

White Pine Systems Announces the SPINN Community Engagement Center

ANN ARBOR, MICH, (Jan. 16, 2015) – White Pine Systems, LLC (dba SPINN), a leading provider of community care coordination and patient engagement solutions, today announced the pending release of the SPINN Community Engagement Center. Designed for behavioral and physical health providers in response to recent changes in Medicaid and insurer payment and service models, the SPINN Community Engagement Center (CEC) includes new tools to improve outcomes and operating efficiency. The SPINN Community Engagement Center is an interoperable community and patient portal that allows clinicians, peers and consumers to manage a range of health and social issues to help the most costly segment of society: people with chronic medical, behavioral, and social conditions.

Traditionally, behavioral and community health providers have been funded by states, often in the form of block grants while hospitals have been funded primarily by Medicare, Medicaid and private insurance. Now the Affordable Care Act expands eligibility for Medicaid, increases coverage and parity for mental health and substance use services and provides incentives for innovative service delivery models. At the same time, traditional state funding is decreasing. As of December 2014, 28 states (including DC) have expanded Medicaid eligibility. In most states, the rules are still being developed but are expected over the next 18 months. Now is the time when health providers need new tools to that aligned with these new payment and service models.

“We’ve been listening to our clients,” said Doug Dormer, White Pine’s founder and CEO. “Not only are our clients dealing with the change in revenue sources, they are also dealing with a big expansion in those eligible for their services. In some states, the largest part of the Medicaid expansion includes those involved in the corrections system, having been recently released from jail. This population offers the greatest potential for improved health and savings for the community. The SPINN Community Engagement Center is designed to meet these unique needs.”

White Pine offers the CEC as a pre-configured community care coordination and patient engagement system that allows organizations to hit the ground running, without the burden of costly design, customization or extensive training. The SPINN CEC comes pre-configured and can include one or more of the following Care Unit modules:

e-ROSC Substance Use Disorder (SUD) Care Unit. The SUD Care Unit adapts and extends the evidence-based Recovery Oriented System of Care (ROSC) model for SUD treatment thus creating an electronic ROSC (e-ROSC) system. E-ROSC has been shown to improve recovery capital (a measure of internal and external assets that can be brought to bear to initiate and sustain recovery), reduce relapse rates and lower rates of recidivism while improving operational efficiency.

Employment Services (Emp Svc) Care Unit. It is hard to focus on SUD or other health challenges when your core concerns are about getting a job, finding a place to live or keeping food on the table. Employment services is becoming a major service component for many behavioral and community health organizations. The Emp Svc Care Unit is designed to apply the same basic work flow used in e-ROSC to support coaches and consumers to get and keep a job.

eHealth Coach (eHC) Care Unit. Behavioral and physical health providers are taking on new responsibilities for care coordination and overall patient health. The eHC Care Unit is designed to guide consumers to take ownership of their physical and behavioral health plans. Designed to focus first on readiness for change, and incorporating healthy goals and action steps, the eHC helps clinicians and consumers change the behaviors that affect health outcomes.

Criminal Justice and Re-entry (CJ) Care Unit. The CJ Care Unit is designed to extend the success of the SUD Care Unit to directly affect outcomes regarding criminogenic risk, need and responsivity. The newest SPINN Care Unit, White Pine is presently looking for early adopters to pilot this important new care unit.

“It is absolutely necessary to engage our behavioral and physical health clients on their terms,” said Jonathan Smolowe, White Pine’s EVP for Sales and Marketing. “Budgets are tight, federal and state requirements and mandates abound creating unbudgeted workloads, and the reimbursement and funding models are rapidly changing. The SPINN Community Engagement Center is the ideal solution for behavioral and physical health providers.”

About White Pine Systems, LLC

White Pine Systems, LLC is a privately held company based in Ann Arbor, Michigan. Its flagship product is *SPINN*, the *Secure Personal Information and Notification Network*. SPINN is technology platform for integrating behavioral health, primary care and social supports. It is designed to help the most costly segment of society: people with chronic medical, behavioral and social conditions. **SPINN is the only “Meaningful Use Stage 2” certified modular patient engagement platform designed to meet these complex needs.** It facilitates cross functional care, measurable outcomes, and reduced costs.

Built to connect with the Microsoft® HealthVault™ personal health information platform, SPINN bridges the gap between EMR systems used by providers and emerging PHR platforms and patient portals to achieve the promise of patient and family-centered chronic disease management. SPINN connects families, guardians and healthcare providers through their own secure personal health network to deliver the right information and communication tools at any time and any place.

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