



Contact:

Deborah Schnell, President
Sales & Strategic Planning
Healthy Advice Networks
513.936.6852
dschnell@HealthyAdvice.com

FOR IMMEDIATE RELEASE

Healthy Advice Networks Announces the Launch of PracticeWire; Technology to Deliver Real-time Healthcare Content to Physicians
Answers Unmet Physician Need of Continuous Updating of Late-Breaking Health News

CINCINNATI, OH. (July 21, 2009) *Healthy Advice Networks*, the nation's leading provider of physician office-based patient-education programs, announces the launch of PracticeWire, a state-of-the-art wireless broadband technology solution that delivers real-time health content to physicians all day, every day via wall-mounted flat-screen monitors. Strategically located in the back office, medical news and information is sourced from over 40 respected peer-reviewed medical journals and news feeds. Digital technology enables customization at the location level allowing practices to post their own content regarding standards of care, reinforcing OSHA, HIPAA and other regulatory guidelines. The network is fully supported by a companion website for in-depth article reviews.

Commenting on the launch, Deborah Schnell, President, Sales and Strategic Planning at *Healthy Advice Networks*, stated, "As leaders of in-office health education we understand the dichotomy between the health information physicians need versus the constant pressures on their time. They work in a constantly changing environment and require instant access to critical information, yet they are seeing more patients than ever before, are filling out more paperwork, and are managing formulary and co-pay issues. PracticeWire provides the balance of delivering continuous up-to-date information without impacting their time or taking them away from the practice of medicine."

Eric Lindsey, *Healthy Advice Networks* Executive Vice President leading the PracticeWire business, added, "PracticeWire addresses one of the most critical unmet challenges facing our clients today: diminished physician access. Sponsorship of PracticeWire puts a pharmaceutical company's brand message, along with the vital information doctors seek, in front of doctors all day long. Integrated with a brand's marketing and sales force strategies, PracticeWire helps keep the brand top-of-mind by providing actionable information doctors can use when treating patients."

Healthy Advice Networks is the largest and fastest growing health-information company in the industry and is planning to launch another primary care network, as well as several new programs targeted to both physicians and patients in 2010. The company delivers patient-education programs in primary care, cardiology, women's health, pediatric, gastroenterology, urology, dermatology, and rheumatology practices.



About *Healthy Advice Networks*

Healthy Advice Networks' mission is to help consumers and healthcare professionals make more informed health decisions by providing trusted, relevant and easy-to-understand health information when and where they need it. Over 50,000 primary care and specialty physicians throughout the U.S. have chosen *Healthy Advice* as their patient-education provider, making *Healthy Advice* the largest and fastest growing health-information company with programs in both the physician waiting room and exam room. The award-winning programs are sponsored by leading pharmaceutical and health and wellness brands. For sponsors, *Healthy Advice* provides a proven way to educate patients and physicians at the time treatment decisions are being made.

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