



## **PRWeb: Industry Healthcare**





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## **Orthopedic Surgeon Dr. Marc W. Hungerford, a Leading Expert in Field of Avascular Necrosis, Now at Baltimore's Mercy Medical Center**

*Dr. Hungerford is one of the few surgeons in the Maryland specially trained to perform the latest minimally invasive single as well as double hip replacement procedures.*

(Vocus) June 29, 2009 -- Noted orthopedic surgeon [Marc W. Hungerford, M.D.](#) has joined [Mercy Medical Center](#) as the 135-year-old downtown hospital's Medical Director of Joint Replacement and Reconstruction, Dr. Thomas Whitten, Chief of Orthopedics at Mercy, has announced.

Dr. Hungerford joins The Orthopedic Specialty Hospital at Mercy after serving as Chair of the Johns Hopkins Division of Orthopedic Surgery at Good Samaritan Hospital.

Dr. Hungerford is one of the few surgeons in the Maryland specially trained to perform the latest minimally invasive single as well as double hip replacement procedures. His specialties include:

- Hip, knee, & shoulder arthroscopy
- Pelvic osteotomy
- Joint replacement
- Minimally invasive joint replacement
- Joint replacement revision
- Treatment of avascular necrosis

A painful disease, avascular necrosis can deteriorate a person's bones and destroy joints, but there are warning signs and ways fix the problem.

"Avascular necrosis is a condition where the bone loses circulation and the area of the bone that loses circulation actually dies," Dr. Hungerford said. "It causes unrelenting pain 24 hours a day. The symptoms generally are a toothache pain -- a chronic, nagging pain as opposed to a sharp pain -- and it's generally located in the groin," he added.

According to Dr. Hungerford, certain bones are more susceptible to avascular necrosis. The femur or ball-and-socket joint of the hip are the most common sites for this disease, followed by the knee, the shoulder and the ankle.

"In this country, the most common causes for this condition are excessive use of alcohol and steroids, and people who have to take steroid medication for various reasons," he said. The treatment for avascular necrosis is often core decompression in the early stages to relieve the pressure in the bone.

Dr. Hungerford noted that people who have groin pain for a long period of time should check with their doctor to rule out any possibility of avascular necrosis.



Dr. Hungerford earned his medical degree at the Vanderbilt School of Medicine. He completed his 4-year orthopedic residence at Johns Hopkins University. He is a member of many medical professional societies including the American Academy of Orthopaedic Surgeons, the American Association of Hip and Knee Surgeons, the National Osteonecrosis Foundation, the Maryland Orthopedic Association and the Southern Orthopedic Association.

Dr. Hungerford has numerous clinical lectures, book chapters and presentations to his credit.

Founded by the Sisters of Mercy, Mercy Medical Center is a 135-year-old, university-affiliated hospital located at 301 St. Paul Place in downtown Baltimore. Mercy is home to the nationally acclaimed Weinberg Center for Women's Health and Medicine under the direction of renowned gynecologic oncologist, Dr. Neil B. Rosenshein. Mercy is scheduled to open the new \$400+ million, 18-story, Mary Catherine Bunting Center, a state-of-the-art inpatient medical facility, in 2011.

For more information on Dr. Hungerford, The Orthopedic Specialty Hospital at Mercy, and Mercy Medical Center, visit [www.mdmercy.com](http://www.mdmercy.com) or call 1-800-M.D.-Mercy.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## AS2 Standard Adds Exchange of Very Large Messages with AS2 Restart

*Drummond Group Inc. announced today that a draft specification, AS2 Restart, has been submitted to the IETF EDIINT (AS2) working group. This new specification addresses the needs to successfully exchange AS2 messages with very large payloads by AS2 software. Axway, Cleo Communications, Inovis and Seeburger AG are the first companies committing to implement and participate in AS2 Restart interoperability testing with more AS2 vendors expected to join. The Drummond Group certification for AS2 Restart is scheduled for AS2 Interop in 3Q10.*

Austin, TX (PRWEB) November 11, 2009 -- [Drummond Group Inc.](#), the trusted international interoperability test lab, today announced that a draft specification, [AS2 Restart](#), has been submitted to the IETF EDIINT (AS2) working group. This new specification addresses the needs to successfully exchange [AS2](#) messages with very large payloads by AS2 software. Axway, Cleo Communications, Inovis and SEEBURGER AG are the first companies committing to implement and participate in AS2 Restart interoperability testing with more AS2 vendors expected to join. The Drummond Group certification for AS2 Restart is scheduled for the AS2 Interop in 3Q10. With the adoption and implementation of AS2 Restart by AS2 vendors, AS2 systems in the future, whether deployed in low or high network bandwidth, will be able to easily exchange very large payloads over AS2 seamlessly.

AS2 (RFC 4130) is one of the most widely recognized messaging standards for B2B commerce with thousands of implementations around the globe, allowing users to connect, deliver and reply to data securely and reliably. The most common challenge of very large message exchange is that servers often disconnect or time-out without the complete message being sent. The AS2 Restart draft specification solves this by allowing the download of the AS2 message to literally restart where the AS2 message transfer left off so that the AS2 message transfer can complete without having to resend the entire message all over again. A copy of the AS2 Restart draft specification can be found at the Drummond Group Inc. website at this <http://www.drummondgroup.com/pdfs/draft-harding-as2-restart-00.txt> [location \_\_title\_\_ AS2 Restart Draft Spec.

"Large message exchange is a challenge for all industries, particularly for automotive and healthcare industries. Given the very large implementation base of AS2 software within the Fortune 500 and small to medium sized businesses, we are excited to see the opportunities for these industries to utilize AS2 as their primary messaging standard," says Rik Drummond, CEO of Drummond Group. "Certified AS2 [interoperability](#) and very large message exchange are a win-win for industry."

The work on AS2 Restart began with several AS2 vendors coming together to test [Chunked Transfer Encoding](#) for the Drummond Group AS2 3Q09 Interop. During this time, it became apparent that Chunked Transfer Encoding was not enough to transfer very large messages among the companies' participating products. The vendors then submitted three proposals that would help solve the very large message transfer. Of the three proposals submitted and reviewed in great detail, the AS2 Restart proposal was almost unanimously favored by the group. Work then began to move the proposal submitted by Axway into IETF standardization process.

The AS2 Restart concept is quite simple. The AS2 Sender queries an AS2 Recipient to transfer a very large



message. If this is the first time the message is being transferred, the AS2 Recipient accepts it and begins to save it to disk. However, if the transfer fails due to a lost connection or connection timeout, as often is the case when transferring payloads in the 100's of MB and more, and especially in the GB range and more, the AS2 Sender checks with the AS2 Recipient first before resending it to find out how much data was transferred during the previous attempt. The AS2 Recipient then informs the AS2 Sender how much data it received and the sender starts from that point. The recipient then continues to create the AS2 message by appending the new incoming data. This process occurs automatically behind the scenes without the AS2 end-user having to be involved.

"AS2 large file transfers occasionally fail during transmission because of transient server or network conditions," says Dave Bennett, CTO of Axway. "With AS2 Restart, organizations can smooth the transmission process by resending only the unsent portion, minimizing the strain on resources. This simple protocol extension, developed for Axway Gateway to meet customer needs, will now be available as an interoperable part of B2B communications, for the worldwide community of AS2 users."

"Clients of all industries and sizes look to Cleo for data transfer solutions that are user-friendly, reliable, and offer remarkable performance. In streamlining the transfer of large files, industries will experience a more standardized approach to AS2 communication using a robust, yet familiar solution," expressed Todd Enneking, V.P. of Business Development for Cleo. "Cleo has been certified with Drummond for AS2 since 2002 and continues to perform at an exceptional level as interoperability testing advances. We are extremely pleased to participate in the AS2 Restart specification and look forward to being an instrumental part in helping to meet industry needs."

"Some of our customers are regularly exchanging hundred-megabyte or gigabyte files," said Peter Corliss, product manager of Inovis. "But sending huge files via HTTP-based protocols like AS2 can trigger errors due to lost network connections or timeouts due to longer transfer times. AS2 Restart makes sending huge files more reliable, regardless of bandwidth or network. You can leverage the security and non-repudiation of the AS2 protocol even if the transaction is disrupted."

"Being able to transfer large files is crucial for customers in the Automotive Industry but also in the Retail Industry," says Matthias Fessenbecker, Vice President of Development at SEEBURGER. "The re-start feature is closing the last gap in the AS2 standard. SEEBURGER has implemented the Restart feature among the other additional profiles in our EDI INT AS2 Adapter which can run within SEEBURGER BIS, AS2:Connect, as well as SEEBURGER EDI Adapter for SAP PI."

