developed by the National Healthy Mothers Healthy Babies Coalition with support from the U.S. Centers for Disease Control and Prevention and the Health Resources and Services Administration.

Custom text4babySM

In order to provide **text4babySM** users with more specific content and connect them to local services, Voxiva and HMHB have created a customizable version of the service for State and Local Health Departments, Health Plans and Health Delivery Networks.

Custom **text4babySM** clients have the ability to modify a subset of the **text4babySM** messages so that messages relating to resources and service delivery can include appropriate local content. Custom **text4babySM** also provides a rich portal interface, providing in depth analysis into the usage patterns of the end users. Over 30 different charts are pre-configured in the system and the underlying data can be exported for further analysis.



text4babySM International

The success of **text4babySM** in the US has led to considerable interest in the service from around the world. The text4baby partners are developing a model to make the service available internationally, beginning with the implementation of **text4babySM** in Russia in partnership with the Healthy Russian Foundation.

About Voxiva

Founded in 2001, Voxiva is the pioneer in delivering interactive mobile health solutions. We leverage the world's 5 billion mobile phones to communicate, interact and engage people to help them live healthier lives. Voxiva's mobile health solutions support prevention and wellness programs, disease management, adherence, marketing, data collection, disease surveillance, and more.

We work with leading public health organizations, health plans, pharmacies, universities, health delivery networks and telecom providers to design, deliver and support these services. Voxiva is headquartered in Washington, D.C. and operates in the Americas, Africa and Asia.

For more information, please contact us at info@voxiva.com or 202-419-0130.

