

26.4.2010**Finnish Medixine Wins Major International Tender for Health Forecasting Services in the UK**

Medixine have won the rights to deliver an integrated service to people living with COPD (Chronic Obstructive Pulmonary Disease) for the UK's national weather organisation; the Met Office.

This unique service, called Healthy Outlook®, provides automated warnings when adverse weather conditions are approaching that might affect the health of people with COPD. The alerts prompt them to take action to stay well. Medixine have been at the forefront of developing this service. The alerts – and related anticipatory care information – help the UK's health service to make substantial cost savings through reducing hospital admissions and enhancing the quality of care. The service has been proved to reduce hospital admissions by up to 30%, each admission in the UK costs on the average £1.700.

The Met Office issued an international tender for providing an e-service for Health Forecasting in the UK. The tender covered not only COPD but also future services of the same kind for other health conditions.

The Met Office has now published the winner of the tender to be Medixine Ltd. Commenting on the tender, Dr. Tapio Jokinen, CEO of Medixine, said: "The Met Office is a very important partner for Medixine and we are very proud to have been selected. The 3 to 5 year contract period allows for development of new services to follow the successful Healthy Outlook® COPD service. We will also work together with the Met Office in markets outside of the UK."

"Medixine has developed a communication platform for care providers. A good example of solutions we have built on our platform, our patented Health Forecasting application has been developed to allow for warnings and related data acquisition from any patient group. Automatic voice phone calls (IVR) was selected as the communication modality for the elderly COPD patients." says Pontus Lindman, solution manager at Medixine for Health Forecasting.

The Met Office has been developing Health Forecasting for several years. Wayne Elliott, Head of Health Forecasting at the Met Office, said, "Medixine have proved to be a most valuable component of our business and we are very happy to be moving forward together. With Medixine, we can efficiently deploy services based on our unique research".

COPD is one of the major chronic diseases today that disease that mainly affects smokers and ex-smokers aged over 40. In the UK over three million people and in the US close to 13.5 million people suffer from the disease. It is estimated that by 2020 COPD will be the third largest cause of death worldwide.

The Met Office is the UK's National Weather Service, providing 24x7 world-renowned scientific excellence in weather, climate and environmental forecasts and severe weather warnings for the protection of life and property. www.metoffice.gov.uk/health

Medixine is an e-services company that specializes in communication solutions for healthcare and wellness. Medixine provides the tools for the ongoing change in healthcare: patients are enabled to be active players in their own and their families' healthcare. Medixine solutions are multimodal with a strong mobile emphasis. Some examples of Medixine solutions are chronic disease monitoring (diabetes, asthma, blood pressure, etc), e-booking and multimodal alerts and reminders. www.medixine.com

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