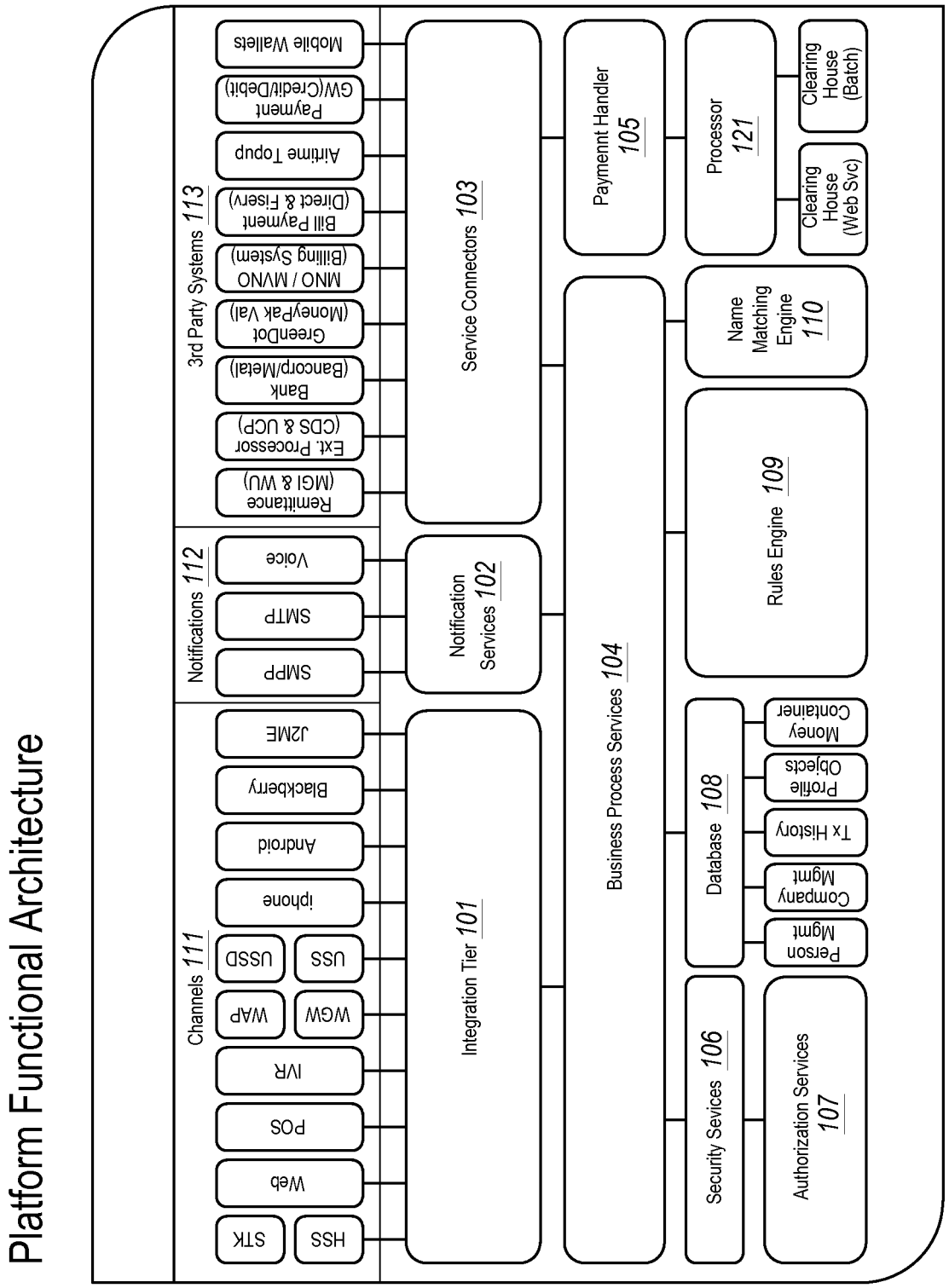

Platform Functional Architecture
Channels 111
HSS
STK
Web
POS
IVR
WGW
WAP
USS
USSD
iphone
Android
Blackberry
J2ME
Notifications 112
SMPP
SMTP
Voice
3rd Party Systems 113
Remittance (MGI & WU)
Ext. Processor (CDS & UCP)
Bank (Bancorp/Metail)
GreenDot (MoneyPak Val)
MNO / MVNO (Billing System)
Bill Payment (Direct & Fiserv)
Airtime Topup
Payment GW(Credit/Debit)
Mobile Wallets
Integration Tier 101
Notification Services 102
Service Connectors 103
Business Process Services 104
Paymennt Handler 105
Processor 121
Clearing House (Web Svc)
Clearing House (Batch)
Name Matching Engine 110
Rules Engine 109
Database 108
Person Mgmt
Company Mgmt
Tx History
Profile Objects
Money Container
Security Sevices 106
Authorization Services 107

