AIRSTRIP AND VIVIFY HEALTH ANNOUNCE PARTNERSHIP TO SUPPORT ACCELERATED HOME CARE INTERVENTIONS

Integrated solution, utilizing AT&T mHealth Platform, will bridge gap between hospital-based physician and home-based care; focus includes reducing cardiac care readmissions

SAN ANTONIO and PLANO, Texas – August 22, 2013 - With the goals of strengthening post-discharge home care and reducing 30-day readmission rates for cardiac care patients, AirStrip™ today announced a partnership with Vivify Health™. The companies will develop a remote care information platform featuring bi-directional data sharing via a near real-time, single point of access to a comprehensive source that can improve clinical workflows and expedite care decisions.

"By supporting greater collaboration and accelerated response, we can transform home care in ways that improve patient outcomes while reducing costs," said AirStrip CEO Alan Portela. "This partnership will combine AirStrip's mobile healthcare leadership position that enables faster, more informed clinical intervention throughout the care continuum with Vivify's deep knowledge of patient engagement and population health."

"The intuitive Vivify experience and proven care transition model, combined with our expertise in data aggregation and integration, are well aligned to support this joint patient-centered mission to impact how remote care is delivered to the home," said Vivify CEO Eric Rock.

Vivify has come together with AirStrip at the AT&T Foundry to integrate their remote care information platform with the AT&T mHealth Platform. AirStrip and Vivify will lead as key data sources, allowing health application developers to incorporate the Vivify and AirStrip data.

"Our AT&T mHealth platform is designed to provide a highly secure environment where app developers can aggregate this valuable data to provide back to healthcare enterprises through a single pipeline," said Nasrin Dayani, Executive Director of mHealth Solutions at AT&T. "We are delighted to be working with Vivify and AirStrip to enable this data aggregation and distribution app and, ultimately, create a healthier society."

By working to ensure real-time clinical decision-making is both closed-loop and collaborative within and across care teams, health systems can leverage the AirStrip-Vivify platform to proactively position themselves favorably in light of new reimbursement models and readmission penalty structures.

The issue of reducing readmission rates is particularly pressing for providers in light of penalties introduced in 2012 by the Centers for Medicare and Medicaid Services (CMS) targeting cardiac care patients. Hospitals with excessive risk-adjusted readmissions within 30 days with primary diagnosis of

acute myocardial infarction or heart failure could lose up to one percent of their Medicare DRG payments, with these penalties set to increase over time.

A Journal of the American Medical Association (JAMA) study of Medicare fee-for-service claims data from 2007-2009 revealed a 25 percent 30-day readmission rate for congestive heart failure, with 61 percent of those readmissions occurring in the first 15 days. The study also found a 20 percent 30-day readmission rate for myocardial infarction, with 68 percent of those readmissions occurring in the first 15 days.

Rock and Portela noted that incorporating mobility and improving information access in the home care setting can contribute to a host of clinical and cost reduction benefits, including improved detection of adverse events, a reduction in preventable admissions and false cath lab activations, and a more direct connection between physicians and outpatients to complement existing home health resources.

"By expanding data sources to both at-home and inpatient settings, Vivify can better risk stratify cardiac care discharges, while our partnership with AirStrip enables near real-time care coordination with complete patient context to support immediate clinical decisions," Rock added. "Together, AirStrip and Vivify are committed to deploying a solution that leverages their leadership in mobility, patient engagement, and scalability to improve outcomes in the home setting while impacting avoidable hospital readmissions."

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Tweet this: .@AirStripmHealth partners with @VivifyHealth for solutions that support faster clinical interventions in the home http://bit.ly/12a91UT

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About AirStrip
AirStrip™ (www.airstrip.com) provides a complete, vendor- and data source-agnostic enterprise-wide clinical mobility solution, which enables clinicians to improve the health of individuals and populations. With deep clinical expertise and strong roots in mobile technology and data integration, AirStrip is empowering the nation's leading health systems as the industry continues to evolve to new business models, accountable care and shared risk. Based in San Antonio, Texas, AirStrip allows health systems to unlock the full potential of their existing technology investments with a complete mobility solution that provides access to critical patient data across the care continuum. AirStrip is backed by investments from Sequoia Capital, Qualcomm, Inc., Hospital Corporation of America (HCA) and the Wellcome Trust. AirStrip's base of visionary customers includes HCA, Texas Health Resources (THR), Vanguard Health Systems, Dignity Health and Ardent Health Services.

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About Vivify Health

Vivify Health (www.vivifyhealth.com) delivers, through common and non-proprietary consumer mobile electronics, a cloud-based, device-agnostic, and ecosystem-connected Remote Care Management platform to enable its provider and payer-based customers to impact a great deal of their overarching strategic objectives. Examples include the ability to advance overall population health, optimize patient engagement, reduce unnecessary readmissions, improve patient satisfaction, facilitate expansion of physician practice services, and achieve significant cost avoidance.

Unrestrained to any particular clinical condition, Vivify's flexible platform facilitates healthcare consumers of all types to maintain their health at home while staying connected to their providers and caregivers. Patient engagement is further enhanced with educational video content and embedded high-definition video conferencing capabilities. Through delivery of multi-dimensional, customizable, and algorithmic-branching care plan templates, both qualitative and quantitative data are collected, delivered instantly to caregivers' mobile devices and seamlessly integrated within the providers' ecosystem. For more information, visit www.vivifyhealth.com or connect on Twitter.

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