

Media Contact:  
Michelle M. Davidson  
570-200-6342

## **BCNEPA Announces Agreement to Pursue First-Ever Mobile Exchange of Health Records in NEPA**

Area residents to benefit from innovative collaboration and new technology

**WILKES-BARRE, Pa. – November 21, 2008** – Blue Cross of Northeastern Pennsylvania (BCNEPA) today announced an agreement with Microsoft, Covisint and AllOne Health Group, Inc. to pursue development of a system for exchanging health information electronically that will include mobile phone access for consumers and health care providers.

The agreement aims to use mobile phones to bring detailed health information to points in the care process where decisions are being made. Better access to more complete health information can enhance clinical decision making, reduce medical errors and potentially improve quality. Mobile phone access allows patients and doctors to review important health information wherever and whenever it is needed – including days, nights and weekends.

The project combines the talents and resources of:

- AllOne Mobile, AllOne Health Group, Inc.'s industry-leading secure, mobile application secured by Diversinet, a leading provider of wireless authentication and access solutions, that places personal health information at consumers' fingertips through their mobile phones;
- Microsoft® HealthVault™, an open platform designed to put people in control of their health information, allowing them to store copies of health records in one location, upload data from health devices, and share health information with providers, family and a wide range of health and wellness applications; and
- Covisint, a global provider of secure, on-demand technology platforms enabling collaboration, interoperability and ready access to information.

“This agreement is another step in our vision to create a new model in which local hospitals, physicians, consumers and health insurers can work together to improve the quality, accessibility and delivery of health care in northeastern Pennsylvania,” said Denise S. Cesare, President and Chief Executive Officer, Blue Cross of Northeastern Pennsylvania.

“To make strides in quality of care, we need to open up new channels of communication among patients and their physicians,” said James Mault, M.D., Director of Business Development, Microsoft Health Solutions Group. “We’re excited to collaborate with AllOne Health and Covisint to deliver an innovative solution that helps patients and physicians exchange important health information from anywhere at any time.”

-more-

## **BCNEPA Information Exchange / P2**

Through the agreement, Covisint will provide a single point of access through which health care providers can gather health information from across the distributed information systems and store the data in Microsoft's HealthVault. Patients will then be able to aggregate data from multiple health care providers to create a seamless and comprehensive treatment record that can be displayed on wireless mobile devices through the AllOne Mobile application. Health information will then be able to be faxed or electronically transmitted to providers using the broadly available Continuity of Care Record (CCR) standard.

“The healthcare industry faces both a challenge and an opportunity all at once – that of securely connecting care providers to the information they need to deliver quality patient care,” said Brett Furst, Vice President of Healthcare, Covisint. “This agreement has the potential to go a long way toward delivering on that opportunity in ways that benefit not only patients, but the entire care delivery system.”

### ***About Blue Cross of Northeastern Pennsylvania***

Blue Cross of Northeastern Pennsylvania is an independent licensee of the Blue Cross and Blue Shield Association headquartered in Wilkes-Barre. It offers a comprehensive portfolio of health insurance products and administrative services to approximately 600,000 individuals in 13 counties in northeastern and north central Pennsylvania. The company's mission is to provide innovative solutions that support more affordable health care, promote personal accountability for health and wellness, and offer superior service and partnership to employers, members, and providers.

### ***About AllOne Health Group, Inc.***

AllOne Health Group, Inc. encourages individuals to take responsibility for their health and provides tools and services to employers and health plans to help support them. Results include better health, improved productivity and reduced health care costs. AllOne Health Group, Inc. pursues an integrated and comprehensive approach to providing personal health management, secure mobile access to personal health information, extensive workplace services -- including on-site health care, safety and compliance services -- and health benefits. Established in 2002, AllOne Health Group, Inc. is headquartered in Wilkes-Barre, Pa., with offices in Boston, Mass.; Philadelphia and Lancaster, Pa.; Houston, Texas; Columbus, Ohio; Phoenix, Ariz.; and Alexandria, Va. AllOne Health Group, Inc. has more than 1,000 customers throughout the U.S. and in 44 countries. For more information, contact Michelle Davidson, [Michelle.Davidson@BCNEPA.com](mailto:Michelle.Davidson@BCNEPA.com), 570-200-6342.

### ***About Covisint***

Covisint's on-demand collaboration platform helps virtual communities securely access, use and share time sensitive information. Covisint solves business problems by streamlining and automating processes globally--connecting state and nationally based communities, organizations and systems in the healthcare, automotive and financial services industries, as well as the public sector. Learn more about Covisint at [www.covisint.com](http://www.covisint.com).

Doug Anter, Communications, Covisint, [danter@covisint.com](mailto:danter@covisint.com), 313-227-0127

###



# BlueCross of Northeastern Pennsylvania

Independent Licensee of the Blue Cross and Blue Shield Association  
®Registered Mark of the Blue Cross and Blue Shield Association