FIG. 1

Patient View
And Self Reporiting

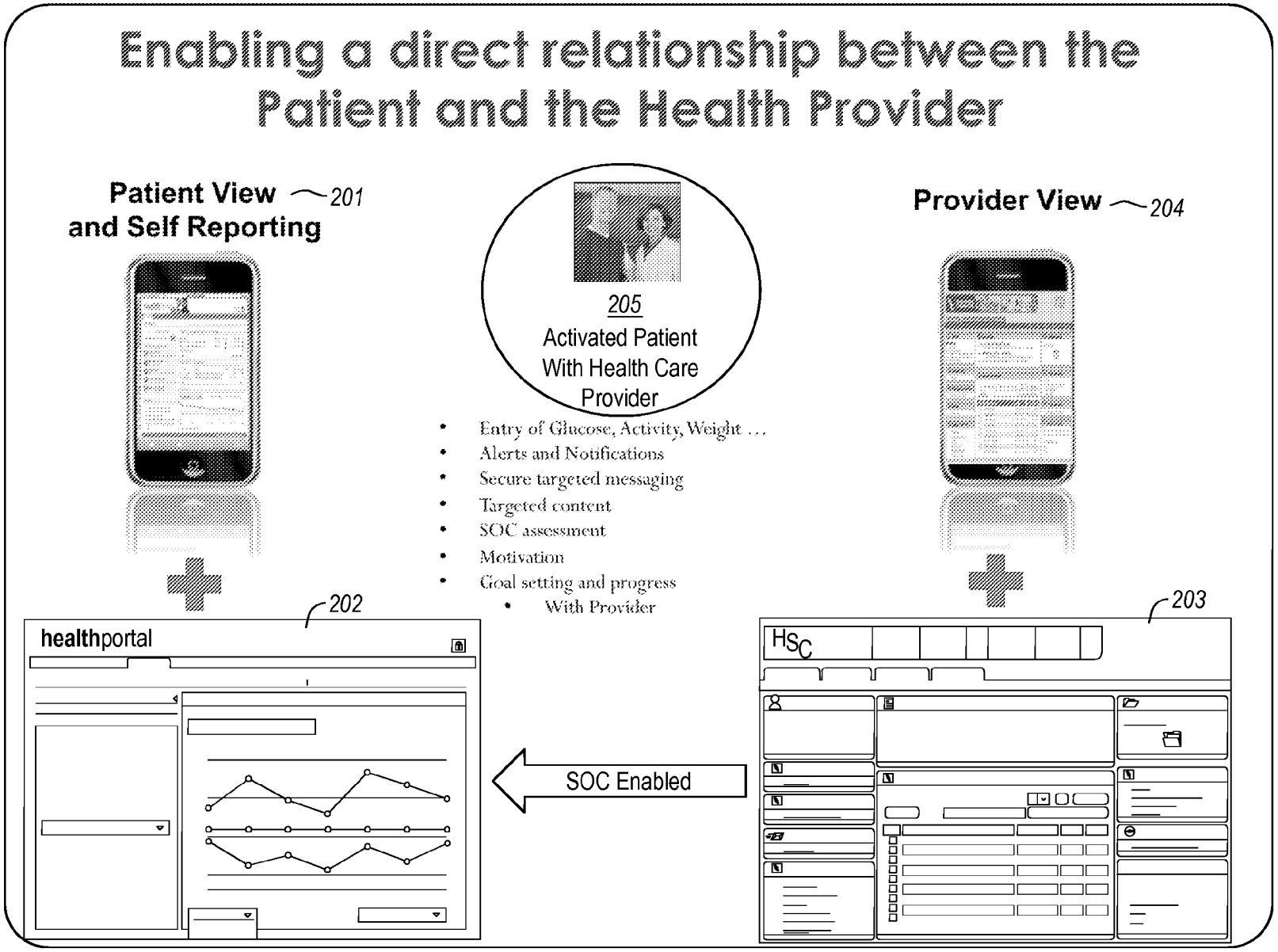


FIG. 2

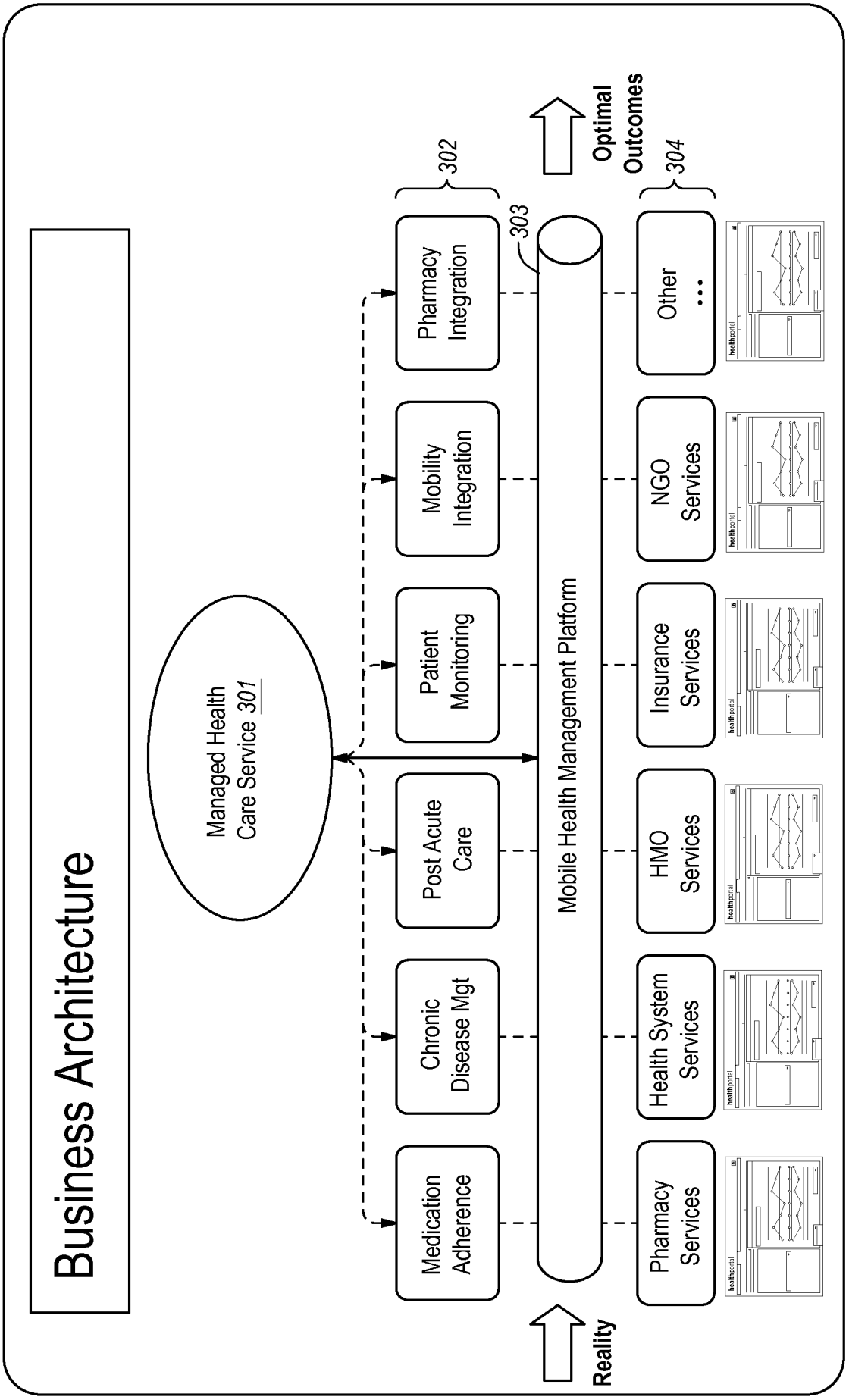

Business Architecture
Managed Health Care Service 301
Medication Adherence
Chronic Disease Mgt
Post Acute Care
Patient Monitoring
Mobility Integration
Pharmacy Integration
302
303
Mobile Health Management Platform
Pharmacy Services
Health System Services
HMO Services
Insurance Services
NGO Services
Other ...
304
Optimal Outcomes
Reality

FIG. 3

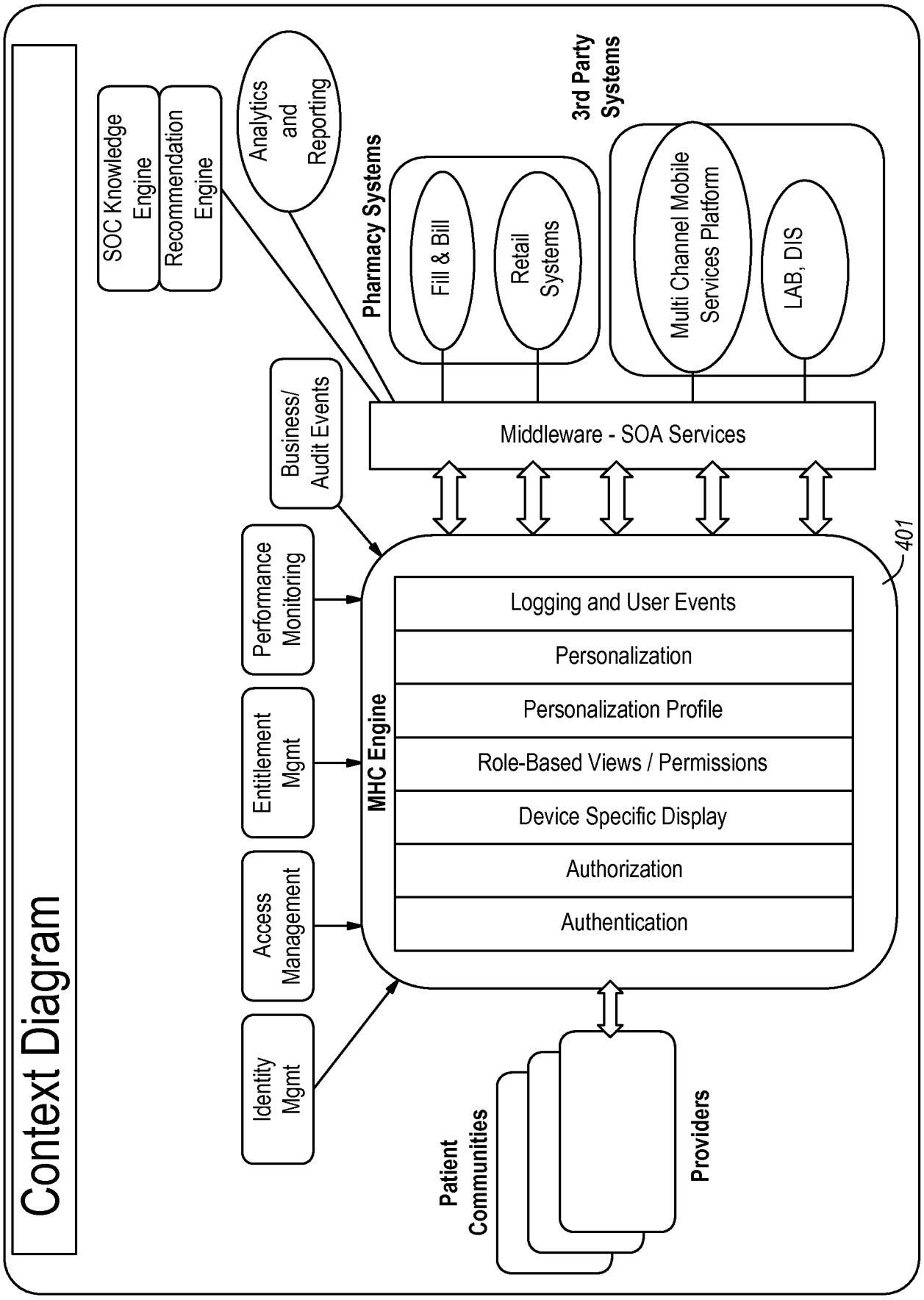

Context Diagram
SOC Knowledge Engine
Recommendation Engine
Analytics and Reporting
Pharmacy Systems
Fill & Bill
Retail Systems
3rd Party Systems
Multi Channel Mobile Services Platform
LAB, DIS
Business/ Audit Events
Middleware - SOA Services
Performance Monitoring
Entitlement Mgmt
Access Management
Identity Mgmt
MHC Engine
Logging and User Events
Personalization
Personalization Profile
Role-Based Views / Permissions
Device Specific Display
Authorization
Authentication
401
Patient Communities
Providers

