

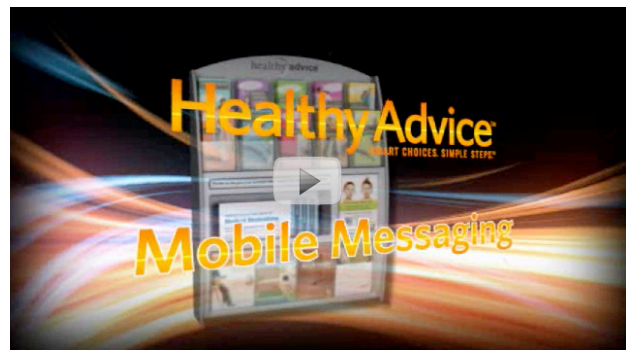
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## Healthy Advice® Networks Launches New Suite of Digital Activation Offerings

*Extends Impact of Physician/Patient Relationship Beyond Office Visit*

CINCINNATI, OH. (March 29, 2011) *Healthy Advice*® Networks, the nation's leading provider of award-winning patient and physician engagement programs at the point-of-care, announces a new suite of services utilizing the latest technologies in digital localization, QR codes and SMS short codes to address the changing media consumption of consumers. Combining these new technologies with print and digital content enables brands to expand their reach beyond the office visit and continue to interact with consumers.



QR codes and SMS short codes drive consumers to enhanced health information and are promoted on print and digital content throughout the physician's office. For an overview of *Healthy Advice* Mobile Messaging visit [bit.ly/HAmobmessg](http://bit.ly/HAmobmessg) on the web.

"We activate desired patient behavior through education, but in order to do that we have to first engage the consumer," stated Tom Campbell, Executive Vice President, Product Management and Development at *Healthy Advice* Networks. **"We are adding to the consumer experience in the physician's office by providing multiple activation points through communication channels that patients self select so that they can get instant information with value-added content."**



With digital technologies, *Healthy Advice* Networks can now help brands promote their rebate offers, adherence programs, on-line offers and more, making their total marketing spend more efficient. For more information visit [HealthyAdviceNetworks.com/suite](http://HealthyAdviceNetworks.com/suite)

pediatric, gastroenterology, urology, dermatology, and rheumatology practices. The company also delivers health information and late-breaking news directly to physicians and their staff through *PracticeWire*®, the

Deborah Schnell, President of *Healthy Advice* Networks, discussed the importance of these new offerings. **"Brands are investing in programs to help consumers manage their health and there is still no better place than their physician's office to drive uptake and utilization.** Leveraging the latest technologies, we can now help brands promote their rebate offers, adherence programs, on-line offers and more, making their total marketing spend more efficient. Our business has always been about changing behavior to improve patient outcomes and drive measurable results for our clients. Now we have even more ways to do that."

*Healthy Advice* Networks delivers patient-engagement 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 directly to physicians and their staff through *PracticeWire*®, the

only product located in the physician's back office where healthcare practitioners can access information while practicing medicine.

### **About *Healthy Advice*® Networks**

*Healthy Advice*® Networks is the leading provider of educational engagement programs targeting physicians and consumers. With programs in the physician's waiting room, exam room, back-office, and hospitals, *Healthy Advice* Networks helps brands reach consumers when they are most focused on their health. Combining the latest technologies with digital content and print and impacting 435 million patient and caregiver visits annually, *Healthy Advice* Networks reaches patients of all ages and learning styles to help improve patient outcomes while delivering forecast-altering business results for their sponsoring pharmaceutical and consumer health and wellness clients. A growing network of over 53,000 primary care and specialty physicians and over 500 hospitals throughout the U.S. have chosen *Healthy Advice*® Networks for their patient engagement needs. For more information, visit the web site at <http://www.HealthyAdviceNetworks.com/suite>.