HTH Worldwide Press Release

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HTH Worldwide Joins the 2012 Cognizant Community Panel
on Fast Tracking Mobile Apps

October 31, 2012 (Radnor, PA) – Dave Weber, Managing Director for HTH Worldwide, was a featured speaker on the Fast-Tracking Mobile Apps panel, at the Cognizant Community 2012 conference held at the Scottsdale Princess on October 21 - 24. The event highlighted that a new integrated technology stack has emerged, which offers enterprises the opportunity to shift from old-world industrial models to new friction-free digital ways of working. Dubbed the "SMAC Stack" for Social, Mobile, Analytics and Cloud computing, this infrastructure is already enabling forward-thinking organizations to work in more connected, collaborative and real-time ways.

"Mobility has profoundly affected our lives in terms of how people access and share information and services," said Dave Weber. "In the near future, mobility will become our way of life as SMAC will continue to push tremendous power and new capabilities to people everywhere. Mobile will no longer be viewed as just a portable access point, but as an extension of who we are, with unlimited potential to optimize our ability to achieve personal goals and objectives."

The panel discussed both the opportunities and challenges to innovate customer experiences, design effective IT strategies and deploy mobile apps. IT departments must align a vast array of operating platforms, networks and equipment combinations with the need for speed, agility and security. New Mobile Enterprise Application Platforms (MEAP) help IT organizations manage more effective and scalable solutions to meet business and user demands for mobility. Rather than just making current websites or data appear on mobile devices, businesses need to focus on redefining the user objectives to harness the full potential of mobile capabilities.

About HTH Worldwide
HTH Worldwide is a global healthcare information services company, focused on technology based solutions. HTH's mission is to help people anywhere and anytime understand, navigate, and gain access to the best available preventive, routine and complex healthcare services. HTH Worldwide remains an industry leader in the design, development and distribution of mobile and online solutions. For further information, visit http://www.hthworldwide.com/

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