FIG. 4

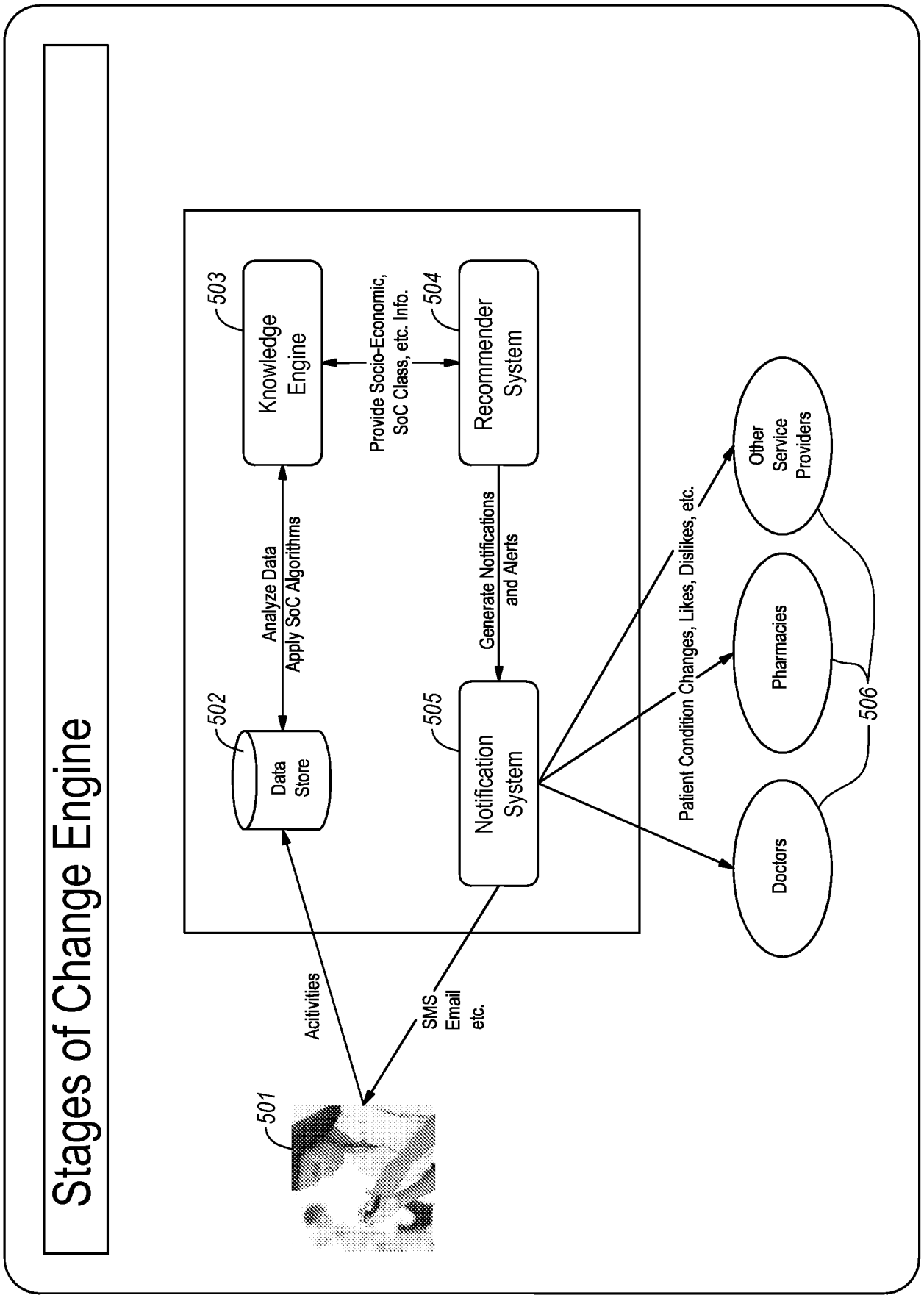

Stages of Change Engine
501
Acitivities
SMS
Email
etc.
502
Data
Store
Analyze Data
Apply SoC Algorithms
503
Knowledge
Engine
Provide Socio-Economic,
SoC Class, etc. Info.
504
Recommender
System
Generate Notifications
and Alerts
505
Notification
System
Patient Condition Changes, Likes, Dislikes, etc.
Other
Service
Providers
Pharmacies
Doctors
506

FIG. 5

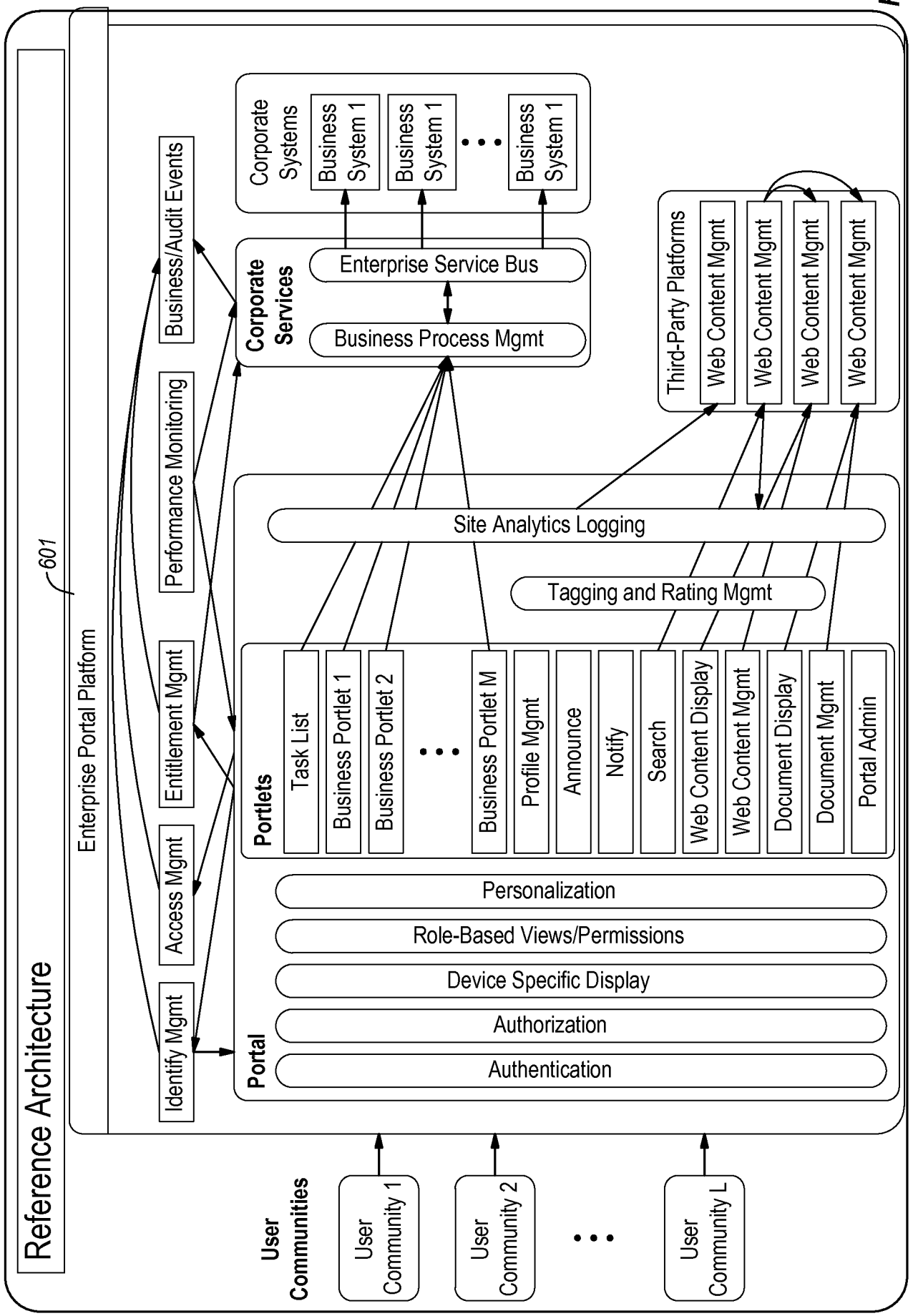

Reference Architecture
601
Enterprise Portal Platform
Business/Audit Events
Performance Monitoring
Entitlement Mgmt
Access Mgmt
Identify Mgmt
Corporate Systems
Business System 1
Business System 1
Business System 1
Corporate Services
Enterprise Service Bus
Business Process Mgmt
Third-Party Platforms
Web Content Mgmt
Web Content Mgmt
Web Content Mgmt
Web Content Mgmt
Site Analytics Logging
Tagging and Rating Mgmt
Portlets
Task List
Business Portlet 1
Business Portlet 2
Business Portlet M
Profile Mgmt
Announce
Notify
Search
Web Content Display
Web Content Mgmt
Document Display
Document Mgmt
Portal Admin
Portal
Personalization
Role-Based Views/Permissions
Device Specific Display
Authorization
Authentication
User Communities
User Community 1
User Community 2
User Community L

