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**UnitedHealth Group to Partner with CareSpeak  
Communications on mHealth Initiatives**

**Two-way mobile text messaging services designed to help individuals and their caregivers improve care compliance**

**EAST BRUNSWICK, N.J.** (Sept. 30, 2011) -- UnitedHealth Group (NYSE: UNH) is partnering with CareSpeak Communications to introduce two-way mobile text messaging services aimed at improving adherence to treatment plans.

The new service, which is expected to be phased-in over the course of the next year, will also alert caregivers when the people under their care are not complying with recommendations, allowing for rapid intervention, if necessary.

CareSpeak Communications specializes in developing software that facilitates personalized two-way communication via mobile text messaging, which can be customized to address the needs of different disease states. For example, participating UnitedHealthcare medical benefit plan customers can receive text messages that remind them to refill their medications or prescriptions, and escalation alerts can be sent to caregivers if compliance is not confirmed. More complex interventions enable patients to report, via text message, their biometric data (blood glucose levels, blood pressure, weight, etc.), and receive educational and motivational messages, incentives and rewards for meeting their health goals, and more.

“UnitedHealth Group is focused on delivering practical innovations that help individuals improve their health and quality of life,” said Dr. John Blank, senior vice president of Emerging Business at United Health Group. “We will gradually phase-in CareSpeaks’ two-way text messaging services over the course of the next year. This will help drive greater compliance to care plans, which is key to better health outcomes.”

The CareSpeak mHealth system was tested at the Mt. Sinai Medical Center’s pediatric liver transplant program in New York City, and results were published in the November 2009 issue of *Pediatrics* [<http://bit.ly/pCPCVu>]. The study found that patients who receive regular text alerts through the CareSpeak system were more likely to have higher adherence rates. The number of rejections decreased from 12 episodes the previous year to only two during the study. CareSpeak has conducted or is in the process of conducting additional clinical studies with leading institutions across the country.

Text messaging works on nearly all phones and carriers, does not require any additional downloads, is low cost and easy to use, enabling delivery across all socioeconomic populations. According to Nielsen, a text message is read within 4 minutes of receiving it – making it an effective communications tool.

“According to a report published by the Taskforce for Noncompliance in 1994, the direct and indirect impact of medication noncompliance is more than \$100 billion per year in the United States alone. With the aging population trend and earlier onset of illnesses such as diabetes, this number is only going to get bigger,” said Serge Loncar, CareSpeak founder and CEO. “We share UnitedHealth Group’s commitment to helping people live healthier lives and look forward to delivering this vital service to its health plan customers that will enable them to enhance their health and well-being.”

#### **About CareSpeak Communications**

CareSpeak Communications provides mobile communications technology solutions to health care professionals, patients, and caregivers for better medication and clinical compliance, resulting in improved outcomes. The company offers its services to clinical organizations, insurers, payers, benefit managers, and the pharmaceutical industry. CareSpeak Communications is a privately held company, headquartered in New Jersey. Visit [www.carespeak.com](http://www.carespeak.com) for more information.

#### **About UnitedHealth Group**

UnitedHealth Group is a diversified health and well-being company dedicated to helping people live healthier lives and making health care work better. With headquarters in Minnetonka, Minn., UnitedHealth Group offers a broad spectrum of products and services through two distinct platforms: UnitedHealthcare, which provides health care coverage and benefits services; and Optum, which provides information and technology-enabled health services. Through its businesses, UnitedHealth Group serves more than 75 million people worldwide. Visit [www.unitedhealthgroup.com](http://www.unitedhealthgroup.com) for more information.

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