#### About Drummond Group Inc.

Drummond Group Inc. (DGI) is the trusted interoperability test lab that works with standards groups, software/firmware vendors and industry groups to drive adoption of standards by offering global interoperability and conformance testing, and certification. DGI facilitates these testing services under association-branded certification programs and its own Drummond Certified® program. DGI has tested over a thousand international software products used in vertical industries such as automotive, consumer product goods, healthcare, energy, financial services, government, petroleum, pharmaceutical and retail. Founded in 1999, DGI also represents best-of-breed in strategic interoperability consulting, recognizing the challenges of interoperability for industry over the product life cycle.



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You can read the online version of this press release [here](#).



## **CGS Announces Partnership with Stream57 to Provide Unparalleled User Experience in Live Video Streaming**

*As video becomes an indispensable component of a marketer's toolkit, VirtualEvents365SM by CGS has fully integrated Stream57's capabilities to take the 'user experience' to the next level.*

New York, NY (Vocus) November 10, 2009 -- Computer Generated Solutions, Inc. (CGS), the global leading provider of [virtual event solutions \(www.virtualevents365.com\)](http://www.virtualevents365.com), has announced a partnership with Stream57 ([www.stream57.com](http://www.stream57.com)), the leader in interactive webcasting software and services, to integrate StreamLine, Stream57's customizable streaming media platform, into CGS's VirtualEvents365 platform. Events delivered with the combined capabilities will deliver an enhanced 'user experience' in live video streaming to clients in the life sciences, healthcare and technology industries.

The VirtualEvents365 solution is an innovative platform that responds to the need of cost effective interactive communications by delivering high-impact, media-rich virtual engagement. "Stream57 has the right backend and frontend toolset to execute live video streaming. Their impressive track record, especially in the life sciences and healthcare space, made them the de-facto streaming video partner for CGS," remarked Tom Wieser, vice president of business development, virtual solutions at CGS. "Given the advanced architecture of the VirtualEvents365 platform, the integration between the two solutions will provide a seamless and memorable user experience," added Wieser.

"Standing at the forefront of the interactive webcasting and virtual meeting industry, we are excited to work with CGS to deliver unique and engaging streaming media solutions. Given CGS's extensive experience and reputation in the e-learning and virtual events space, we are proud to integrate the live and on-demand webcasting features of StreamLine, delivering for VirtualEvents365 users an exceptional interactive experience," stated Ben Chodor, president of Stream57.

### About CGS VirtualEvents365SM:

CGS VirtualEvents365 is the global leader in virtual event solutions for corporate events, demand generation marketing events & launches, corporate e-learning, virtual job fairs, virtual conferences and virtual tradeshows. This innovative platform builds on CGS's 25 years of experience developing technology-based solutions for over 3,500 organizations worldwide. For more information please visit [www.virtualevents365.com](http://www.virtualevents365.com).

### About CGS:

For twenty-five years, [CGS](http://www.cgsinc.com) has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through technology. With global delivery capabilities, expertise across leading platforms and deep experience in multiple industries, CGS has become the IT partner of choice for thousands of organizations worldwide. CGS delivers a wide array of proprietary and third-party business applications, technology and business services, outsourcing solutions and learning & communications platforms. Headquartered in New York City, CGS maintains a worldwide presence with 20 offices in North America, Europe and Asia. For more information please visit [www.cgsinc.com](http://www.cgsinc.com).

### About Stream57:



Stream57 is an energetic team that believes in the power of the Internet for learning, marketing and entertainment, with offices in New York and London. StreamLine 3, Stream57's cutting-edge webcast and rich media software suite, brings a new level of interactivity to online video presentations and e-learning. Recently named #637 in the 2009 Inc. 5000 List of Fastest Growing Private Companies, Stream57 has provided software and services for rich media delivery, webcasting and e-learning solutions for a wide range of distinguished clients, including several Fortune 500 corporations, charities, B2B publishers, higher education institutions and health care organizations. For more information on Stream57, visit [www.stream57.com](http://www.stream57.com).

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You can read the online version of this press release [here](#).



## **CGS Launches VirtualEvents365SM for Publishers and Conference Organizers**

*Specific booth administration tools, new presenter cockpit capabilities and enhanced sponsorship management tools added to industry's leading virtual platform.*

New York, NY (Vocus) November 11, 2009 -- CGS, the global leading provider of [virtual event solutions](http://www.virtualevents365.com) ([www.virtualevents365.com](http://www.virtualevents365.com)), today announced the immediate availability of VirtualEvents365 for Publishers and Conference Organizers, featuring capabilities such as booth administration tools, a new presenter cockpit and enhanced sponsorship management tools. These capabilities allow publishers and conference organizers to increase customer satisfaction while improving cost and return on investment.

“As travel budgets decrease and conferences continue migrating to the virtual world, our customers and partners require more robust management tools,” stated Michael Wilding, senior vice president of technology solutions and training at CGS. “This latest set of capabilities, specifically designed for publishers and conference organizers, offers unmatched tools to manage queuing in the booth and rich data intelligence for sponsors.

Specific business benefits in today's release of VirtualEvents365 for Publishers and Conference Organizers include:

- \* Booth administration tools – Event managers using self service tools can easily and quickly select different booth styles and sizes, choose color schemes and assign resources – all with the click of a mouse, driving significant time savings.

- \* Presenter cockpit capabilities – Presenters can proactively interact with the audience, take polls and respond to questions real time , delivering a high-impact, media-rich virtual experience.

- \* Sponsorship management tools – Conference organizers can easily track and maintain advertising, incentives, assignment of booth space and rotating signage for multiple levels of sponsorship. This helps to optimize attendance levels while reducing the overall cost to execute.

VirtualEvents365 for Publishers and Conference Organizers also enables unique profiling that helps to identify and locate attendees with common interests. Additionally, social media capabilities create personal collaboration rooms where attendees can share ideas, best practices and experiences. Profiling and social media increase the level of attendee engagement while generating higher quality leads and driving deeper relationships.

### About CGS VirtualEvents365SM:

CGS VirtualEvents365 is the global leader in virtual event solutions for corporate events, demand generation marketing events & launches, corporate e-learning, virtual job fairs, virtual conferences and virtual tradeshow. This innovative platform builds on CGS's 25 years of experience developing technology-based solutions for over 3,500 organizations worldwide. For more information please visit [www.virtualevents365.com](http://www.virtualevents365.com)

### About CGS:

For twenty-five years, [CGS](http://www.cgs.com) has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through technology. With global delivery capabilities, expertise across leading platforms and deep experience in multiple industries, CGS has become the IT partner of choice for thousands of organizations worldwide. CGS delivers a wide array of proprietary and third-party business applications,



technology and business services, outsourcing solutions and learning & communications platforms. Headquartered in New York City, CGS maintains a worldwide presence with 20 offices in North America, Europe and Asia. For more information please visit [www.cgsinc.com](http://www.cgsinc.com).

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## **CHI's Molecular Medicine Tri-Conference Keynote John Crowley Inspires Feature Film Starring Harrison Ford**

*John Crowley, a featured Keynote at this year's Molecular Medicine Tri-Conference, is the inspiration for a new film which will find its way onto the big screen January 22.*

Needham, Mass. (PRWEB) November 11, 2009 -- Cambridge Healthtech Institute's (CHI) flagship event, the Molecular Medicine Tri-Conference (February 3-5, 2010) will feature inspirational Keynote John F. Crowley, Founder, Novazyme Pharmaceuticals, Inc.

Mr. Crowley, a Harvard educated businessman, created and built a pharmaceutical company devoted entirely to finding a cure for Pompe disease. He will detail his journey through the labyrinth of scientific and business fronts, which lead up to a first-round clinical trial.

In 1998, two of John Crowley's three children were diagnosed with Pompe disease, a rare and fatal neuromuscular disorder that affects only several thousand children worldwide. After his children were given months to live, and being told there was nothing to be done, John began his incredible journey to find a cure for this fatal disease.

Originally dismissed by virtually all in the biotechnology industry as having no chance of success, Novazyme quickly grew to a 100-person company. Crowley, as CEO of Novazyme, commuted weekly from his home in Princeton, NJ, to Oklahoma City. He raised over \$27 million in venture capital on Wall Street for Novazyme in less than a year. Within 18 months of his helping Dr. Canfield to start Novazyme, he agreed for Novazyme to be acquired by Genzyme Corporation, the world's third largest biotechnology company, for a price of \$225 million, one of the largest amounts ever paid for a pre-clinical drug development company in biotechnology history.

John Crowley's remarkable story will be released in a film starring Harrison Ford and Brendan Fraiser in January 2010, *Extraordinary Measures*. An uplifting, inspirational drama, it is based on a Wall Street Journal article and subsequent book, *The Cure*, by Pulitzer Prize-winning writer Geeta Anand. Entitled *Crowley*, the film chronicles this story of a man who defied conventional wisdom and great odds, and risked his family's future to pursue a cure for his children's life-threatening disease. For more information visit [www.Tri-Conference.com](http://www.Tri-Conference.com)

The Molecular Medicine Tri-Conference Keynote "When Drug Research is Personal", will be held at the Moscone Convention Center in San Francisco, California.

