



**FOR IMMEDIATE RELEASE**

**CONTACTS:**

Colette Cote, Pitney Bowes/Dossia  
(203) 351- 6132  
[Colette.cote@pb.com](mailto:Colette.cote@pb.com)

Meighan McFalls, YRG for Dossia  
(503) 542-3464  
[mmcfalls@yrgcommunications.com](mailto:mmcfalls@yrgcommunications.com)

**DOSSIA JOINS CONTINUA HEALTH ALLIANCE, HIGHLIGHTS OPEN STANDARDS FOR HEALTHCARE TECHNOLOGY**

*Organizations share like-minded vision of consumer empowerment through access to health information*

**PORTLAND, Ore., October 13, 2008** – As consumers continue to demonstrate a desire to be more active and informed participants in their healthcare, industry leaders are joining forces to answer this need with real technology solutions based on open, industry standards. In this setting, Dossia has joined the Continua Health Alliance, a not-for-profit group of technology, medical device and health and industry fitness luminaries addressing the lifestyle, health and demographic trends contributing to the skyrocketing costs of healthcare.

As a Contributor member of the Continua Health Alliance, Dossia will lend its industry expertise in breaking down barriers to data and transforming healthcare. In the past two years, Continua has made critical strides toward improving the quality of healthcare through implementing technology standards and certification of medical devices for use across the industry. Dossia will lead the effort to ensure critical personal health data from consumers can be collected with data from healthcare institutions into a complete personal, private, and portable health record.

“Consumer adoption of healthcare technology, such as personally controlled health records and home health monitoring devices, is rapidly evolving. Equipping individuals with a more complete picture of their health will allow patients as consumers to facilitate better personal health outcomes and help lower out-of-control costs,” said Colin Evans, President and CEO of Dossia. “Dossia is looking forward to membership in the Continua Health Alliance and participating in Continua Working Groups and Summits. Our organizations have a complementary approach to empowering individuals to make smarter, more informed health decisions.”

“The need for tangible ways in which to address our nation’s healthcare dilemmas is high, and Continua member companies have demonstrated a critical ability to work together on real solutions for the good of health consumers,” said Dave Whitlinger, Chairman of the Continua Health Alliance. “Dossia has demonstrated an ability to mobilize large employers to break down barriers to healthcare information, and we look forward to the progress Dossia will help enable as part of the Alliance.”

**About Dossia**

Dossia is a non-profit consortium of several large U.S. employers who have united under a common vision: to empower their employees to make smarter more informed decisions about their healthcare. Through Dossia, they will leverage their combined influence to break down barriers to health information, which will help drive consumer-initiated change.

The Dossia Founders Group includes AT&T, Applied Materials, BP America, Cardinal Health, Intel, Pitney Bowes, sanofi-aventis and Wal-Mart. The Dossia Founders Group is working with Children's Hospital Boston and other qualified and experienced vendors to develop and implement the Dossia network infrastructure. For more information, visit [www.dossia.org](http://www.dossia.org).

**About Continua Health Alliance**

Continua Health Alliance is a non-profit, open industry coalition of the finest healthcare and technology companies joining together in collaboration to improve the quality of personal healthcare.

With more than 170 member companies around the world, Continua is dedicated to establishing a system of interoperable personal health solutions with the knowledge that extending those solutions into the home fosters independence, empowers individuals and provides the opportunity for truly personalized health and wellness management.

###