



MedPage Today® Wins Platinum eHealthcare Leadership Award

FOR IMMEDIATE RELEASE:

Contact:

Marc Iskovitz

Makovsky + Company, Inc.

Direct: (212) 508-9609

Fax: (212) 751-9710

miskowitz@makovsky.com

Medical News Outlet Recognized for Outstanding Physician/Clinician-Focused Web Site

LITTLE FALLS, NJ — November 24, 2008 · MedPage Today, LLC (www.MedPageToday.com), received the Platinum eHealthcare Leadership Award, one of the select honors in the largest Web-oriented awards program focused exclusively on healthcare. The eHealthcare Leadership Award attracts some 1,100 entrants. MedPage Today bested more than 17 category entrants to win for Best Health/Healthcare Content· Physician/Clinician-Focused Site.

For the second consecutive year, MedPage Today has won praise from eHealthcare for excellence in the category of websites targeting a medical or other healthcare professional audience. Last year the site that combines breaking news and education netted a gold-level award in the category. eHealthcare is the world's largest program evaluating Web quality and content for health information.

Once again MedPage Today has been recognized for outstanding content and service to the medical community · a universe that relies heavily on fact-based breaking news,+said Robert Stern, MedPage Today CEO and president. %At a time when the balance of information available has come under question, this eHealthcare Leadership Award is a testament to the value of peer-reviewed content. It's a tremendous validation for the staff's efforts and our growing readership's time investment on the site.+

MedPage Today's team of healthcare journalists files stories from 70 national and international medical meetings a year, with the health policy beat covered by a full-time Washington correspondent. The University of Pennsylvania School of Medicine reviews articles. Physician blogs, online polls and other multimedia combine to make the site one of the Web's most useful destinations. %In this changing time for the media, especially with newsroom cutbacks, the need for quality healthcare journalism continues to escalate,+said Stern. %As the medical community looks for new sources of credible medical content, we will continue to improve upon our online capabilities and offerings to ensure that clinicians who rely on us for the latest in data and analysis can make better decisions and positively impact care.+

About the eHealthcare Leadership Awards

The eHealthcare Leadership Awards program, now in its ninth year, is conducted by eHealthcare Strategy & Trends (www.strategichealthcare.com), a leading Internet newsletter and online healthcare marketing resource. Over 1,100 healthcare organizations, online healthcare companies, pharmaceutical firms, and business-improvement sites submitted entries this year.

An independent panel of judges evaluated all website submissions in 12 distinct categories, rating them according to as many as 40 different measures of Internet excellence and comparing them alongside other entrants of comparable type, size, and resources. The winners were announced at the Twelfth Annual Healthcare Internet Conference, held November 10-12, 2008, in Orlando, Fla.

Judging criteria for the Best Health/Healthcare Content· Physician/Clinician-Focused Site category included an assessment of the content to determine how extensive, balanced, up-to-date, well-organized, and credible it is. The Web site entrants were also rated on their utility for different practitioners in many treatment areas. MedPage Today scored highly on all of these metrics.

About MedPage Today

MedPage Today is the only service for physicians that provides a clinical perspective on the breaking medical news that their patients are reading. Co-developed by MedPage Today and The University of Pennsylvania School of Medicine, Office of Continuing Medical Education, each article alerts clinicians to breaking medical news, with summaries and actionable information enabling them to better understand the implications.

Physicians and other healthcare professionals may also receive Continuing Medical Education (CME) credits at no cost by completing these educational programs. CME is required of physicians in approximately 30 states, and utilization of electronic CME is growing at an estimated 80% annual rate.

-###-