### About Molecular Medicine Tri-Conference

Molecular Medicine Tri-Conference -- the flagship event of CHI - has built this year's event around 6 scientific channels, encompassing 11 conferences, providing attendees more learning opportunities than ever before. Featured channels include diagnostics, chemistry, informatics, biologics, cancer and executive. We're looking to provide attendees a more in depth experience into each of these six areas of research and development. As the need for better information, new technologies, improved strategies and competitive intelligence becomes ever more acute, this event provides compelling research insight into the future of molecular medicine. In 2010, we expect close to 3,000 attendees, 1200 participating companies, 150 exhibitors, 100 posters, and representatives



from over 38 countries. [www.Tri-Conference.com](http://www.Tri-Conference.com)

#### About Cambridge Healthtech Institute

Cambridge Healthtech Institute (CHI) is the preeminent life science network for leading researchers and business experts from top pharmaceutical, biotech and academic organizations. CHI's portfolio of products includes Cambridge Healthtech Institute Conferences, Insight Pharma Reports, Barnett International, Cambridge Marketing Consultants, Cambridge Meeting Planners and Cambridge Healthtech's Media Group, which includes numerous e-newsletters as well as Bio-IT World magazine.

Founded in 1992, Cambridge Healthtech Institute strives to develop quality information sources that provide valuable new insights and competing points of view while offering balanced coverage of the latest developments. Basic research related to commercial implications is covered, with heavy emphasis placed on end-user insights into new products and technology as well as coverage on the strategy behind the business. [www.chicorporate.com](http://www.chicorporate.com)

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## **Home Care Delivered, Inc. Celebrates November as National Home Care and Hospice Month**

*In honor of those who dedicate their lives to caring for others, Home Care Delivered recognizes November as National Home Care and Hospice Month, reinforcing services designed to support home healthcare professionals and their patients.*

Richmond, VA (Vocus) November 10, 2009 -- In conjunction with the National Association for Home Care and Hospice (NAHC), [Home Care Delivered](#) celebrates National Home Care and Hospice Month, observed annually during the month of November. The 2009 theme for this celebration is “Preserving Health Independence and Freedom” which pays tribute to more than 11 million Americans who receive home-delivered healthcare from home healthcare providers.

As a leading provider of home medical supplies, Home Care Delivered has the opportunity to see many of the significant contributions made daily by home care and hospice professionals across the country. Home Care Delivered shares the same values and appreciation as these caring professionals. Working together with these dedicated clinicians, Home Care Delivered reinforces patient well-being and adherence to their prescribed plans of care through their ongoing relationship with patients and their family members.

“With the aging baby boomer generation upon us and the corresponding increasing demands in healthcare, it is more important than ever that we offer services tailored to meet the needs of patients in the home setting,” said Carol Muratore, Chief Sales Officer and Executive Vice President of Marketing. “Our [home delivery supply programs](#) are designed to support patients in following their prescribed plans of care while helping them remain independent at home.”

Home Care Delivered is committed to supporting patients managing chronic diseases from home through the consistent delivery of medically necessary supplies delivered when and where the patient needs them. The Company’s product offering includes diabetes testing, incontinence, ostomy, urology, wound care supplies and more. Additional services and support include billing and claims processing services, product samples, educational support, regular follow-up calls and access to a nurse-on-call for product support.

“Home Care Delivered continually redefines the highest standard of care through customer service, technology and product selection,” said Chairman, President and Chief Executive Officer Gordon Fox. “Each day we aim to demonstrate the highest levels of care and compassion for patients, family caregivers and healthcare professionals.”

For more information contact Home Care Delivered at 800-565-5644 Monday through Friday, 8 AM to 8 PM Eastern Time or visit <http://www.HomeCareDelivered.com/>

About Home Care Delivered, Inc.

Home Care Delivered is a leading provider of Diabetes Testing, Incontinence, Urology, Ostomy, Wound Care



and other home medical supplies delivered directly to the patient's home. Founded in 1996 and headquartered in Glen Allen, Virginia, Home Care Delivered is dedicated to providing world-class customer support and quality supplies for patients and caregivers nationwide. The Company provides clinical professionals with a fast, simple and secure method for referring patients with home medical supply needs. For patients, they offer billing and claims filing services for Medicare, Medicaid and other insurance plans throughout the country. They connect the disparate constituents within the home healthcare setting while striving to support better patient adherence to their physician's prescribed plan of care. Home Care Delivered has over 13 years of industry experience and is accredited through the Community Health Accreditation Program (CHAP). For more information, please call 800-565-5644 Monday through Friday, 8 AM - 8 PM Eastern Time or visit us online at [www.HomeCareDelivered.com](http://www.HomeCareDelivered.com).

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## **JCAHPO/ATPO Pocket Guide Launches for Eye Care Professionals**

*In October, The Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO), and the Association of Technical Personnel in Ophthalmology (ATPO) proudly launched a new tool for ophthalmic professionals: The JCAHPO/ATPO Pocket Guide: A Clinical Skills and Reference Guide for the Ophthalmic Technician.*

St. Paul, MN (Vocus) November 10, 2009 -- Compact, informative, and convenient are just a handful of words that describe the newest resource for eye care professionals. In October, The Joint Commission on Allied Health Personnel in Ophthalmology ([JCAHPO](#)), and the Association of Technical Personnel in Ophthalmology (ATPO) proudly launched a new tool for ophthalmic professionals: The [JCAHPO/ATPO Pocket Guide](#): A Clinical Skills and Reference Guide for the Ophthalmic Technician.

In response to a need for quick reference information for ophthalmic professionals, JCAHPO and ATPO teamed to create an innovative product. The result is the JCAHPO/ATPO Pocket Guide: an instructive, compact resource that includes 12 color-coded sections, simple tab navigation, and practical content.

JCAHPO President William H. Ehlers, MD, observes that creating a training resource to reflect the needs of today's eye care professionals was vital.

“The health care industry is full of dense medical text books. While these resources are necessary in allied health education, we envisioned a tool that technicians could use on a daily basis,” said JCAHPO President William H. Ehlers, MD. “By design, the Pocket Guide is a resource that technicians can keep in the office or on their person, rather than referencing through large text books for answers.”

The Pocket Guide delivers relevant content seamlessly in a compact 8x4 size and 7 oz weight text. Content reflects practical, day-to-day information that personnel commonly utilize, with a chapter list covering ophthalmic fundamentals:

- Anatomy and Physiology
- Clinical Skills
- Coding
- Contact Lenses
- History Taking/Triage/Documentation
- Pharmacology
- Safety and Infection Control
- Special Tests and Procedures
- Surgical
- Terminology
- Optics
- Reference and Tools

It is also valuable as an instructional resource for newcomers. Entry-level personnel will discover explanations to



complex models and principles of eye physiology in minutes. Detailed illustrations, photographs, and diagrams make difficult concepts straightforward. Terminology throughout the text is also clearly outlined, including a whole section devoted to terms and definitions.

“This resource is long overdue for eye care professionals,” says JCAHPO Chief Executive Officer (CEO) Lynn D. Anderson, PhD. “Physicians, administrators, and technicians are eagerly utilizing the Pocket Guide, and we are excited at the implications for ophthalmic allied health personnel,” she added. “We foresee the Pocket Guide greatly assisting in training, confidence, and performance efficiency for OMP.”

The JCAHPO/ATPO Pocket Guide is available for purchase through the [JCAHPO Bookstore](#).

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## **New Book Compiled from Journal of ALS Patient Releases During National Family Caregivers Month**

*A timely book released during National Family Caregivers Month offers rare insight into the personal day-to-day struggle of a man dying of Lou Gehrig's Disease. His widow edited over 1000 pages of his online diary entries into the new book, **NOBODY TELLS A DYING GUY TO SHUT UP**.*

(PRWEB) November 11, 2009 -- A new book chronicling the journal of an ALS (a.k.a. Lou Gehrig's Disease) patient has just released during National Family Caregivers Month. Edited by his widow Beth Chilcoat, **NOBODY TELLS A DYING GUY TO SHUT UP** is an honest and personal diary kept by David Chilcoat who succumbed to the disease in 2006 after a three-year battle. Beth Chilcoat is now featured on a special interactive section on the New York Times website known as Healthguide Patient Voices. Beth's story is one of only six interviews conducted with ALS patients and family members for the [Healthguide Patient Voices: ALS feature](#).

Mentioned in the New York Times piece, **NOBODY TELLS A DYING GUY TO SHUT UP** takes the reader from David Chilcoat's diagnosis ("Today we really got a kick in the shorts") to the end ("Needless to say, I was confused. At times, when things do not make sense, it is hard to know what is really true."). After grieving for her husband for over a year, Beth made the decision to take David's 1000-plus page journal and edit it into book form to aid other families who may be going through a similar crisis.

