



**Continua**<sup>®</sup>  
DESIGN GUIDELINES

**FOR IMMEDIATE RELEASE**

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**PERSONAL CONNECTED HEALTH ALLIANCE (PCHA) CELEBRATES 10 YEARS  
OF CONTINUA DESIGN GUIDELINES, THE ONLY OPEN FRAMEWORK FOR INTEROPERABILITY  
OF PERSONAL CONNECTED HEALTH DEVICES AND SOLUTIONS**

ARLINGTON, VA and AMSTERDAM (June 6, 2016) – The [Personal Connected Health Alliance](#) (PCHA) today marks the ten-year anniversary of the [Continua Design Guidelines](#) and the advancement of authentic interoperability for personal connected health devices and solutions. The Continua Design Guidelines are based on common, international technology standards defined by recognized industry groups and standards development organizations.

Established in 2006 as the Continua Health Alliance, the organization partnered with the mHealth Summit (now the Connected Health Conference) and HIMSS to launch the Personal Connected Health Alliance in April 2014. PCHA now publishes the Continua Design Guidelines, promoting open, interoperable personal health solutions as part of its mission to achieve personal connected health for all.

"Healthcare providers, health ministries, tech manufacturers and patient advocates increasingly recognize that interoperability is the backbone of 'anytime, anywhere' healthcare and fundamental to realizing the vision for engaging, personalized, data-driven health and wellness," said Horst Merkle, President and Chairman of Continua; and Director, Information Management Systems, Diabetes Care, Roche Diagnostics. "Continua Design Guidelines provide the only open framework enabling the scalable, seamless and secure end-to-end flow of data necessary to support this vision."

Continua Design Guidelines are recognized as an international standard for personal health systems through the International Telecommunication Union (ITU), the standards-setting body within the United Nations. The Guidelines comprise a reference architecture, product test and certification tools, and services that are developed based on currently accepted technology standards such as IEEE's 11073 Personal Health Device Standards, Integrating the Healthcare Enterprise (IHE) Patient Care Device PCD-01 Transaction, and the Health Level Seven International (HL7) Personal Health Monitoring Report (PHMR).

"Over the past ten years, the Continua Design Guidelines have become integral to enabling technology-driven strategies for healthcare delivery and personal health and wellness, with strong support by leading

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companies and health ministries. There is great momentum building for interoperability, especially in the EU, Asia, India and South America, and forward-thinking countries like Norway are adopting Continua Design Guidelines," added Rob Havasy, Executive Director, Continua; and Vice President, PCHA. "Our dedicated members, leadership Council, Work Groups and colleagues are to thank for the important progress we have made around the world."

Continua's global efforts to develop and implement its Design Guidelines are driven by today's most dynamic technology, medical device and healthcare industry leaders and service providers, including A&D Medical, Ascensia Diabetes Care (formerly Bayer), Fujitsu, Intel, Nonin, Orange, Philips, Qualcomm, Roche Diagnostics and Samsung.

Continua Design Guidelines represent several unique accomplishments advancing personal connected health:

- Annually updated Guidelines facilitate a one-stop solution to interoperable health data exchange for personal devices and solutions
- Product certification program and Continua logo signify readiness for authentic, user friendly data exchange with all other certified devices and solutions
- Standardized medical-grade data, including consumer-generated data from personal health devices, for integration into EHRs and other clinical information systems
- Reduced development costs and time to market for device manufacturers
- Adoption by national and regional health ministries support large-scale public healthcare
- Available free-of-charge to the public ([available here](#))

Marking the ten-year anniversary of the Continua Design Guidelines, PCHA is hosting the Continua Summer Summit and celebration in Amsterdam this week during eHealth Week. eHealth Week registrants are invited to attend the event. Find more details and register [here](#).

The [Personal Connected Health Alliance](#) (PCHA) works collaboratively with health, technology and life sciences, public policy, research and advocacy groups to support a new norm of personal health engagement, positive behavior change and improved wellbeing and health outcomes. PCHA is focused on driving the agenda, creating an evidence base and mobilizing collective action to achieve personal connected health for all. PCHA hosts the annual [Connected Health Conference](#), an international forum and expo for networking and showcasing advancements in research, innovations and opportunities in personal connected health. PCHA is a division of HIMSS and home to [Continua](#), which publishes the annual Continua Design Guidelines. Continua is recognized as the international standard for user friendly end-to-end interoperability of personal connected health devices and systems.

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