FIG. 6

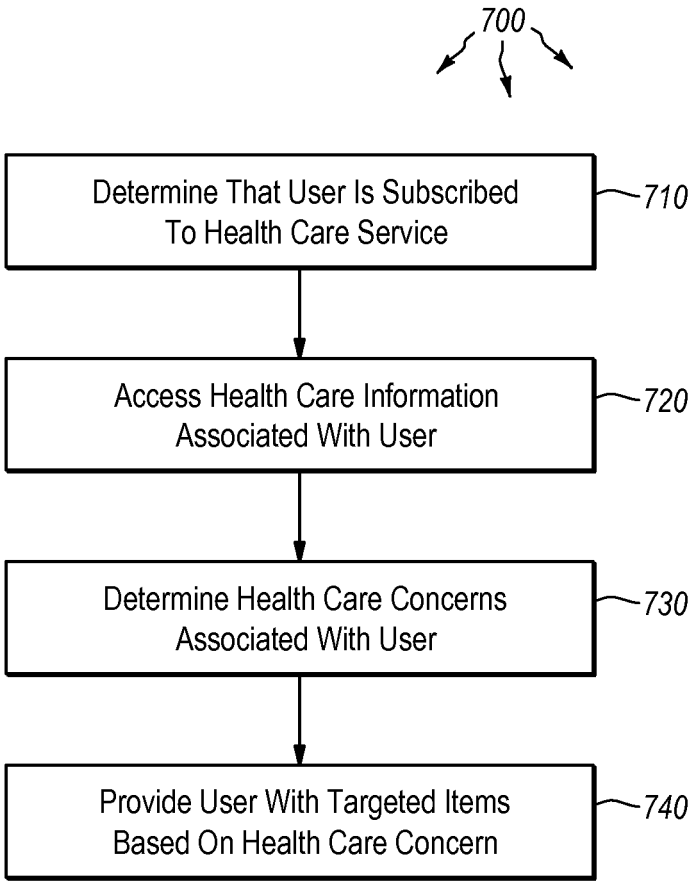

700
Determine That User Is Subscribed To Health Care Service
710
Access Health Care Information Associated With User
720
Determine Health Care Concerns Associated With User
730
Provide User With Targeted Items Based On Health Care Concern
740

FIG. 7

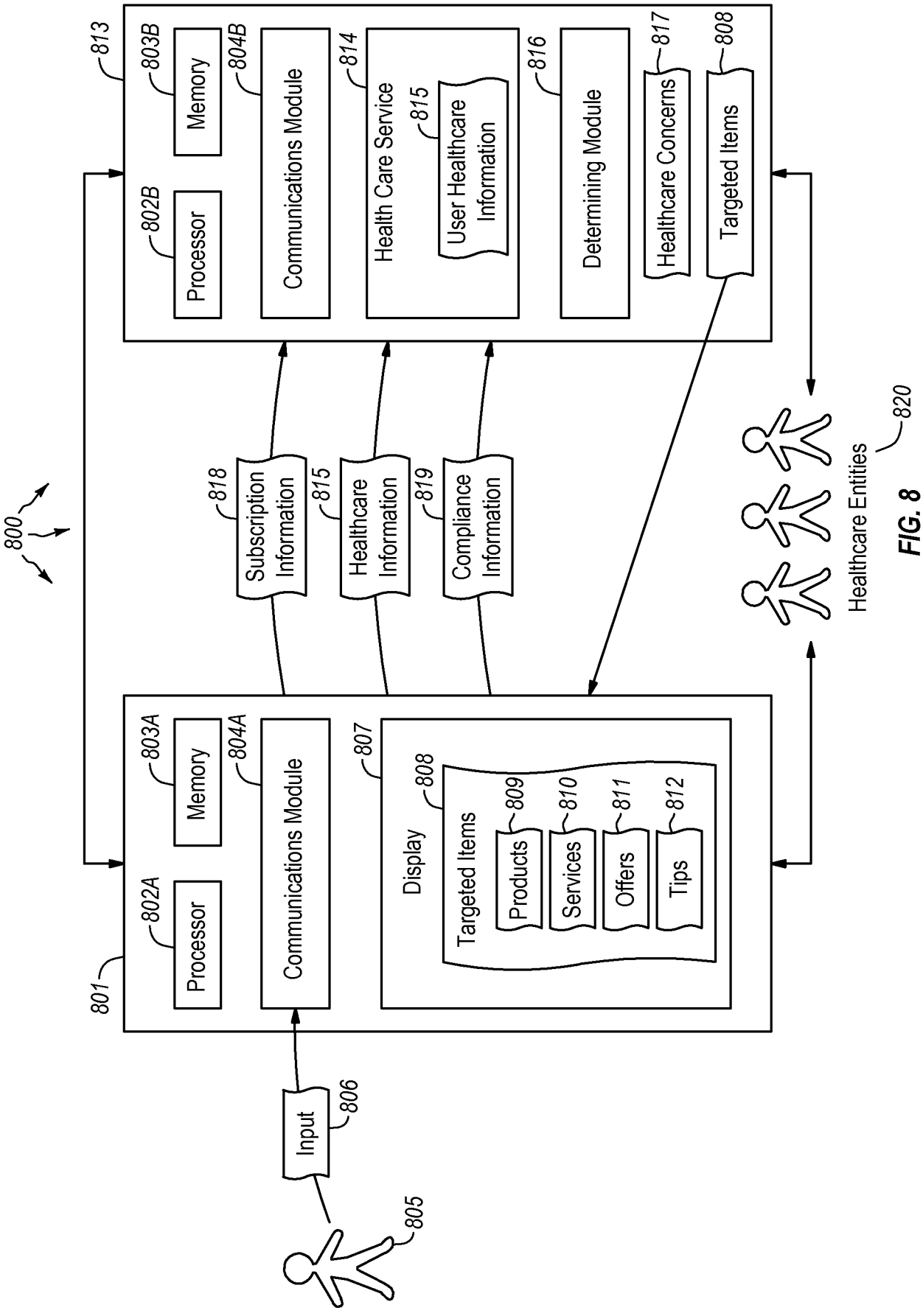

800
801
802A
Processor
803A
Memory
804A
Communications Module
807
Display
808
Targeted Items
809
Products
810
Services
811
Offers
812
Tips
805
Input
806
813
802B
Processor
803B
Memory
804B
Communications Module
814
Health Care Service
815
User Healthcare Information
816
Determining Module
817
Healthcare Concerns
808
Targeted Items
818
Subscription Information
815
Healthcare Information
819
Compliance Information
820
Healthcare Entities

FIG. 8

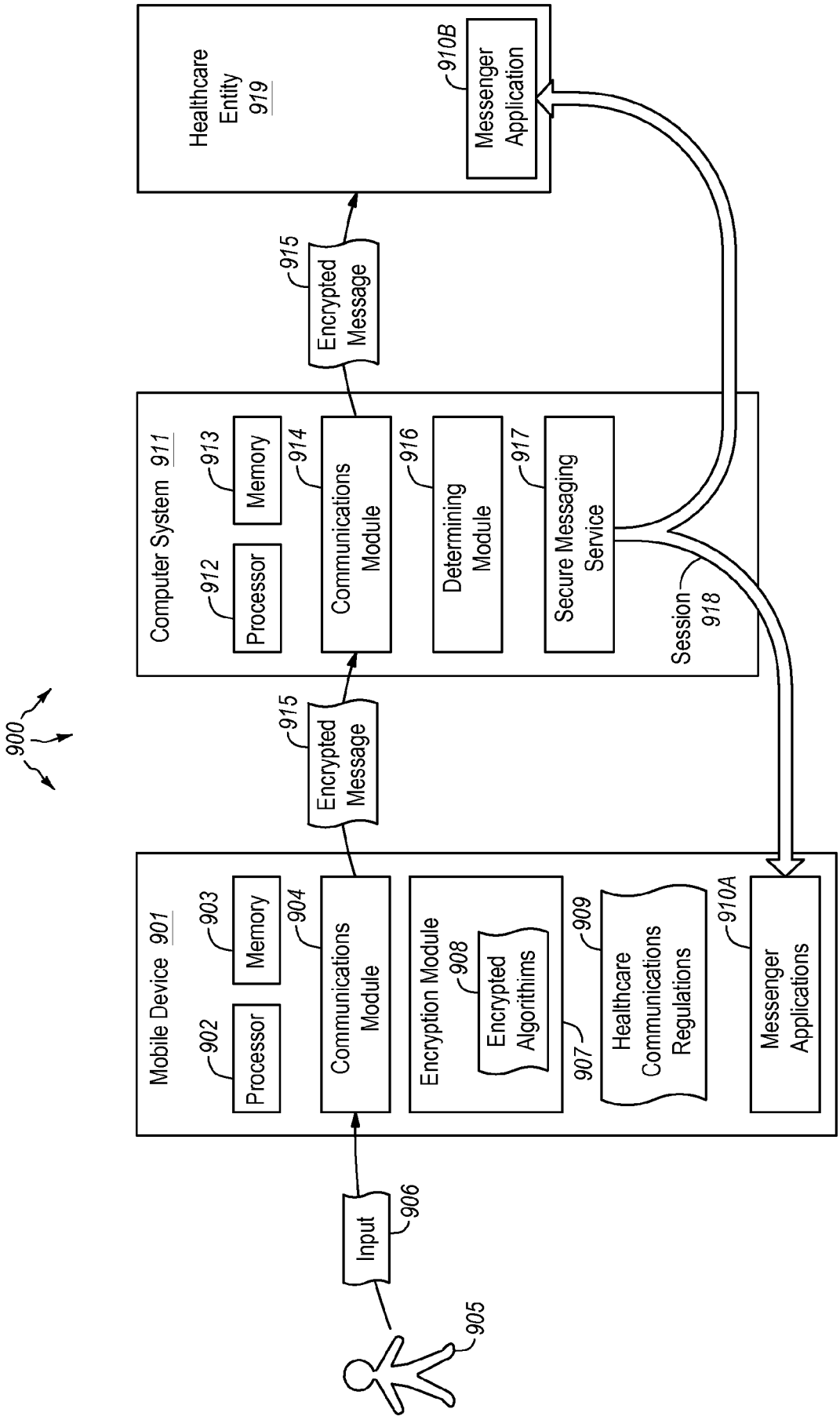

900
Mobile Device 901
902
Processor
903
Memory
904
Communications Module
Encryption Module
908
Encrypted Algorithms
907
909
Healthcare Communications Regulations
910A
Messenger Applications
905
Input
906
915
Encrypted Message
Computer System 911
912
Processor
913
Memory
914
Communications Module
916
Determining Module
917
Secure Messaging Service
Session 918
915
Encrypted Message
Healthcare Entity 919
910B
Messenger Application