Beth says the most difficult challenge as Dave's primary caregiver was adjusting to the prognosis. "For me, facing the fact that David was actually dying and then having to function each day in that knowledge was the biggest challenge," she says. "Finding a way to continue to live instead of beginning to die required a deeper level of moment to moment reliance on my faith than I had ever needed before."

For more than a decade, the Chilcoats worked with Young Life, a worldwide ministry dedicated to working with adolescents and helping them grow in their faith. David and Beth helped to establish the Young Life chapter in the Columbus, Ohio area that today is headed by one of their sons, Michael. David later went to law school and practiced law for over 25 years before his diagnosis of ALS in 2003. Together, the Chilcoats raised a family of four children and have nine grandchildren.

Though Beth had entered the publishing world before as a cookbook author, she was reluctant to take on the challenge of editing David's online blog journal that was read by thousands of people across the globe. In compiling the book, Beth chose the title from a phrase that David used often: **NOBODY TELLS A DYING GUY TO SHUT UP**. It began as a difficult process to relive the three-year ordeal, but Beth wanted the book to be a comfort to families going through chronic illnesses and on-going health issues. She offers advice to spouses and loved ones who are thrust into the caregiver role.

"Live life to the greatest extent you can with your circumstances and the limitations of your health condition," says Beth. "We traveled some and I treasure those moments as some of my most precious times with David. And don't be afraid to accept help that is offered when it will truly aid your situation. Family, friends and our church members wanted to help, and we welcomed the meals, errand-running and assistance at night. They were a



precious gift to us.

"From the worst days of intense pain and fear to the days when we were able to laugh in spite of it all, this book is a forthright, honest struggle of a man wrestling with his own death. My heartfelt desire is that it becomes a beacon of hope and encouragement to people who face equally dire circumstances. The reality is we are all on a journey toward death. The only difference for us was that Dave and I had a defined timetable. And we did the best we could to make the most of our time together."

Beth is currently scheduling speaking engagements for seminars entitled "Life in the Valley" to help equip people who face difficult challenges. For more information, visit: [BethChilcoat.com](http://BethChilcoat.com).

###



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## Women in New Jersey! Breast Lift Surgery is Unique for 4 Types of Breasts

*Dr. Paul M. Parker understands there are different causes of sagging breasts. He helps his [New Jersey breast lift](#) patients reclaim youth with a limited incision breast lift. He recommends a unique surgery for 4 different types of breast lift patients.*

(Vocus) November 11, 2009 -- There is a cleverly little ditty about it asking “can you tie them in a knot?” and “can you throw them over your shoulder?” Most women consider it an inevitable result of aging, following pregnancy or weight loss that their breasts will lose volume and sag.

While it may be inevitable, board certified plastic surgeon, Dr. Paul M. Parker, wants women to know that they don’t have to accept it. He has introduced into his practice a unique surgery for each of 4 types of breast lift patient.

During an initial consultation with a patient seeking a [breast lift in New Jersey](#), Dr. Parker will have the patient stand in front of a mirror and tell him exactly what she dislikes about her breasts. He then evaluates the amount of existing breast tissue, the degree of sagging as well as the location of the nipple to determine proper treatment.

“There are four basic categories in which I will evaluate the breasts to determine if a breast lift is necessary,” says Dr. Parker. “One will have insufficient volume but no sag. The second will have insufficient volume as well sagging. The third will have sufficient volume but the breasts sag. The fourth will have breasts larger than the patient would like and they have sagged. All of these will be treated differently.”

### 4 Unique Surgical Answers to Dr. Parker’s Breast Lift Patients:

- 1) For the patient with insufficient volume and no sagging, breast augmentation alone will restore the missing volume.
- 2) For the patient with insufficient volume and sagging, insertion of a breast implant to restore volume and a limited incision breast lift, or mastopexy, will re-shape the breast.
- 3) For the patient with sufficient volume and sagging, a breast lift alone will give the breast a more youthful shape.
- 4) For the patient with too much volume and sagging, a limited incision breast reduction will adjust the volume appropriately and also provide a lift to the breast.

[New Jersey breast lift](#) patients who come to The Parker Center usually range in age from mid 20’s to mid 50’s. Their breasts have sagged after pregnancy, weight loss or sometimes from congenital sagging of the breasts. Sagging breasts make a patient look and feel older than she is.

“Not too long ago, I operated on a woman in her late 60’s who is very active and in great shape. She didn’t like the droopiness of her breasts, so I gave her a limited incision lift and added implants,” says Dr. Parker. “She recovered rapidly, as if she were in her 30’s, and is a great example of someone whose chronological age conflicts with her physiological and mental age. She loves the way she looks and feels—much younger than her stated age.”

Dr. Parker and his staff spend a great deal of time with each patient evaluating, educating and getting to know the individual. “Options for the type of breast lift procedure are discussed in detail. If implants are to be used to restore volume, a Sizing and Shaping Session is performed to help the patient determine with which type and size implant she will be most comfortable. Dr. Parker’s Nurse Educator will meet with the patient again before surgery to review pre and postoperative instructions. The Parker Center’s highly acclaimed website, [parkercenter.net](http://parkercenter.net), serves as a 24/7 educational tool for the practice’s patients as well. At the Parker Center, patient education is at the forefront of an extremely high degree of patient satisfaction.

All of these procedures are performed at the Parker Center’s onsite, fully certified, technologically advanced ambulatory surgical facility, Surgiplex. Minimal incision breast lift surgeries are performed by Dr. Parker, surrounded by the same team every day of the week—registered nurse, surgical technician and board certified anesthesiologists. Anesthesia is administered by the same team of hospital based board anesthesiologists who have been with Dr. Parker over 20 years. Like any team who works together, day in and day out, the team at Surgiplex delivers safe surgery and anesthesia with predictable, gratifying results.

Due to the Parker Center’s Rapid Recovery Program, patients following [New Jersey breast lift surgery](#), recover quickly and painlessly from the procedure, returning to the normal activities of daily living within several days.

In carefully observing his patients recovery from these surgeries, [New Jersey plastic surgeon](#) Dr. Parker has been gratified by not only the physical transformation of his patients now with more youthful, uplifted breasts, but also their positive emotional feelings of improved self esteem and body image.

#### About Dr. Paul M. Parker

Dr. Paul M. Parker, M.D. graduated from George Washington University of Medicine in Washington, DC, where he was the recipient of the distinguished CV Mosby Award of Excellence. He completed residencies in both General Surgery and Plastic Surgery at New York University Medical Center, where he received the Theodore Barnett Award for Excellence in Teaching. He also completed a fellowship in Microsurgery at New York University Medical Center’s Institute of Reconstructive Plastic Surgery with heavy emphasis on innovative methods of breast reconstruction.

Dr. Parker is certified by the American Board of Plastic Surgery. He holds a certificate of advanced education in cosmetic surgery. He is a Fellow of the American College of Surgeons and an active member of the American Society of Plastic Surgeons, the American Society for Aesthetic Plastic Surgery, the Northeastern Society of Plastic Surgeons, the American Society for Laser Medicine and Surgery, and the New Jersey Society of Plastic Surgeons.

Additionally, he has been selected as one of the top surgeons in his field by Consumer’s Research Council of America and has been named in Castle Connolly’s registry of “Americas Cosmetic Doctors” He has also served as Assistant Clinical Professor of Plastic Surgery at New York University Medical Center.

#### About The [Parker Center](#)



Located in Paramus, New Jersey, the [Parker Center](#) is a 15,000 square foot facility boasting an AAAASF and Medicare certified surgical center and state of the art medi-spa. The [Parker Center for Plastic Surgery](#) prides itself on enhancing their patient's lives through individualized support and impeccable attention to detail.

###



### **Contact Information**

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Parker Center

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Orthopaedic Surgeon and AOSSM President Dr. James Andrews to Discuss Injury Prevention**

*Upcoming Sports Medicine Grand Rounds -- "What I've Learned About the Throwing Arm in the Last 30 Years"*

Gulf Breeze, Fla. (Vocus) November 10, 2009 -- The [Andrews-Paulos Research & Education Institute](#) (APREI) at the [Andrews Institute](#) will hold its inaugural Grand Rounds presentation on November, 19, 2009 at 5:30 p.m. (CT). Renowned orthopaedic and sports medicine surgeon Dr. James Andrews will give the first presentation, "What I've learned about the throwing arm in the last 30 years." Dr. Andrews will discuss advances in sports medicine over the last 30 years and will also focus on injury prevention techniques related to the throwing arm.

