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**SimplyWell Partners with BHMI to Create  
Enhanced Web Portal for Mobile Users**

*SimplyWell teams up with BHMI to provide a convenient way for participants to engage with its health management application via mobile devices.*

Omaha, NE — March 26, 2013 — One way that SimplyWell LLC remains on the cutting-edge of employer wellness programs is by continually striving to improve the experience participants have interacting with its health management application. The latest endeavor is a web portal that will enable SimplyWell participants to access their personalized action plan, as well as update trackers and appointments using a web-enabled mobile device such as a tablet computer or smartphone.

From the beginning, BHMI shared SimplyWell’s vision for a medically-based system that empowers participants with individualized information, stressing the importance of preventive care and individual accountability. However, this information is of little benefit if participants do not engage with the application. Therefore, SimplyWell’s health management system must adapt as participant preferences change over time. The application must be able to engage users the way they want to be engaged. With more and more participants using mobile devices, SimplyWell recognized it was time to provide participant access to personalized health information via these devices. The company turned to BHMI to provide the technical roadmap to get the job done.

As part of this web portal development effort, BHMI adapted all SimplyWell content to be mobile-friendly. According to Megan Whittle, BHMI Project Manager, “SimplyWell wants participants to have a similar experience accessing the health application via the web portal using their mobile device as they would accessing the application from their home or work computer.”

“SimplyWell’s goal is to make its online health system more convenient,” said Whittle. “They want to provide a simple way for participants to stay current with health topics and tools specifically related to their individual health conditions while they are on the go. BHMI’s role is to help SimplyWell make this goal a reality.”

“It’s one thing to provide people with access to health information, but it’s another thing entirely to motivate them to apply what they learn to their daily lives. We believe enabling participants to interact with their personalized health data from a mobile device will go a long way in encouraging active involvement and healthier lifestyles,” said SimplyWell CEO, Mike Demman. “SimplyWell plans to make the web portal available to participants in April 2013.”

#### **ABOUT SIMPLYWELL.**

SimplyWell LLC was founded by physicians in 1998 and is privately owned by Clarkson Regional Health Services and Private Practice Associates LLC. SimplyWell’s Integrated Health Solutions product portfolio offers comprehensive solutions with proven results. SimplyWell provides solutions that identify risk and disease early and empower participants with the tools to modify personal health risks, stressing the importance of preventive care and individual accountability. SimplyWell is private, secure and HIPAA compliant. For more information on SimplyWell, please visit [www.simplywell.com](http://www.simplywell.com).

#### **ABOUT BALDWIN HACKETT & MEEKS, INC.**

Baldwin Hackett & Meeks, Inc. (BHMI) is a specialist in creating primary software applications. BHMI not only provides premier software development services, but also a comprehensive set of consulting, design, engineering, and support services that can help shape the future direction of any company's application infrastructure. Whether it involves the creation of a new application or the enhancement of an existing application, BHMI has the in-house personnel and technical infrastructure to make it succeed. For more information on BHMI, please visit [www.bhmi.com](http://www.bhmi.com).

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