



FOR IMMEDIATE RELEASE

***Advanced Medical Record Solutions, Inc. selects  
SPINN Personal Health Record System from  
White Pine Systems, LLC***

**ANN ARBOR, MICH. - (August 18, 2009)** – White Pine Systems, LLC, a leading provider of online personal health record (PHR) systems, today announced that Advanced Medical Records Solutions, Inc. (“AMRS”) of Buffalo, New York, has signed a long term contract for its personal health records solution called ***SPINNpnr™, the Secure Personal Information & Notification Network.***

“As we see from all the recent discussion of healthcare reform, we are entering a new era when patients, their families and healthcare providers expect better tools to manage healthcare, lower cost and improve the quality of life,” said Dr. Carlos Santos, President & CEO of AMRS. “We believe that White Pine’s SPINNpnr is the most creative, functional system for personal health records on the market today. Through this alliance, we are confident that we will help reduce cost while improving the quality of healthcare in our community. We are very excited about our new relationship with White Pine Systems.”

Built on the ***Microsoft® HealthVault™*** personal health information platform, SPINNpnr is designed to allow doctors, hospitals or other healthcare providers to offer their own privately branded PHR solution. Through SPINNpnr, healthcare providers will be able to automatically update a member’s personal health record with the latest information so the patient or his/her family does not have to enter everything manually. Members can also use SPINNpnr to send secure messages to healthcare providers and keep track of appointments and other health-related activities.

AMRS plans to offer SPINNpnr to an extended community in Western New York under the names of “***medicalEme***” and “***MyEChart***” which will be offered to patients and their families through participating hospitals, physicians and insurers.

“We are honored by AMRS’s selection of SPINNpnr for their PHR system,” said Doug Dormer, White Pine’s president and founder. “Through medicalEme, members will have access to important medical information, anytime, any place to improve quality and lower cost.”

The new medicalEme and MyEChart PHR solutions are scheduled to go into pilot production in mid August with two physicians’ groups in Buffalo and to be available generally throughout western New York in the early fall.

## **About Advanced Medical Record Systems**

AMRS is a privately held company based in Buffalo, NY. It delivers quality automation solutions to medical providers throughout western New York State under the "medicalEme" and "MyEChart" brands.

## **About White Pine Systems, LLC**

White Pine Systems, LLC is a privately held company based in Ann Arbor, Michigan. Its flagship product, *SPINNphr*, the *Secure Personal Information and Notification Network*, is a low cost, fully configurable, private-labeled, interoperable PHR solution that improves communication among patients, healthcare providers and the patient's extended network of official and unofficial care givers. Built to connect with the Microsoft<sup>®</sup> HealthVault<sup>™</sup> personal health information platform, SPINNphr bridges the gap between EMR systems used by providers and emerging PHR platforms to achieve the promise of patient and family-centered chronic disease management. SPINNphr connects family, guardians and healthcare providers through their own secure personal health network to deliver the right information any time, any place.

### **Corporate Contact:**

#### **White Pine Systems, LLC**

Jonathan Smolowe

[jsmolowe@SPINNphr.com](mailto:jsmolowe@SPINNphr.com)

(215) 794-5893

###