Regularly featured by ESPN and Sports Illustrated, Dr. Andrews is the current national president for the American Orthopaedic Society for Sports Medicine (AOSSM). He is also the founding partner and the medical director of the American Sports Medicine Institute (ASMI) in Birmingham, Ala., and the Andrews Institute for Orthopaedics & Sports Medicine in Gulf Breeze, Fla.

### What:

The Grand Rounds presentation is a free one-hour presentation by a sports medicine specialist that provides an intellectual environment for acquiring the knowledge, skills, clinical judgment, and attitudes essential to the practice of orthopaedic sports medicine. The APREI Grand Rounds Seminars are specifically designed for orthopaedic surgeons and primary care physicians to augment their clinical experience in sports medicine and to develop/demonstrate competence and quality in patient care. Three additional seminars are planned for 2010.

### Date/Time:

Thursday, November 19, 2009, 5:30 p.m.

### Cost:

Free Dinner and Continuing Education Unit (CEU)/Continuing Medical Education (CME) credit for physicians, athletic trainers, physical therapists, occupational therapists, and nurses.

Media is invited to attend and will have an opportunity to speak with Dr. Andrews.

\*This event is not open to the general public.

### Location:

Andrews-Paulos Research & Education Institute  
Andrews Institute for Orthopaedics & Sports Medicine - Athletic Performance & Research Pavilion  
1020 Gulf Breeze Parkway  
Gulf Breeze, Florida 32561  
[www.theandrewsinstitute.com](http://www.theandrewsinstitute.com)



Visuals:

Photo and video opportunities during presentation. Camera and microphone set-up may begin at 5:00 p.m. Reporters should enter the Athletic Performance and Research Pavilion on the Andrews Institute campus and report Conference Room B.

Agenda:

5:30 p.m. - Registration

5:45 p.m. - Dinner

6:15 p.m. - Speaker: Dr. James R. Andrews

Additional information:

<http://www.theandrewsinstitute.com/Events/GrandRounds/>

BACKGROUND:

The Andrews Institute for Orthopaedics & Sports Medicine in Gulf Breeze, Fla. provides world-class care and service for the athlete in everyone. The one-of-a-kind center focuses on the prevention, treatment and rehabilitation of musculoskeletal injuries while using the expertise of internationally renowned orthopaedic surgeon James Andrews, M.D. [www.TheAndrewsInstitute.com](http://www.TheAndrewsInstitute.com)

The Andrews Institute is an affiliate of Baptist Health Care. Baptist Health Care is a community-owned, not-for-profit health care organization committed to improving the quality of life for people and communities in Northwest Florida and South Alabama. Nationally recognized for performance excellence and quality achievement, Baptist has been recognized by FORTUNE Magazine as one of the 100 Best Companies to work for; received the prestigious Malcolm Baldrige National Quality Award in 2003; and has consistently ranked in the 99th percentile for patient satisfaction as recognized by Press Ganey. Baptist Health Care includes four hospitals, two medical parks, Baptist Manor, Baptist Home Health Care and Durable Medical Equipment, Baptist Leadership Institute, Andrews Institute for Orthopaedic and Sports Medicine and Lakeview Center. With more than 5,000 employees, Baptist Health Care is the largest non-governmental employer in northwest Florida. For more information, please visit [www.ebaptisthealthcare.org](http://www.ebaptisthealthcare.org)

Media interested in attending should RSVP to Nikki Troxclair, (850) 916-8571

###



### **Contact Information**

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## Pre-Operative Instructions Make Procedure Safer and Facilitate Recovery from Tummy Tuck at Premier Plastic Surgery

[Pittsburgh Plastic Surgeon](#) Dr. Brian Heil of Premier Plastic Surgery urges his patients to follow pre-operative instructions for a [tummy tuck, Pittsburgh](#) patients will have a safer procedure and much easier recovery if they do.

(Vocus) November 11, 2009 -- During an [abdominoplasty, Pittsburgh](#) plastic surgeon Dr. Brian Heil smooths and shapes the abdominal area and removes excess skin left behind after extreme weight loss or pregnancy. Being one of the most popular procedures, it is a fairly routine surgery. With variations of the procedure including a mini-tuck, a full tuck and adding liposuction to the procedure, there are still risks and problems that may present themselves during the surgery. The pre-operative instructions provided by Dr. Heil help reduce the risks.

There are many reasons why a tummy tuck is not a spur of the moment procedure. “First of all, anyone considering the procedure needs to take the time to weigh the pros and cons of the procedure and then find the right surgeon,” says Dr. Heil. “But, there are also certain steps a patient should take weeks and even months prior to the procedure.”

Pre-operative instructions:

- Divulge complete medical history. During the consultation for a [tummy tuck, Pittsburgh](#) patients must reveal any medical conditions and medications they are taking.
- Eliminate aspirin and ibuprofen 2 weeks prior. These products, commonly taken for heart conditions, thin the blood and hinders blood-clotting. During surgery, it results in excessive bleeding and of course, if the blood cannot clot, the incision will not heal very quickly.
- No smoking 2-6 weeks prior. Smoking causes the blood vessels of the body to constrict which hinders blood flow and slows the healing process.
- No alcohol 2 weeks prior. Even just a few drinks days before surgery can cause problems. Alcohol compromises the immune system which leads to an increased chance of infection after surgery.
- Reduce salt intake. Salt causes bloating and swelling. Reducing it in the diet prior to the surgery helps reduce the amount of swelling afterwards.
- Increase water consumption. This helps the body flush out unhealthy toxins that cause illness and will hinder healing during recovery.
- Make post-operative arrangements ahead of time. Dr. Heil strongly urges his [abdominoplasty Pittsburgh](#) patients to fill their post-op prescriptions ahead of time so that they are on hand as soon as needed. It is also essential to arrange not only for a ride home, but to have help for at least the first 24 hours.



For an [abdominoplasty in Pittsburgh](#) or any cosmetic procedure, these pre-operative instructions are essential to safety during the surgery and a faster recovery afterwards ending in the best possible results.

“Safety and natural-looking results are the cornerstones of my practice. I want to give each patient the best tummy tuck,” says Dr. Heil. “But, I have to have the cooperation of my patients in those situations I cannot control. I cant be with them 24-7 leading up to the procedure to make sure they are taking care of themselves.”

Board certified plastic surgeon, Dr. Brian Heil, services are very accessible with four offices covering a wide region of Western Pennsylvania. He founded Premier Plastic Surgery in 2001 so that he could offer his special brand of state-of-the-art cosmetic surgery- combining art and science to achieve the best results for every patient.

###



### **Contact Information**

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Over \$1.5M Generated by Acara Aesthetic Medical Educational Seminars**

*Acara, the leading US Aesthetic Medical Practice & Medspa consulting firm has generated over \$1.5M in educational event sales for its clients during the past six months.*

Branford, CT (PRWEB) November 11, 2009 -- Acara, a leading aesthetic medical consulting firm has implemented aesthetic educational events for its clients generating over \$1.5M in sales over the past six months. At any given time Acara is supporting over 25 Medical Practices and Medspas throughout the US with marketing, sales and operational programs to boost their business, taking them to breakeven, profitability or beyond.

Educational events are a key element to Acara's marketing strategies that drive client success. These events create market excitement, provide a sense of urgency, foster teamwork and focus management on the planning process necessary for a great marketing program.

Acara's recent client successes include a physician owned medical spa that achieved over \$20K in event sales during their very first educational seminar with monthly sales 500% greater than their average. A Dermatology practice achieved almost \$60K in event sales for their first seminar with monthly sales exceeding their average by almost 300%.

Acara's greatest client success to date has been a Medical Spa where aesthetic educational seminars have become the cornerstone of the marketing program. They have tripled their sales over the past 12 months making them one of the most financially successful Medical Spas in the United States.

"It has been essential for us to change the way we do business with more competition and the change in the economy. We couldn't have accomplished this type of increase in business without Acara's recommendation to incorporate laser lipolysis events into our marketing program." states Mrs. Sona H., Medical Spa Owner and Acara client

"Our client success, even in this downturn economy, proves that efficient management and effective marketing implemented consistently increases sales for Aesthetic Medical businesses". comments [Francis X. Acunzo](#), CEO & Founder of Acara, "The most successful Medical Practices and Medspas that utilize educational events understand that events are not the sole marketing strategy, but a critical tactic to the success of an overall marketing program."

Acara offers a Business Boosting Program that focuses on a three pronged marketing, sales and operations approach to increase Medical Spa or Aesthetic Medical Practice sales and profits. It is through Acara's experience working with over 100 Medspas and Aesthetic Medical Practices that it has created these successful business strategies. Acara's Business Boosting Program:

1. Implements a marketing plan to drive leads
2. Builds a sales system to capture and convert leads to clients
3. Insures the operation runs efficiently and effectively with a focus on quality clinical procedures



and customer service to build repeat and referral business.