FIG. 9

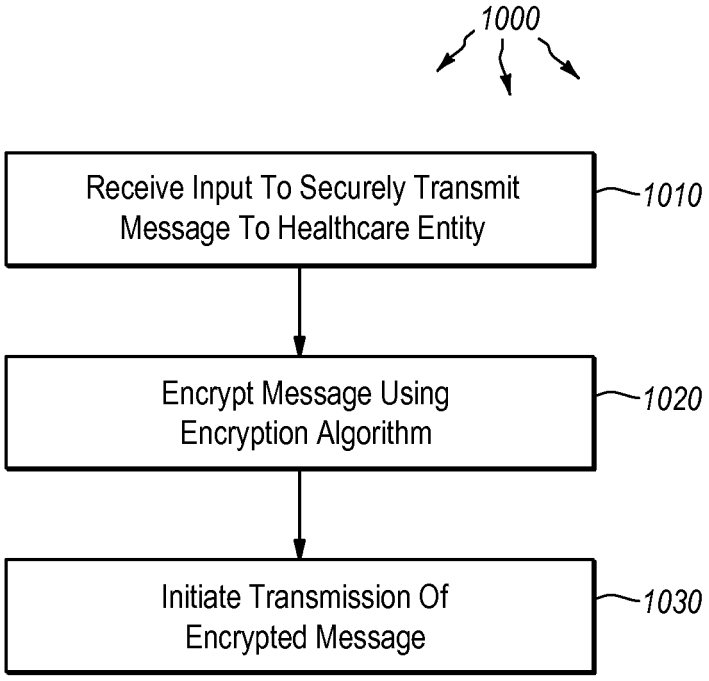

1000
Receive Input To Securely Transmit Message To Healthcare Entity
1010
Encrypt Message Using Encryption Algorithm
1020
Initiate Transmission Of Encrypted Message
1030

FIG. 10

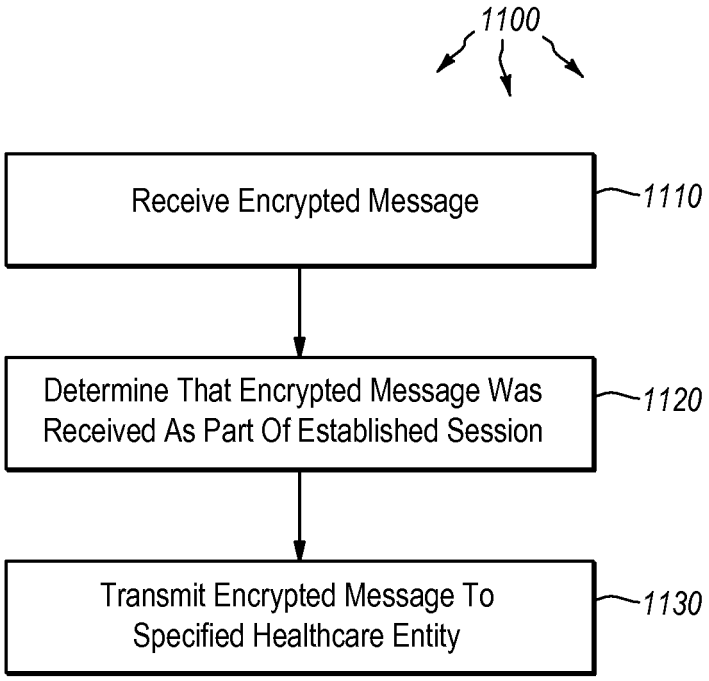

1100
Receive Encrypted Message
1110
Determine That Encrypted Message Was Received As Part Of Established Session
1120
Transmit Encrypted Message To Specified Healthcare Entity
1130

FIG. 11

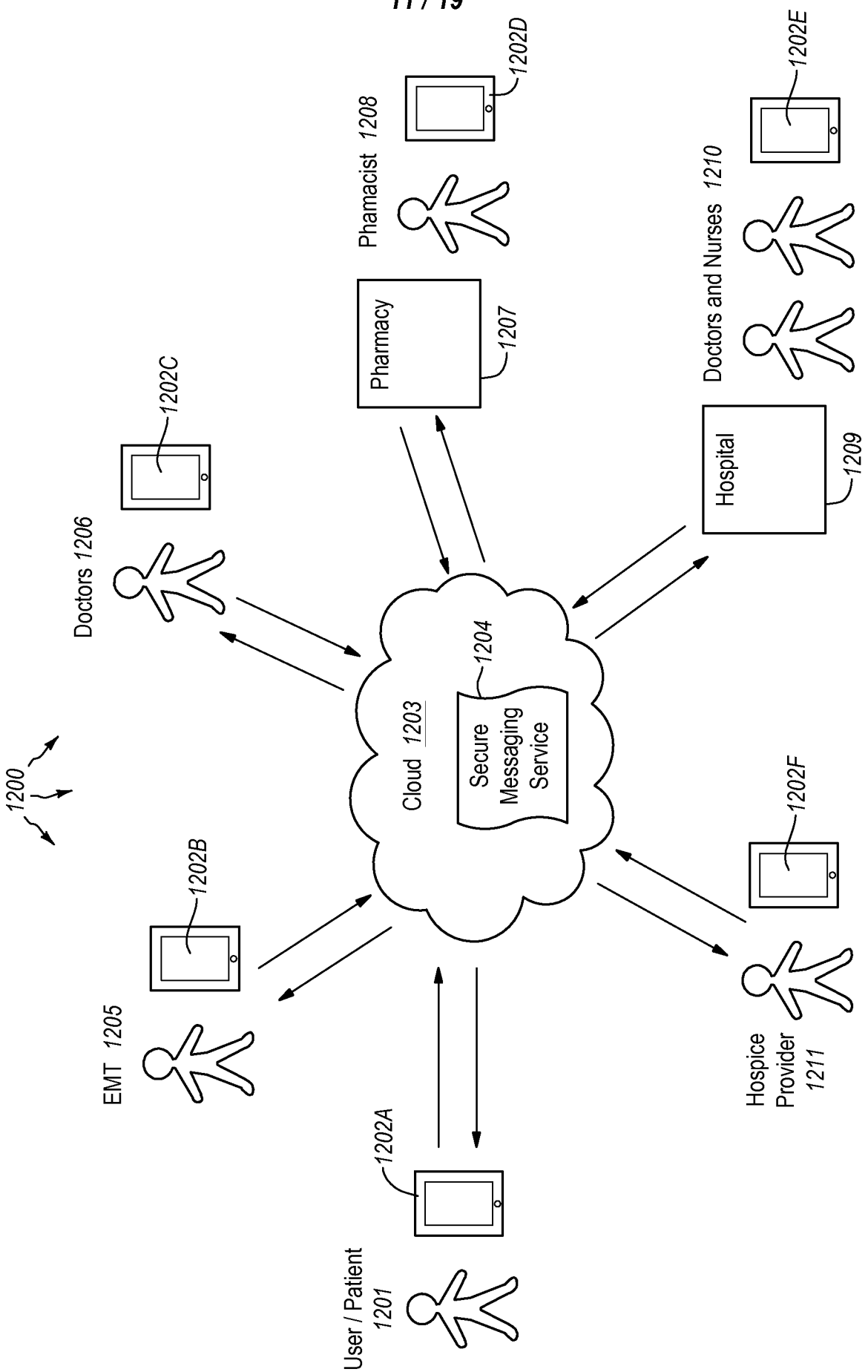

1200
Cloud 1203
Secure Messaging Service
1204
User / Patient 1201
1202A
EMT 1205
1202B
Doctors 1206
1202C
Phamacist 1208
1202D
Pharmacy
1207
Doctors and Nurses 1210
1202E
Hospital
1209
Hospice Provider 1211
1202F

