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Vynca and The Carolinas Center Collaborate on Technology Platform for Consumers to Store and Share Healthcare Wishes

PALO ALTO, Calif. & RALEIGH, N.C.—Sept. 26, 2017—Vynca, a provider of advance care planning solutions, and The Carolinas Center, a nonprofit serving a network of hospices and palliative care organizations across North and South Carolina, have established a partnership to offer an online platform where individuals can electronically record their healthcare wishes and securely share them with family and physicians.

The unique platform, My Health Peace of Mind, will provide individuals with tools for advance care planning and a place to record their healthcare choices. The information can then be quickly and easily shared electronically with family and healthcare providers—at any time and from anywhere. My Health Peace of Mind will leverage Vynca’s comprehensive technology that facilitates the capture, storage, and sharing of advance care planning documents, including Physician Orders for Life-Sustaining Treatment (POLST) forms. The new platform will allow people to “plan for care in advance” for health issues that may arise during their lives and help them interact with loved ones and physicians to ensure that their healthcare wishes are understood and followed.

“We are excited to partner with and support The Carolinas Center on this important healthcare program for residents of North and South Carolina,” said Ryan Van Wert, M.D., Chief Medical Officer and co-founder of Vynca. “This partnership will allow us to bring the benefits of our technology directly to consumers. Working together, we have the ability to create an online platform designed to transform advance care planning and empower people to manage their health on their own terms.”

According to Carol Meyer, President and CEO of The Carolinas Center, 90 percent of people want to record their advance care planning directives, but only 30 percent have documentation in place. “The Carolinas Center is thrilled to be working with Vynca, the unrivaled advance care planning registry leader, to offer a unique space for people to ‘own their own health’,” Meyer said. “This partnership will help close a gap in connecting an individual’s healthcare wishes with family decision makers and the health professionals who care for them. Our shared interest is to move healthcare planning upstream to younger, healthier people.”

The My Health Peace of Mind project is funded by a \$1.1 million grant from The Duke Endowment, a private foundation that strengthens communities in North and South Carolina by nurturing children, promoting health, educating minds, and enriching spirits. The Carolinas Center also has partnered with several notable healthcare/hospice providers and advocates in North and South Carolina, as well as AARP, UNC Chapel Hill/RENCI and the Hemphill, Gelder & Monroe Estate Planning Law Firm. The online platform will be launched in early 2018.

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The Carolinas Center
Innovation and Excellence in Advanced Illness at End of Life

Vynca and The Carolinas Center Collaborate

About The Carolinas Center

The Carolinas Center, a 501(c)(3) charitable organization, is the premier association for the hospice and end of life industry throughout the Carolinas. Since its inception in 1977, The Carolinas Center has been a powerful advocate and leading voice for the industry. The Carolinas Center's extensive educational offerings and technical assistance are known nationally for their excellence. With vigorous innovation, The Carolinas Center is leading the advancement of quality end-of-life care for all Carolinians, now and into the future. Learn more at www.cchospice.org. Follow The Carolinas Center on [Facebook](#) and Twitter @tcchospice.

About Vynca

Vynca, based in Palo Alto, Calif., provides comprehensive advance care planning solutions that enable healthcare organizations to deliver consistent, high-quality end-of-life care. The company helps patients and healthcare providers have meaningful conversations about care preferences, document wishes accurately, and provide real-time access to this critical information throughout the care continuum. Vynca offers expertise in building state registries, having partnered with the Oregon POLST Registry. It also was selected as the technology vendor for the California POLST Registry Pilot and the Delaware DMOST Registry. The system is customized to the needs of healthcare organizations and state agencies, and provides full EHR integration. For more information, visit www.vyncahealth.com. Follow Vynca on [Facebook](#) and Twitter @VyncaHealth.

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