About [Acara Partners](#):

Acara offers turnkey solutions to owners, operators, physicians and investors seeking to develop, manage and market their Aesthetic Medical Practice, Medical Spa, or Wellness Center. Acara is led by industry leader Francis X. Acunzo and his team of expert consultants with over 25 years of retail healthcare, medical spa and wellness experience. To learn more visit: [SpaBusinessMD.com](http://SpaBusinessMD.com).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Top Five International Pharmaceutical Company Awards Comprehensive Cardiac Safety Study to iCardiac**

*Positions iCardiac as technology leader in global ECG core lab market with largest number of highly automated QT(sm) studies.*

Rochester, NY (PRWEB) November 11, 2009 -- iCardiac Technologies, Inc., a global leader in advanced cardiac core lab services and QT analysis, announced today that a top five pharmaceutical company has awarded iCardiac a comprehensive "Thorough QT" (TQT) study. iCardiac will provide end-to-end study management, international equipment deployment and scientific reporting, as well as advanced ECG analytics. The study will utilize iCardiac's Highly Automated QT and Dynamic QT beat-to-beat(sm) service offerings to dramatically improve study precision and reduce false positives and negatives.

"iCardiac's ability to reduce sample size as well as false positives in TQT studies continues to be well received by the pharmaceutical industry," said Sasha Latypova, Executive Vice President. "As these methods are now accepted as part of the regulatory review of cardiac safety, we expect the speed of adoption to continue to accelerate."

In October 2005, the FDA introduced a new guidance for industry (ICH E14) requiring the evaluation of pro-arrhythmic potential of new drugs by measuring the QT segment of ECGs collected in clinical trials. The dissatisfaction among pharmaceutical developers with the poor precision, high rate of false positives/negatives and high cost of the "gold standard" manual or semi-automated QT measurements has led to efforts toward providing more advanced cardiac safety analytics.

### About iCardiac Technologies

iCardiac Technologies, Inc. is a technologically-differentiated global cardiac core lab providing the industry's most sophisticated ICH E14 compliant cardiac safety assessment methodologies for Phase I through Phase IV studies, supported by expert scientific consultation, end-to-end project management, worldwide site and equipment logistics, 24/7 customer support and regulatory data submission. iCardiac's analysis services provide drug developers with more precise and cost-effective methods for ECG interval measurements, including Highly Automated QT, which is the market leading solution for automated evaluation of QT intervals for regulatory submissions. In addition, iCardiac provides Beyond QTsm, a suite of advanced ECG-based cardiac safety markers that have been accepted and used as a secondary end-point in regulatory approvals, and which delivers a more accurate assessment of the cardiac safety profile of drugs in development. iCardiac's COMPAS technology has been used for over a decade in cardiac clinical trials conducted for and by leading large and medium sized pharmaceutical, biotechnology and medical device companies. For more information, visit: [www.icardiac.com](http://www.icardiac.com).

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**Online Web 2.0 Version**You can read the online version of this press release [here](#).



## **Upstate University Health System Launches Knowing Changes Everything Campaign in Partnership with Lewis Communications**

*After a year of extensive research, careful planning and creative production, Upstate University Health Systems in Syracuse, New York, in partnership with Lewis Communications, is proud to announce the launch of Knowing Changes Everything, a branding campaign for the Health System.*

Mobile, AL (Vocus) November 10, 2009 -- After a year of extensive research, careful planning and creative production, Upstate University Health Systems in Syracuse, New York, in partnership with [Lewis Communications](#), is proud to announce the launch of [Knowing Changes Everything](#), a branding campaign for the Health System.

The organization was in a state of brand crisis. Numerous name changes over the past few years coupled with the rising tide of hospital competition produced an overall lack of public awareness for the connection between the university and hospital.

Initial research, including consumer focus groups and interviews of hospital and university employees, revealed a state of confusion surrounding the name of the institution and the connection between the university and hospital. Armed with this data, [Lewis Communications](#) and Upstate worked together to begin the process of unification. Upstate University Hospital and Upstate Medical University were combined under the brand umbrella of Upstate University Health Systems. The brand centers on promoting the hospital and the university as one, a place where knowledge is paramount for patient care, research and education.

The [Knowing Changes Everything](#) campaign features Upstate as a top resource for education, research and patient care. It empowers consumers to seek knowledge regarding their own healthcare choices. In addition, it works to instill confidence in employees by referring to the talent within the health system.

“This is about building a brand image, a sense of employee pride in the organization and a rallying point for our community,” said Dr. David Smith, Upstate University Health System President, about the campaign.

The campaign consists of print, broadcast and interactive, all leading the consumer to <http://www.knowingchangeseverything.com>.

### About Upstate University Health Systems:

Upstate, a part of the State University of New York (SUNY) is one of the largest employers in the greater Syracuse area. Consisting of both a teaching hospital and a full medical university, the organization exists as a major community resource for healthcare, employment, education and community outreach. The healthcare arm of Upstate includes University Hospital, the only academic medical center in the area. The educational arm is comprised of a full medical university.



About Lewis Communications:

Lewis Communications has solid experience in branding academic medical centers across the country, working with clients such as Stony Brook University Medical Center, University of Virginia Health System and Vanderbilt University Medical Center, to name just a few. With offices in Mobile, Birmingham and Nashville, Lewis Communications has been in the business of great ideas since 1951. Lewis Communications is a member of the American Association of Advertising Agencies (AAAA), the Public Relations Society of America (PRSA), and the International Communications Agency Network, Inc. (ICOM). To view samples of client work visit <http://www.lewiscommunications.com>.

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### Online Web 2.0 Version

You can read the online version of this press release [here](#).

### News Image



Lewis Communications

EST. 1951

## **C3Life.com Forum Moderator Finishes Midwest Get Your Guts in Gear Ride**

*Former Stoma Care Nurse braves hills, wind, rain, and cold in Illinois and Wisconsin, and blogs about his experiences along the way*

(PRWEB) November 11, 2009 -- [C3Life.com](http://www.C3Life.com)•, a community website for people with ostomies, their caregivers, and loved ones supported Get Your Guts in Gear, Inc.'s inaugural Midwest bicycle ride which took place October 2-4, 2009. Former Stoma Care Nurse [Paris Purnell](#), moderator of the ostomy website's discussion forum, was one of several first-time participants in the three-day, 210-mile ride, and blogged about his experiences before, during, and after the event.

Get Your Guts in Gear (GYGIG) seeks to empower the ostomy, Crohn's disease, and ulcerative colitis communities while raising money for nonprofit organizations that support patients and educate the public about inflammatory bowel disease (IBD, the collective term for ulcerative colitis and Crohn's disease). IBD affects at least 1.4 million people in the United States.

The Midwest GYGIG Ride kicked off in the early hours of Friday, October 2 with an opening ceremony at the headquarters of Hollister Incorporated, a leading manufacturer of ostomy products, located in Libertyville, Illinois. From there, Purnell and 32 other riders wound their way through the farmlands of northern Illinois and southern Wisconsin. Rain, wind, hills, and chilly temperatures made every mile a challenge.

"If I never live to see another hill, it will be too soon," blogged Purnell. "But the GYGIG crew was amazing. They kept checking to see if we needed assistance and cheered us into camp at night." The terrain and weather were better on the second day, as the riders passed through several picturesque Wisconsin towns. On the third day, they headed back to Libertyville for a closing ceremony and congratulatory barbecue at Adler Park.

"This ride made me realize the strength of the human spirit," said Purnell. "Some of the people I rode with had ulcerative colitis or Crohn's disease, and some were cancer survivors. Some had ostomies and some didn't. It's incredible to see how people do not let these illnesses define them. They show us how valuable life really is."

Jay Pacitti, one of the founders of Get Your Guts in Gear, was diagnosed with Crohn's disease in 1999. "I'm so proud of Paris and all the riders and crew members," said Pacitti. "They cared about the cause enough to support each other and pedal all those miles. Once again, our participants created an amazing community and made the ride a huge success."

Since 2004, GYGIG participants have raised over \$1.25 million to help fund IBD advocacy, research, awareness, and empowerment projects throughout the United States.

<http://www.C3Life.com>  
<http://www.IBDride.org>



Get Your Guts in Gear, Inc. is a charitable organization created to raise awareness about Crohn's disease and ulcerative colitis. It raises funds for like-minded charities that support research, education, and patients who are living with inflammatory bowel disease or ostomies. Its mission also includes empowering individuals through participation in large-scale athletic events in a supportive, community atmosphere.