FIG. 12

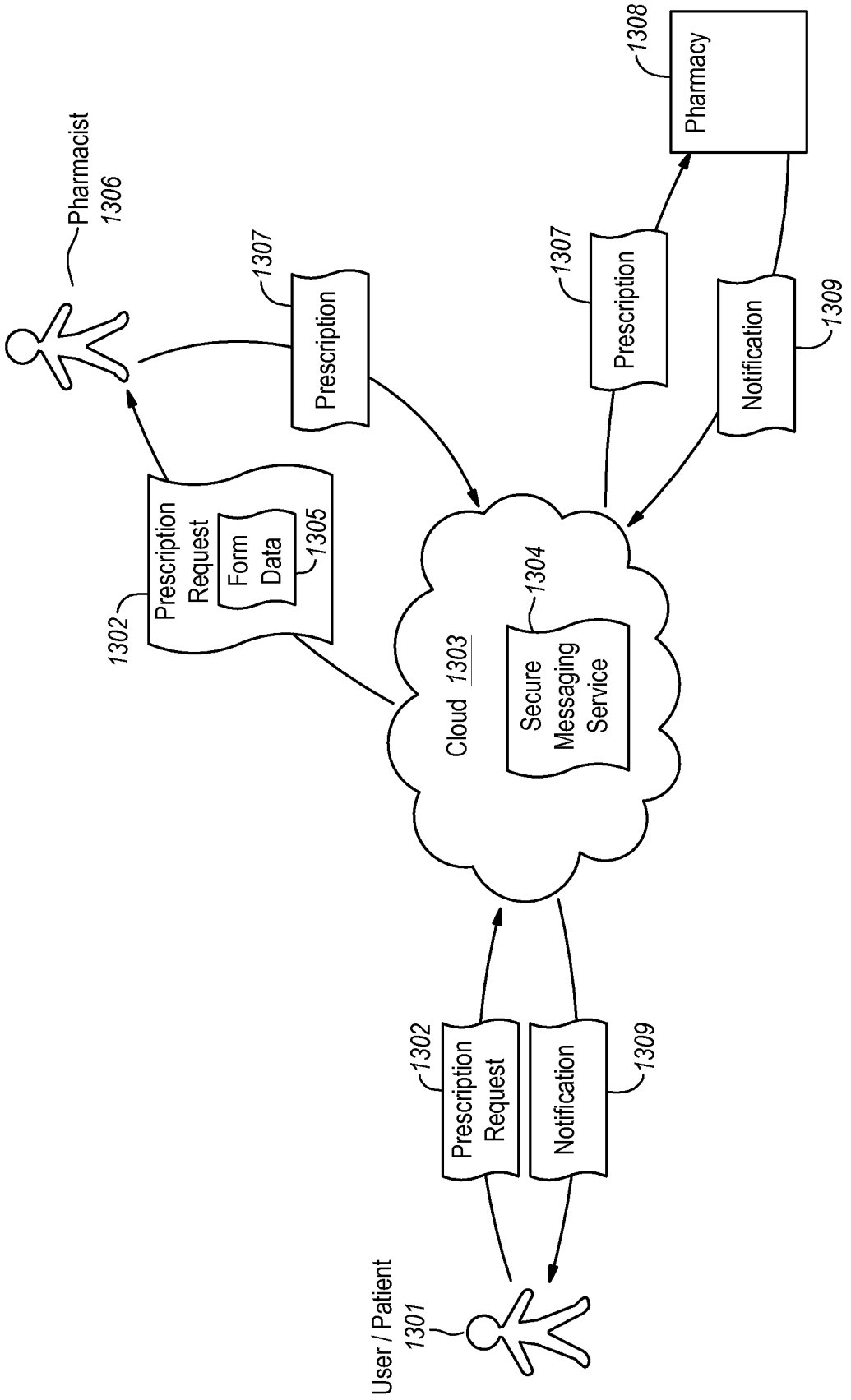

Pharmacist
1306
1307
Prescription
1307
Prescription
1308
Pharmacy
Notification
1309
Prescription Request
Form Data
1305
1302
Cloud 1303
1304
Secure Messaging Service
1302
Prescription Request
Notification
1309
User / Patient
1301

FIG. 13

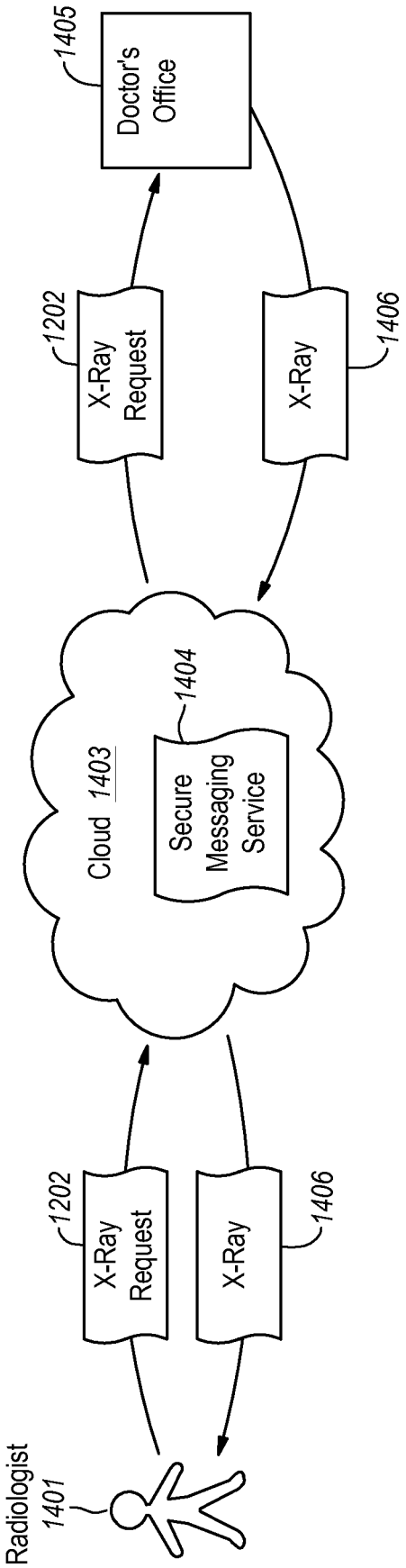

Radiologist
1401
1202
X-Ray Request
X-Ray
1406
Cloud 1403
1404
Secure Messaging Service
1202
X-Ray Request
X-Ray
1406
1405
Doctor's Office

FIG. 14

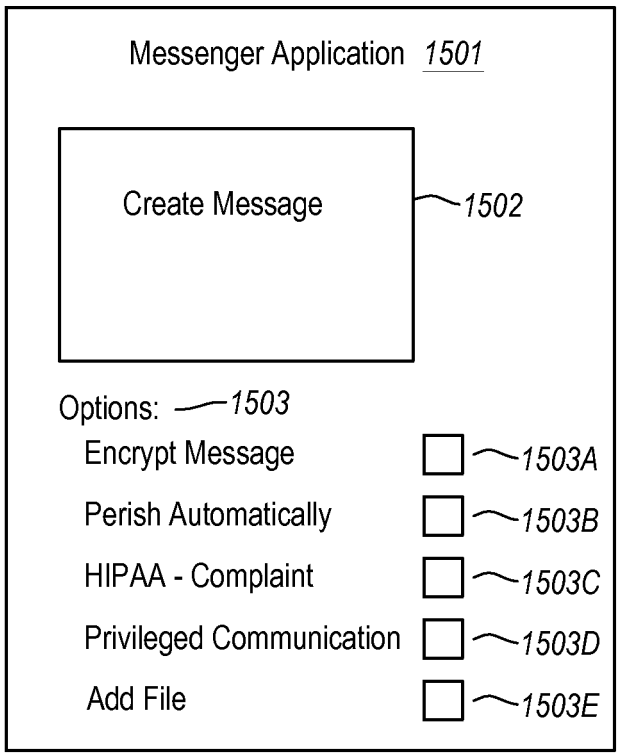

Messenger Application 1501
Create Message
1502
Options: 1503
Encrypt Message
1503A
Perish Automatically
1503B
HIPAA - Complaint
1503C
Privileged Communication
1503D
Add File
1503E

