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FOR IMMEDIATE RELEASE

Healthy Advice® Networks Announces Improved Patient Outcomes in Physicians' Offices with Healthy Advice Programs *Higher Percentage of Patients Have Preventative Testing*

CINCINNATI, OH. (June 23, 2009) *Healthy Advice®* Networks, the nation's leading provider of point-of-care health-education programs for consumers and physicians reports that in practices with Healthy Advice educational programs, **16.9 percent more patients had PSA tests (prostate cancer screening) and 10.6 percent more patients had colonoscopies (colon cancer screening) compared to patients in practices without Healthy Advice programs.** Karin Hayes, Senior Director, Product Management of Wolters Kluwer Health, a third-party, independent research firm that measured the results, commented, "This is compelling data because the numbers are statistically significant as compared to the insured population." Committed to their leadership role of helping to build a healthier America, *Healthy Advice®* educational segments highlight the importance of PSA and colorectal testing.

Scott Nesbitt, Executive Vice President, Analytics and Information at *Healthy Advice®* Networks, commented, "We are acutely aware that screening saves lives. The American Cancer Society has identified colorectal cancer as a major priority since there is such great potential to prevent cancer, save lives and diminish suffering. It's the third leading cause of cancer death and a majority of these deaths could have been prevented with early detection. We know that the more informed patients are, the better their outcomes can be."

"As the healthcare environment continues to shift its focus to improved health outcomes and patients take a more active role in their health," added Tom Campbell, General Manager at *Healthy Advice®* Networks, "it is critical that patients understand the value of preventative screening and compliance with their treatment recommendations. The results validate what we have always known — patient education drives behavioral change and there is no better place to deliver messages than in the doctor's office."

Healthy Advice® Networks is the largest and fastest growing health information company in the industry. The company delivers patient-education programs in primary care, cardiology, women's health, pediatric, gastroenterology, urology, dermatology, and rheumatology practices. The company also delivers health information and late-breaking news to physicians through *PracticeWire*, the only product located in the physician's back office where healthcare practitioners can access information while they are practicing medicine.

About Healthy Advice® Networks

Healthy Advice® Networks provides consumers and healthcare professionals with relevant and accessible health information at the point-of-care and is the largest and fastest growing health-education company in the country. Impacting 435 million patient and caregiver visits, *Healthy Advice®* Networks delivers health content in the physician's waiting room, exam room, back-office, and in hospitals. Over 53,000 primary care and specialty physicians and 500 hospitals throughout the U.S. have chosen *Healthy Advice®* Networks for their

patient-education needs. Leading pharmaceutical and health and wellness brands sponsor their award-winning programs. *Healthy Advice*® Networks delivers consistent, measurable results to sponsors year after year, while providing actionable education to patients and physicians at the precise time treatment decisions are made.

For more information, visit the web site at <http://www.HealthyAdviceNetworks.com>.