[C3Life.com](http://C3Life.com) is a website dedicated to helping people with ostomies live their lives to the fullest. It features information on lifestyle topics, stoma-related issues, products, news, events, and conditions like Crohn's and ulcerative colitis. Members can pose ostomy-related lifestyle and product questions to a panel of clinicians, share their thoughts within an interactive forum, and submit personal stories, photos and videos. C3Life.com is supported by Hollister Incorporated.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**





## **New York City Based Search Marketing Company, SurchSquad, Releases Free 30 Page Search Engine Optimization How-To Guide for Dental Practice Owners**

*Dental practice owners looking for ways to improve their website rankings are about to get a little help from SurchSquad.*

New York, NY (PRWEB) November 11, 2009 -- SurchSquad, a search marketing company, has issued a comprehensive, step-by-step guide that details exactly how to get higher rankings on the search engines. The guide, entitled "6 Tips on How Search Engine Optimization Can Improve Your Dental Practice," is written specifically for the unique needs of dental practice owners.

It became clear to the team at SurchSquad that many dental practice owners weren't aware of all the free or low cost steps they could take to radically increase the number of potential customers who hear about them online. The Internet contains mountains of disorganized and conflicting information about what SEO is and how to implement it. This guide is SurchSquad's answer to dental practice owners looking for actionable information on SEO.

The guide includes:

- A ground up explanation of search engine optimization that even a novice can understand because it doesn't slide into tech-speak.
- Studies and examples that illustrate just how effective SEO can be at bringing in new clients for dental practice owners.
- Step-by-step instructions detailing exactly what to do to start optimizing your website today.

"Most dental practice owners seem to believe that SEO is for someone else. They think it's for a different type of business, or for a different type of industry." "The truth is that consumers regularly use the Internet to find and research dentists and dental procedures. By simply optimizing their websites, dental practice owners are putting their name and their reputation in front of potential clients who are already seeking out information online," says Pat Shah, CEO of SurchSquad.

To get "6 Tips on How Search Engine Optimization Can Improve Your Dental Practice" you can visit SurchSquad's website at <http://bit.ly/DentalSEO> where you'll find instructions on how to download the free guide.

### About SurchSquad

SurchSquad.com is a search marketing firm that specializes in developing and executing strategic internet marketing campaigns for small businesses. SurchSquad is unique in their industry because they only accept a small number of clients. They believe that by staying small, they can provide the most effective and efficient



services to their clients.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

### **News Image**





## **Healthcare Organizations Select Plan-Smart™ for Ongoing Dependent Eligibility Audit Savings--Hospitals Choose HRAdvance's Platform to Manage Entire Eligibility Verification Process**

*78 Hospitals to date have chosen HRAdvance's platform to manage their entire eligibility verification process and provide a cost-effective solution for reducing health plan costs.*

Dallas, TX (PRWEB) November 11, 2009 -- More than 75 healthcare organizations have selected HRAdvance's Plan-Smart™ for [Dependent Eligibility Audit](#) over the past 30 months.

"The key driver has been the preservation of healthcare employee' benefits enabled by Dependent Eligibility Audit project savings," said Craig Firestone, founder and president of HRAdvance Enterprises, LLC.

Notable signings include Trinity Mother Frances Hospitals, Scott & White, St. Joseph Health System, MetroHealth, Aptium Oncology, and others.

HRAdvance's experience with healthcare and hospital organizations, coupled with the Plan-Smart™ platform, has insured timely return on investment with the overall process being managed professionally at both the individual and employer level.

The Plan-Smart™ platform includes reporting, employer communication tools, and dashboards that provide real-time access to results and workflow progress to HR and benefit professionals and produce great value for executives.

HRAdvance's book of business includes more than 170 [dependent eligibility audit](#) clients representing 1,700,000 employees.

HRAdvance's healthcare expertise spans hospitals, healthcare payers and providers, and physician practice management groups representing more than 480,000 employees.

To date, HRAdvance's healthcare clients have aggregate first year cost savings in excess of \$64,000,000 through Plan-Smart™ audits. HRAdvance's ineligible rates for health care clients average 11.23% and first year cost savings average \$1,150,000 for a 1,394% dependent eligibility audit ROI.

"We have seen a growing number of healthcare organizations evaluate and migrate their existing in-house process to a comprehensive and fully automated technology-enabled audit that ensures compliance, mitigates risks, effectively manages the overall process and promises timely results," said Craig Firestone, founder and president of HRAdvance Enterprises, LLC.

"Our success with healthcare organizations is a direct result of professionals realizing the value of a comprehensive ongoing dependent eligibility solution," added Firestone. "Because the Plan-Smart™ platform can



scale to address the entire eligibility lifecycle, our clients are insured initial and ongoing protection via our gatekeeper solution. This makes the Plan-Smart™ platform not only cost-effective but a comprehensive solution. These enhanced internal controls allow healthcare organizations to reduce costs and realize administrative efficiencies."

HRAdvance's client base has expanded tremendously in recent years, a direct result of the company's commitment to providing the industry's only fully automated technology-enabled audit solution. HRAdvance also boasts best-in-class customer service ratings in the industry and regularly publishes its dependent eligibility audit results and service levels.

About HRAdvance:

HRAdvance was founded in 2004 with a narrow mission in mind: to provide HR and benefits professionals with best-of-breed hosted solutions that can be deployed without capital expenditure or IT dependency. Its guiding principle is that employees are the most valuable asset of virtually every organization.

The company's core competency is its Plan-Smart™ and Plan-Guard™ dependent eligibility audit and verification services. With more than 165 clients that range in size from 500 to more than 100,000 employee lives, HRAdvance is the best in class dependent eligibility audit solution. Its management competencies and healthcare focus reflect over 150 years of combined experience in developing automated human resource, benefits, administrative and financial solutions for government, public and private organizations. Visit [www.hradvance.com](http://www.hradvance.com) to learn more.

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This press release was distributed through PR Web by Human Resources Marketer (HR Marketer: [www.HRmarketer.com](http://www.HRmarketer.com)) on behalf of the company listed above.

###

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### News Image



## **eCareDiary.com is Launched to Provide Information Center for Caregivers**

*Veteran health care professionals build site from personal experiences*

New York, NY (Vocus) November 11, 2009 -- eCare Diary ([long term care](#)). eCareDiary brings together tools, resources and the support of an online community to assist caregivers and simplify the enormous task they face. The website centralizes the elements needed to help caregivers navigate through their parent's or loved one's care.

The site was founded by [John Mills and Susan Baida](#) who, despite decades of experience in the healthcare sector, found the task of coordinating care for their parents uniquely and unnecessarily challenging. According to John Mills, Founder of eCare Diary, "My experience helping my father through Parkinson's disease was shocking. The complete absence of a centralized and comprehensive source of information for caregivers was frustrating."

"As the head of a hospital trade association, I know our clinicians are asked on a daily basis by patient families for resources to not only help share information but also to help coordinate care. As more families and friends are scattered across the country, eCareDiary.com is a wonderful new tool for families who also want to share the responsibilities of caregiving," said Bill Walters, CEO of ALTHA, a hospital trade association.

A main feature is the Care Diary, a free appointment and medication management technology designed to make coordination of care and sharing of information easy amongst family members or other caregivers. It helps consolidate doctor appointments, medications, care visits and enables storage and sharing of important documents.

According to Bill Walters, "Trying to keep family and friends updated is an extra but essential burden on primary caregivers. The Care Diary makes it considerably easier for information to be shared. I can't say enough about this wonderful new tool for patient families."

Community is another important aspect of the site with both blogs and vlogs (video posts) available for caregivers to view, comment and upload their own stories. Founders John Mills and Susan Baida, post blogs several times a week sharing personal experiences and recommended resources. eCare Diary also offers a search engine with a database of over 10,000 [nursing home](#) and home care services throughout the U.S. Caregivers can locate facilities by type within a designated zip code. Caregivers have the ability to shop directly from the site for [eldercare products](#) such as canes, walkers and bathroom bars.

There are 44.4 million caregivers in the U.S. according to a report published by the National Alliance for Caregiving and AARP. When asked about unmet needs, two out of three caregivers said they needed help or information. Of the total number of caregivers, 79% are age 50 plus, and according to Pew Internet & American Life Project, 74% of baby boomers (adults age 45 to 63) use the internet.

About eCareDiary



eCareDiary was developed to help caregivers navigate a process often found confusing, difficult and stressful. The site's goal is to bring long term care into the 21st century by making it accessible, centralized and relevant for today's caregivers.

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You can read the online version of this press release [here](#).

### News Image





## **LifeCard Plus Membership Provides Revolutionary Control of Health Care Wishes**

*Starting with a quick and painless application process, LifeCard Plus is a comprehensive health care wishes and possession protection solution. Each LifeCard Plus Membership comes with an individualized URL that provides password-protected access to encrypted crucial health care documents and other important information. Any authorized medical personnel or appointed power of attorney can immediately access this information in case of an emergency.*

Paradise Valley, Arizona (Vocus) -- [LifeCard Plus](#) is proud to announce an innovative new approach for controlling health care wishes and storing important information that can eliminate stress and anxiety during emergencies or unforeseen health care circumstances.

