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StayWell Launches StayWell Solutions Online

Customizeable Gateway Introduces Healthcare Organizations and Consumers to the Next Level of Internet Health Management

Yardley, PA – March 23, 2004 – StayWell, the Consumer Health Division of MediMedia USA, today announced the launch of StayWell Solutions Online, a customizable online health system comprised of interactive web applications and a database of health information that can be tailored to fit the specific needs of hospitals, managed care organizations and pharmaceutical companies and manufacturers.

StayWell Solutions Online builds upon recent enhancements to Health Ink Online (the online portal product of Health Ink & Vitality Communications) by integrating all of StayWell's market-leading information and interactive tool resources for the first time ever, bringing an unprecedented amount of consumer health information together in a single database. The result is the most comprehensive, user-friendly, interactive healthcare database on the healthcare market today.

StayWell Solutions Online allows a client healthcare organization to seamlessly integrate its own content with StayWell's, enabling targeted message delivery to support unique client initiatives and the needs of individual patients. According to Trent Sterling, President of StayWell's custom publishing and electronic solutions groups, "The ability to dynamically create linkages to key client resources from within the presentation of our content and tools, increases the public's awareness of the resources and programs our clients offer the communities they serve. This integration supports client ROI goals and brings previously separate systems together substantially raising the bar in our markets regarding what should be expected from a consumer health website."

For consumers, StayWell Solutions Online offers access to the latest healthcare information resources and interactive tools tailored to nearly every medical condition and healthcare specialty, as well as personalized daily reports on individual health concerns

and disease management goals. There are also expanded English and Spanish encyclopedias on diseases, surgeries and conditions.

“As more and more Americans turn to the Internet as one of their primary sources of healthcare information, the importance of providing accurate, reliable, highly-targeted web content has become increasingly crucial,” said Stephanie Manning, StayWell’s Vice President of Electronic Publishing. “Many sites dispense the general facts, but few utilize the full power of the Internet and the delivery mechanisms it provides. The launch of StayWell Solutions Online heralds a new partnership in Internet healthcare between consumers and healthcare organizations.”

StayWell Solutions Online implementations are customized to support the communication and care objectives of client organizations and draw upon over 15,000 content resources including:

- Multiple, illustrated medical encyclopedias covering diseases and conditions, surgeries and procedures, wellness and self-care in English and Spanish.
- Interactive health management tools including personal health records and planners, assessments, calculators and quizzes
- Comprehensive drug database and interaction checker covering over 40,000 prescription, OTC, herbal, and nutraceutical product information
- Daily news feed and database of healthcare journalism
- Multimedia clips

“Because StayWell Solutions Online’s content is mapped to industry-standard vocabularies and coding schemas including CPT and ICD-9 and MeSH, it’s easily integrated into a range of applications,” said Kristi Colleran, StayWell’s Vice President of Product Development. “And we’re able to provide whatever is appropriate for a client’s needs, whether it’s delivered via syndication, hosted by us using our ASP model or via .Net web services.”

With the huge volume of patients that pass daily through their doors and different points of care, healthcare organizations must constantly balance the demands of each member or patient with their own administrative needs. StayWell Solutions Online gives providers and organizations an ideal way to offer 24-hour-a-day tailored care to each of their patients or members at home, at the office, or wherever they have an internet connection.

About StayWell

StayWell is the Consumer Health Division of MediMedia USA. The companies that comprise StayWell represent the premier brands in consumer health publishing and include Health Ink & Vitality, Krames, CancerSource, and Harvard Health Publications. For 30 years, our clients have been using StayWell’s consumer health information products and services to reach their target audience in support of a wide range of business objectives. Through multiple channels, it is estimated that StayWell touches over 50 million lives annually.

StayWell combines unparalleled content with the ability to reach your target audience at home, at work, and when engaging the health care system – in print and online. To discover the wide range of products and services StayWell provides, visit www.staywellsolutions.com

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For more information on StayWell Solutions Online, please call Clifford Public Relations at 212.358.0800.