FIG. 15

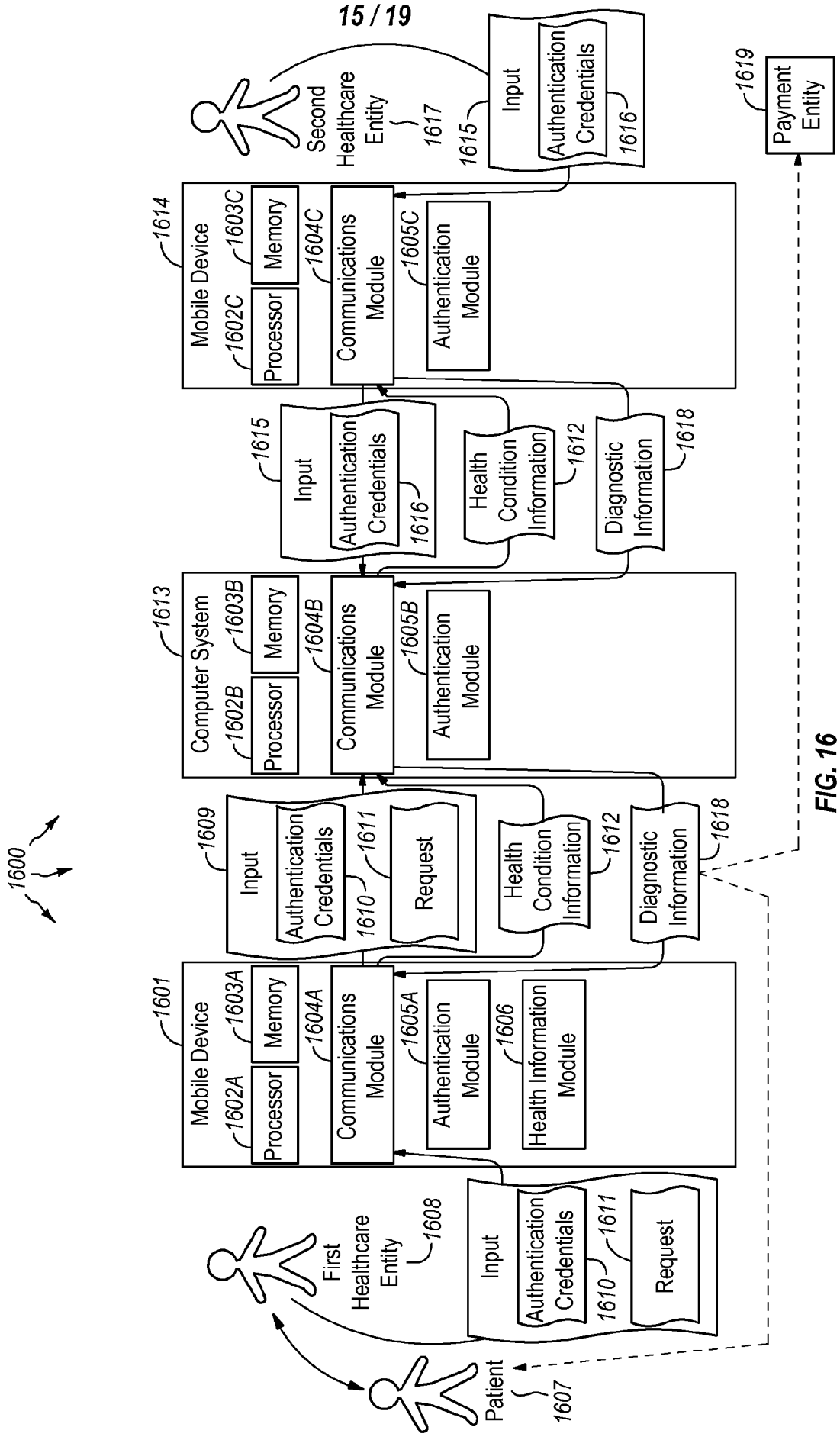

1600
Patient
1607
First Healthcare Entity
1608
Second Healthcare Entity
1617
Payment Entity
1619
Mobile Device
1601
Processor
1602A
Memory
1603A
Communications Module
1604A
Authentication Module
1605A
Health Information Module
1606
Computer System
1613
Processor
1602B
Memory
1603B
Communications Module
1604B
Authentication Module
1605B
Mobile Device
1614
Processor
1602C
Memory
1603C
Communications Module
1604C
Authentication Module
1605C
Input
1609
Authentication Credentials
1610
Request
1611
Health Condition Information
1612
Diagnostic Information
1618
Input
1615
Authentication Credentials
1616

FIG. 16

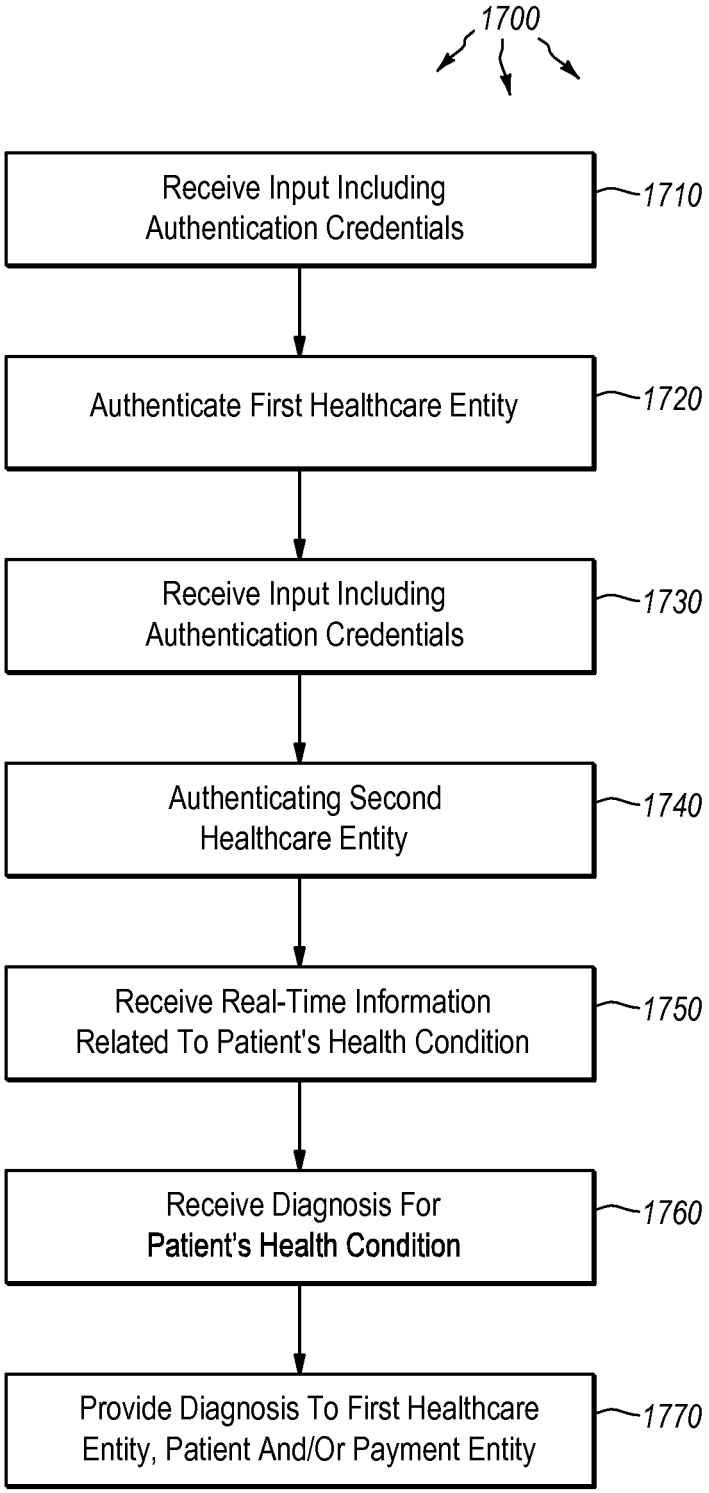

1700
Receive Input Including Authentication Credentials
1710
Authenticate First Healthcare Entity
1720
Receive Input Including Authentication Credentials
1730
Authenticating Second Healthcare Entity
1740
Receive Real-Time Information Related To Patient's Health Condition
1750
Receive Diagnosis For Patient's Health Condition
1760
Provide Diagnosis To First Healthcare Entity, Patient And/Or Payment Entity
1770

FIG. 17

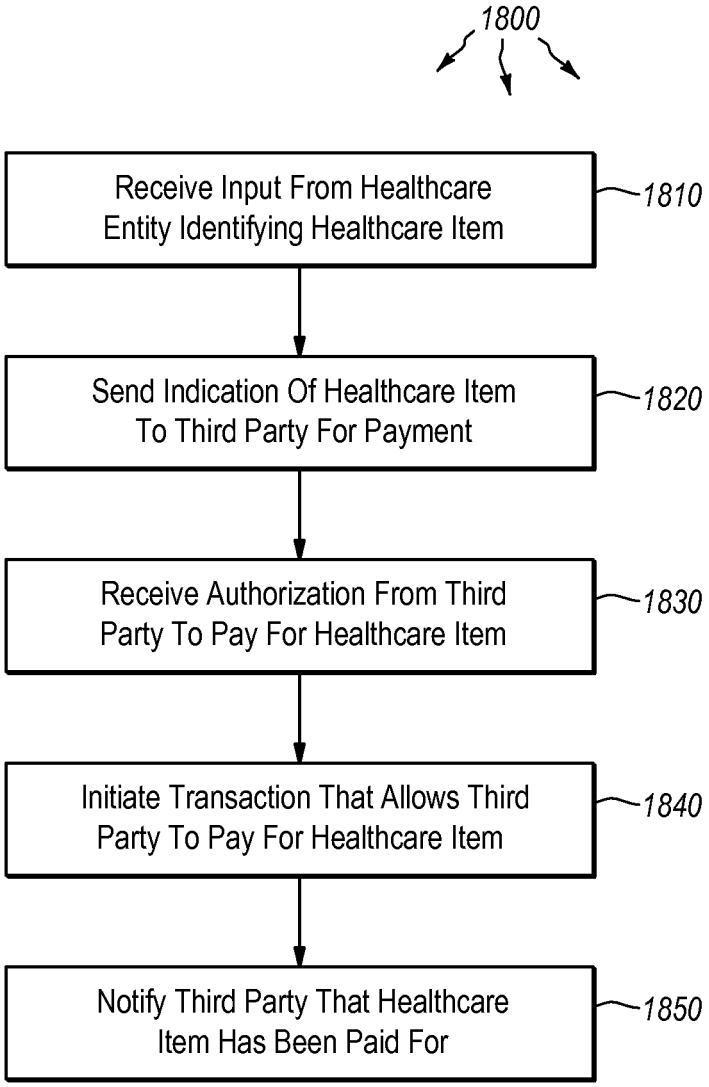

1800
Receive Input From Healthcare Entity Identifying Healthcare Item
1810
Send Indication Of Healthcare Item To Third Party For Payment
1820
Receive Authorization From Third Party To Pay For Healthcare Item
1830
Initiate Transaction That Allows Third Party To Pay For Healthcare Item
1840
Notify Third Party That Healthcare Item Has Been Paid For
1850

