

**Media Release**  
June 4, 2009

## **HSAGlobal contributes chapter in Stanford University book “Texting 4 Health”**

***First-ever book about use of SMS-based text messaging for  
health promotion, now published***

**Auckland, New Zealand** - Health software company HSAGlobal today announced that their STOMP text message-based smoking cessation service is featured in the book “Texting 4 Health – A Simple, Powerful Way to Improve Lives”. Edited by Stanford University’s BJ Fogg and Richard Adler, it includes a chapter written by HSAGlobal on STOMP and the Healthphone Messaging Engine platform.

The book was conceived as a follow-up to a successful conference held in 2008 at California’s Stanford University. The editors’ goal was to motivate and inspire people to create SMS campaigns that improve health, and to provide practical guidance on how to develop and launch these campaigns. The HSAGlobal chapter addresses using SMS within clinical interventions, the importance of interactivity, and transitioning clinical research into a publicly available service.

The book is now available for sale at [www.amazon.com](http://www.amazon.com)

STOMP (STop smoking Over Mobile Phone) is a text message-based smoking cessation service. STOMP sends smokers trying to quit a series of customized text messages on their mobile phones over a 26 week period to help them quit smoking. STOMP is clinically proven and offers health providers a new way to help smokers quit by being relatively inexpensive, personalized, and age appropriate. STOMP was developed by the Clinical Trials Research Unit (CTRU) at the University of Auckland, New Zealand.

### **About HSAGlobal**

HSAGlobal builds and distributes the Healthphone suite of healthcare software products for integrated care and long term condition management. Our products address the needs of providers and clients in the home & community care, long term & aged care, mental healthcare, and chronic care sectors. HSAGlobal conducts business in New Zealand, Australia, Canada and Singapore, with staff and Service Provider partners in each country. HSAGlobal also has customers in the United States. Corporate headquarters and research & development are based in Auckland, New Zealand. For more information, please visit [www.hsaglobal.net](http://www.hsaglobal.net)

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