



**For Immediate Release
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Texting Support for NZ Smokers Wanting to Quit

Healthphone Solutions' HME-STOMP service to power The Quit Group's Txt2Quit

AUCKLAND, June 17 - A world-first a nationwide, free to use, interactive texting service aimed at helping people to quit smoking launched today.

HME-STOMP (Stop Smoking Over Mobile Phone), Healthphone Solutions' "second-generation" smoking cessation text service, is being used by New Zealand government-funded agency The Quit Group for its nationwide service, branded Txt2Quit.

The service builds on research carried out by Auckland University's Clinical Trials Research Unit that shows that quit rates among young smokers can be almost doubled using texting and text prompts. This research was subsequently commercialised by Healthphone, who are also implementing HME-STOMP at a number of North American organisations.

"More than a quarter of 15-19 year olds smoke but research shows that most young people want to quit," says The Quit Group's Executive Director, Helen Glasgow.

"We also know that most young people own a mobile phone and that a smart texting service will have a positive impact on their choice to quit," says Helen.

Healthphone's service offers a range of interactive features in addition to reminders. Participants can text 'crave' if they feel the need for a smoke, or 'relapse' if they find themselves returning to old smoking habits.

"For example if I'm on the programme and have tried to quit and have a cigarette I can text 'slip-up' to the service and receive tips, advice and supportive texts in response which let me know that many people do slip-up but I should keep on trying to quit," says Helen.

Txt2Quit is integrated with the Quit Group website, the Quitline contact centre and their client database. Participants can 'opt in' or 'opt out' at any time but while in the programme receive supportive texts and prompts to help them through their quitting journey.

Debbi Gillotti, Chief Executive Officer of Healthphone Solutions says, "HME-STOMP is a great example of how technology can empower and support people to take charge of their own well-being. It offers an excellent preventative means to reach consumers wherever and whenever the urge for smoking occurs because it leverages a device they are very familiar with – their mobile phone."

STOMP is built on the Healthphone Messaging Engine, a multi-purpose platform designed to enable the delivery of a range of 'patient self-care programmes' offered

by health providers. Hypertension, CVD, diet and nutrition and rehabilitation programmes are planned in future.

You can register for the Txt2Quit service by going to www.txt2quit.org.nz or by calling the Quitline on 0800 778 778. The service receives funding from the New Zealand Ministry of Health.

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About Healthphone Solutions Limited

Healthphone develops health industry solutions that use every-day Microsoft technology to empower people with relevant health information when and wherever it is needed.

Healthphone, through the Healthphone Messaging Engine, is focused on a range of consumer-oriented services to assist patients to participate in the management of their own health, in areas such as smoking cessation and hypertension.

Concordia, Healthphone's flagship product, is an electronic health record, patient care and healthcare business solution accessible via the internet and mobile networks on a PC, laptop, tablet or PDA, making it always available at the point of care. Concordia is designed specifically for healthcare providers in the community care, long term care, home care, hospice and mental health sectors.

Concordia uses Microsoft's Health Connection Engine to integrate information between various healthcare providers and service users, so the entire continuum of healthcare is connected.

Healthphone is Microsoft's global lead solution partner for long term condition management, with a presence in the United States, New Zealand, Australia, Canada and Singapore. Healthphone is powered by people experienced in the healthcare sector who understand how health information shapes people's everyday lives.

About the Quit Group

The Quit Group is a non profit organisation established in 1998. It employs about 90 staff and runs the highly successful Quitline 0800 advice and support service. It also provides online access to those who want government subsidised nicotine patches and gum to support their quit attempt and runs media campaigns to motivate smokers to ring the Quitline or go online to start their quit journey.

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