FIG. 18

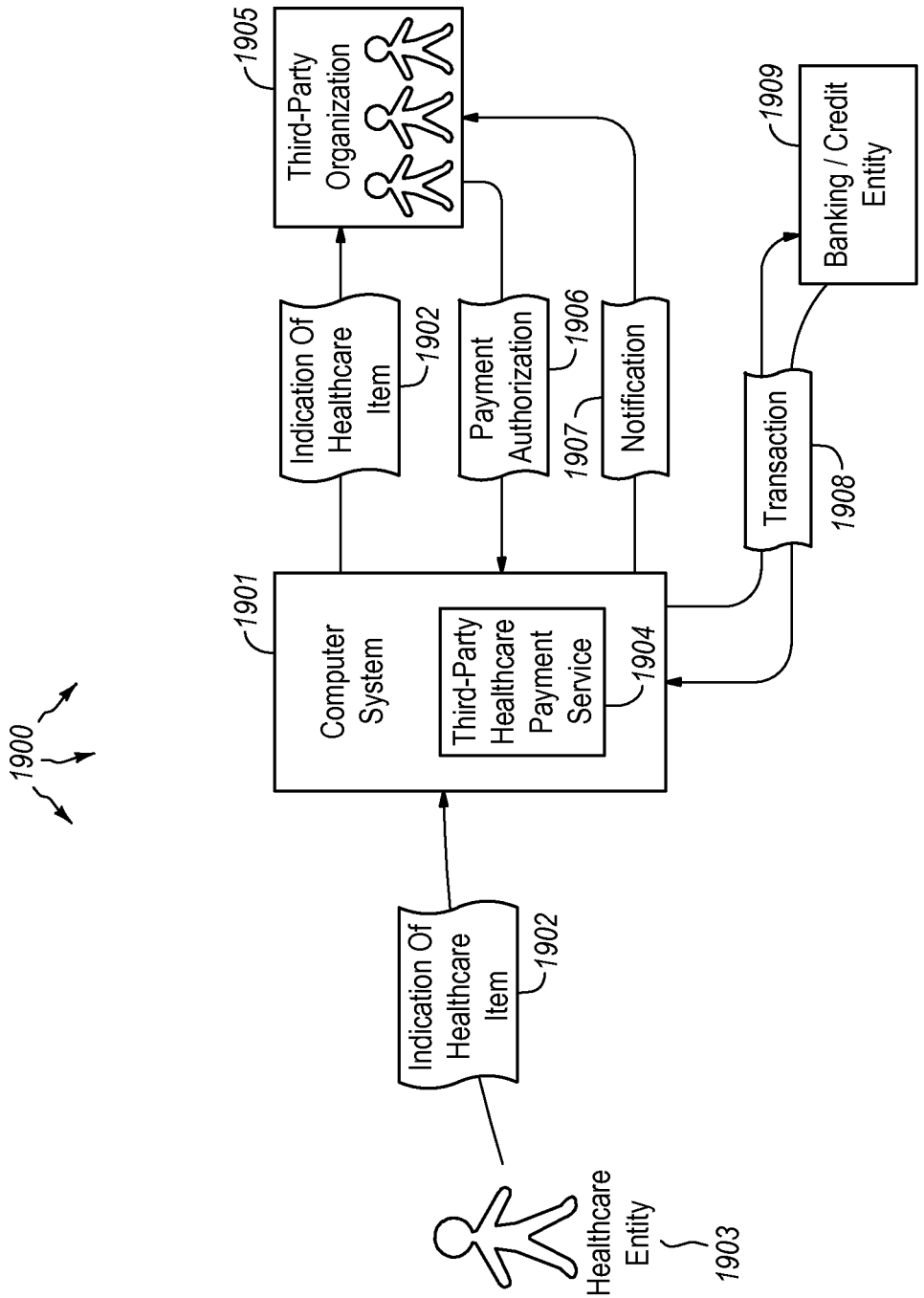

1900
1901
Computer System
Third-Party Healthcare Payment Service
1904
1902
Indication Of Healthcare Item
1903
Healthcare Entity
1905
Third-Party Organization
1902
Indication Of Healthcare Item
1906
Payment Authorization
1907
Notification
1908
Transaction
1909
Banking / Credit Entity

FIG. 19

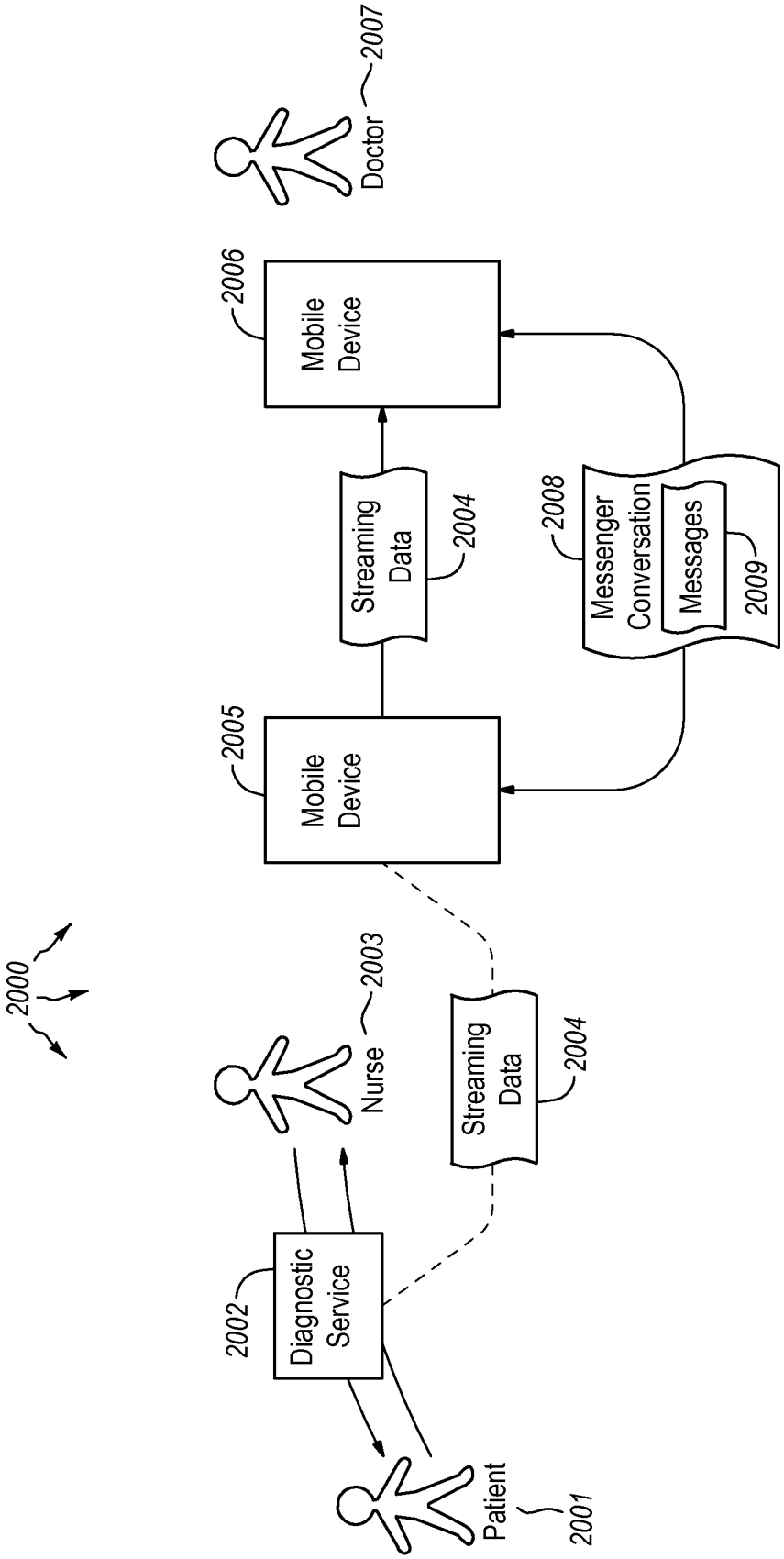

2000
Patient
2001
Diagnostic Service
2002
Nurse
2003
Streaming Data
2004
Mobile Device
2005
Mobile Device
2006
Doctor
2007
Messenger Conversation
2008
Messages
2009
Streaming Data
2004

FIG. 20