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FOR IMMEDIATE RELEASE

***Healthy Advice*® Networks Wins 39 National Health Information Awards** *Every Healthy Advice Program Recognized*

CINCINNATI, OH. (October 26, 2010) *Healthy Advice*® Networks, the nation's leading provider of point-of-care health-education programs for consumers and physicians, is pleased to announce they have been recognized as an industry leader of award-winning consumer health information once again by the National Health Information Awards (NHIA) forum. Participating with such renowned institutions as the Mayo Clinic and the American Cancer Society, *Healthy Advice* Networks distinguished itself by receiving more than twice as many awards as the next closest organization, with a grand total of 39.

The awards are bestowed by a panel of health information experts and are recognized with gold, silver, bronze, or merit awards. No other company received more gold awards than *Healthy Advice* Networks. In addition, every *Healthy Advice* program won at least one award.

Patricia Henze, Executive Director of the Health Information Resource Center, commented, "This awards program is the most comprehensive of its kind. We had more than 1,000 entries from a wide variety of leading organizations in the consumer health field. These awards set an industry standard of quality for consumer health materials and this 'seal of quality' helps health professionals find the best consumer health information resources."

"We are honored that the NHIA acknowledged the consistent quality of our work by recognizing all of our programs. We won awards in both the patient education and public service announcement categories and we are especially pleased that our programs featuring new technology were also recognized. We understand that in order to change behavior, we must give patients access to information in the way they want to receive it. This year we've expanded our information capabilities by incorporating mobile messaging and 2D bar coding," said Sabrina Shattles, Executive Vice President, Editorial and Creative. "The addition of this leading-edge technology gives patients another channel to receive critical health information beyond the office, and we are pleased the judges recognized the leadership role we have taken by implementing it."

Deborah Schnell, President of Sales and Strategic Planning at *Healthy Advice* Networks added, "Our clients invest in our award-winning programs because they understand that it's not just about being in office, but what you do with that time. Simply delivering information is not enough; education that motivates patients to change behavior and engage in managing their health is the ultimate objective. When that happens, everyone wins – the patient is healthier, the physician has a compliant patient who understands the importance of maintaining their health and our clients see results both in overall patient outcomes and a return on their investment."

Healthy Advice Networks is the largest and fastest growing health information company in the industry. This year *Healthy Advice* Networks launched another primary care network, as well as several new programs targeted to both physicians and patients.

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>.