ANNOUNCING A NEW MEDICAID MOBILE APP ON THE GO!

consumer engagement IN ONE TOUCH

myHealthButton®
Powered by CNSI

- Extending mobility for eQuality in health care
- Nudging behavior for improved health care outcomes
- Managing security for personal health information

myHealthButton®

As the ecosystem of health care becomes even more interconnected, greater cost efficiencies for Payers are being realized, as well as faster and improved health care management by Providers. Now there is a new mobile application that delivers better outcomes to Consumers – myHealthButton! This mobile app for the iPhone and Android gives beneficiaries real-time access, standards-based, to Medicaid benefits instantly and securely in the palm of your hand. **With myHealthButton, your state's Medicaid benefits can be just a tap away!**

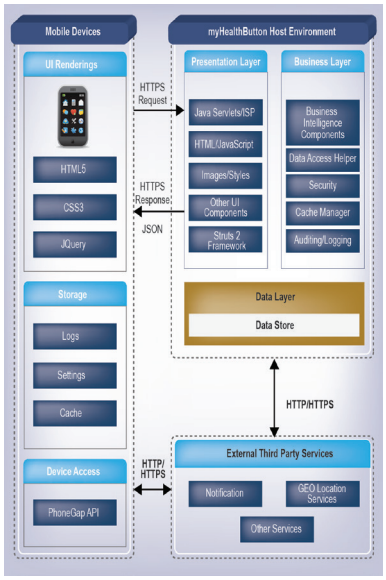
The time has arrived for mobility in Medicaid and health care. As shown below, over 52% of consumers would use smart phones to monitor health information. myHealthButton delivers on this promise.

Features in myHealthButton are:

- View Member Details, such as Medicaid Health Card information
- View Member Benefits, such as Eligibility, Coverages, and more
- View Authorized Providers and Qualifying Diagnosis from state systems
- View Food Benefits Balance information for women, infant and children
- Find Medicaid Providers "Near Me" or by a customized search*
- Flexible cloud-based API implementation with data stored securely in agency systems
- Based on a mobile platform for rapid deployment of additional apps
- Download Blue Button formatted health information

* for Fee-For-Service Beneficiaries Only

CNSI Mobile API Architecture Comes with a Service and Client Tier, Allowing For:



- Minimal coding for cross platform development
- All business logic to be enforced via the service processing layer
- Data validation at the client level reinforced by the service processing layer
- Use of H®L 5 canvas for the application layout and design
- Security for data at rest as well as in transit Maximum battery life for mobile device
- Abstraction of device specific API for location, camera, and other services
- Implementation of asynchronous queuing message model for data updates and inserts

Nudging Behavior for Improved Health Outcomes in a secure manner

Leveraging the widespread use of Androids, iPhones, and iPads, eCAMS – CNSI's platform for Interconnected Healthcare – now offers a 21st century paradigm in patient care and helps extend the Blue Button® initiative to promote a health-smart America.

Soon agencies will also be able to realize the ePersonal Health Care vision, and provide the consumer base access to their claims and trea®ent data to integrate with a Personal Health Record (PHR) application, leveraging CNSI's myHealthButton mobile application.

The mobile platform, like all things new, comes with its own opportunities and challenges. It enables business "anytime", processing from "anywhere", and provides real-time channels for consumer engagement and personal health management. The mobile platform also introduces risk – especially in the areas of patient security and privacy.

Started by the Veterans Administration, the "Blue Button" app gives Veterans access to their personal health information in an easy-to-read text or PDF format by pressing the "blue button" on a website. The VA made this available to Veterans via their My HealthVet site. myHealthButton expands this idea and extends it to the mobile environment!

Scan to download myHealthButton

MOBILE REVOLUTIONIZING HEALTHCARE

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Mobile Data

Global mobile network connection speeds doubled in 2012 and will increase 7-fold by 2017[1]

Global mobile data growth today is similar to global Internet growth (fixed) in the late 1990s[1]

66%

Mobile data traffic is expected to grow at a 66 percent compound annual growth rate (CAGR) from 2012-2017 (three times faster than the growth of global IP fixed traffic during the same period[1])

68%

Smartphones will be 68 percent of total mobile data traffic in 2017, compared to 44% in 2012[1]

Adult Phone Usage

Downloaded Apps[5] 43%

Smart Phones[4] 45%

Cell Phones[4] 85%

Mobile Health

66%

Would consider switching to a physician who offers access to medical records through a secure connection[3]

62%

Interested in using medical devices to check conditions and send information to doctors electronically[3]

52%

Would use a smartphone or PDA to monitor health if given access to medical records and to download information about medical conditions and treatments[3]

40%

Of the Medicaid population uses a cell phone to access the Internet[3]

35%

Of the U.S. Population overall is concerned about privacy and security of personal information if they were to use an electronic PHR[3]

Medicaid Enrollees

21% of U.S. population consists of Medicaid enrollees. By 2019, it is expected to increase by 12%[5]

27% ADULTS[6]

15% DISABLED[6]

10% ELDERLY[6]

49% CHILDREN[6]

Uninsured Population

35%

Currently uninsured U.S. population without broadband which uses cell phones for Internet access[2]

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SAFE, EASY HEALTH ACCESS IN ONE TOUCH

Source of Data:
1. Cisco Visual Networking Index (VNI): Global Mobile Data Traffic Forecast, 2012–2017
2. Mobile Technology: Smart Tools to Increase Participation in Health Coverage, The Kaiser Commission on Medicaid and Uninsured and The Children's Partnership, March 2011
3. 2011 Survey of Health Care Consumers in the United States, Key Findings, Strategic Implications, Deloitte, 2011
4. Pew Internet: Mobile is the needle; social is the thread, October 18 2012
5. Pew internet: cell phone activities 2012
6. http://www.statehealthfacts.org/medicaid.jsp