Possibly best of all, the [LifeCard Plus Membership](#) application process is quick and painless. Instead of spending what seems like endless hours answering countless questions, applicants can complete an application and payment page for a basic LifeCard Plus Membership in about one minute.

It's the scenario everyone hopes doesn't happen to them, but that everyone should be prepared for. Someone has a serious emergency or unforeseen health care issue and is incapacitated and/or unable to communicate answers that medical staff need. What is the patient's medical history? What are they allergic to? What would they want done if they are in a coma? In this horrifying situation, medical staff and loved ones are racing to try to find documented [health care wishes](#) and other important information.

Most often, everyone is left guessing as to what the patient's health care wishes are and life-altering decisions have to be made on their behalf. That's where [LifeCard Plus Membership](#) comes in. All the necessary paperwork and information is encrypted and stored electronically in the password-protected easy-access website. The website URL is displayed on the LifeCard Plus Membership card and can be accessed anytime day or night from anywhere with an internet connection.

“Our goal is to remove anxiety from an otherwise stressful situation and make control of health care wishes and protection for possessions accessible and affordable for everyone” said Andrea S. Baumer, CPA, Chief Financial Officer, Managing Principal of One Resource Group an Indiana corporation and a LifeCard Plus Membership Program steering committee leader. “We give everyone, regardless of their social or financial stature, the ability to control their health care wishes and to appoint their own health care agents and other powers of attorney.”

For too long, such control has been determined by the amount of a person's assets instead of by need. Now the LifeCard Plus Membership [packages](#) make control of health care wishes and protection of possessions accessible and affordable for everyone. LifeCard Plus is a complete system that gets all the critical information up front. If a LifeCard Plus user needs to update or modify their existing files, they can do so anytime they wish and in most cases at no additional cost.



“LifeCard Plus is client-focused, not product-focused,” Baumer said. “We aren’t trying to push products or services to drain anyone’s pockets dry by selling individual products or services. LifeCard Plus provides the most appropriate and complete packages with everything you need for one low price.”

At \$799 for the basic [LifeCard Plus Control Health Care Wishes Package](#) and \$999 for LifeCard Plus With Possession Protection Package, the LifeCard Plus Program Team and their affiliates can look for ways to save you thousands of dollars worth of fees and lower your tax burden. As an introductory offer all LifeCard Plus Memberships come with six months of membership benefits with just a \$20 per month maintenance charge, starting in month seven (7).

LifeCard Plus’s other [products and service choices](#) include but are not limited to: revocable living and all other types of trust design, implementation, and funding; design and implementation of living, pour over, and stand alone wills; competitive pricing of estate settlement services; and corporate trustee services.

“We started the LifeCard Plus Membership Program to provide industry-leading service through innovation, not as an imitation of any other product or service,” Baumer concluded.

To sign up now or for more information:  
Contact the LifeCard Plus Program Team  
Sales: 877-238-2028  
Help Desk: 800-530-2931  
<http://www.lifecardplus.com>

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You can read the online version of this press release [here](#).

### News Image





## Healthcare Web Site Boasts Thousands of Jobs in a Down Economy

*HEALTHeCAREERS Network lists positions across medical disciplines*

Englewood, CO (Vocus) November 11, 2009 -- [HEALTHeCAREERS](#), North America's premier healthcare Network, is advertising more than 14,000 job openings.

Despite the economy's record unemployment rate, the medical industry continues to be one of the few bright spots in the North American job market. HEALTHeCAREERS boasts more than 7,000 openings for physicians, 3,000 positions for nurses, and 2,300 jobs for allied health or clinical professionals. While the economy slowly gains traction, employers continue to turn to the Network to hire healthcare professionals across these disciplines.

"It is rewarding to know HEALTHeCAREERS is contributing to the economy's growing health," said Mike Tansey, chief executive officer at [onTargetjobs](#), the parent company of HEALTHeCAREERS. "The Network offers opportunities for connections between industry job seekers and employers through multiple distribution outlets and more than 120 association career centers. It's all supported by an average of 600,000 unique visitors and 4 million page views every month."

Prominent healthcare employers such as Kaiser Permanente post their jobs on HEALTHeCAREERS. Kaiser is preserving 150 jobs in Northern California that had been targeted for layoffs. And for those looking to pursue nursing opportunities, American Traveler is offering multiple U.S. openings.

All job postings are online at [www.healthcareers.com](http://www.healthcareers.com).

About HEALTHeCAREERS Network

HEALTHeCAREERS Network specializes in online recruitment, advertising and career solutions for the healthcare industry. HEALTHeCAREERS links healthcare employers and job seekers through partnerships with more than 120 healthcare associations, bizjournals.com™ and hundreds of relevant career Web sites.

HEALTHeCAREERS Network is an onTargetjobs, Inc., company.

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### News Image





## **Poor Employee Financial Health is Hurting Performance and Organizational Productivity, says GuideSpark**

*White paper discusses financial wellness issues and employer responses.*

Los Altos, CA (PRWEB) Nov. 11, 2009 — Employee financial health issues are negatively impacting key organizational objectives and should be a key priority among employers, advises GuideSpark.

Forward-thinking companies that implement [financial wellness](#) initiatives can expect a return on investment of over 3:1, according to recent studies.

In its new white paper, "The Need for Financial Wellness," available to download at [http://www.guidespark.com/financial-wellness-learning/resources/whitepapers/whitepapers\\_financial\\_wellness.php](http://www.guidespark.com/financial-wellness-learning/resources/whitepapers/whitepapers_financial_wellness.php), experts from GuideSpark (formerly ThriveOn) discuss the advantages available to companies that take ownership of the financial health and wellness of their employees.

A faltering U.S. economy has brought to the surface a key issue that has been building for some time – the average American lacks a basic understanding of money and responsible financial behavior. This lack of financial knowledge and the distress that has resulted is leading to employee productivity drains, turnover and increased benefits cost. Nearly 80 percent of financially distressed employees spend time at work dealing with financial issues. Over 92 percent of employees report losing sleep over money issues and financial stress is leading to illness, absenteeism and increased health care costs.

"Employees are bringing their personal financial issues into the workplace and affecting company goals," said John Wolff, vice president of [financial education](#). "Financial distress can drain 12 to 20 hours of an employee's productive time at work—each month. It is definitely a problem for employers."

Financial education in the workplace has been largely limited to employee [benefits communications](#) programs with lackluster results. A recent Colonial Life survey of HR managers shows only 21 percent think their employees have a good understanding of their benefits; 5 percent think their employees don't know anything about them. To improve the financial well-being of employees, employers must implement much more effective programs that not only address workplace benefits but effectively tackle the broader issue of personal financial security and planning.

A successful financial wellness approach must provide a one-stop location for employees to learn, plan and initiate financial action and success. This involves a range of resources to accommodate varied situations, issues, learning styles and levels of commitment. Therefore, core components of a successful solution must include personal assessments, comprehensive and engaging Web-based education and tools, live seminars, personalized one-on-one financial coaching, among others.

GuideSpark, formerly ThriveOn Inc., delivers Web-based HR software for educating employees on important HR



topics like employee compensation, benefits and [open enrollment](#) and financial wellness. By leveraging the latest Web technologies and trends, GuideSpark delivers cost-effective, multimedia education and tools designed for today's workforce. GuideSpark's customized training solutions improve company performance by managing benefits costs while reducing employee turnover, productivity drains and financial stress; <http://www.guidespark.com>.

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### News Image





## **Bryan S.J. Mallindine, President of Flexiciser™, Inc. Nominated as one of the 2009 Most Admired CEO's in San Diego**

*Bryan S.J. Mallindine is one of the finalists selected for this year's Most Admired CO's In San Diego, Event is put on by the San Diego Business Journal and will be held in San Diego Nov 18, 2009.*

Carlsbad, CA (PRWEB) November 11, 2009 -- Bryan S.J. Mallindine, President of Flexiciser™, Inc is one of the finalists for this year's Most Admired CEO's in San Diego.

Bryan S.J. Mallindine was nominated for his innovative and dynamic approach in the running of his company, as well as for some of the wonderful traits that as a leader he demonstrates everyday, which are:

### Personal insight.

Bryan S.J. Mallindine is a great leader. He knows himself and what he stands for. People respect his opinions and look up to him for guidance. He is concerned about the welfare of those that work at the company. He also cares about their families. He constantly seeks feedback and ideas from his staff, and he is there to offer them additional training to help them grow as well.

### 2. Resourcefulness.

Bryan demonstrates boundless energy; he comes to work with the greatest enthusiasm. Even when he doesn't feel like it, he always finds ways to re-energize himself and come in ready to go. He takes good care of himself physically and emotionally so he can be there for the employees and the needs of the company. He gives much and never gives up; he doesn't blame but looks for solutions for the problems that may arise, so that those problems are less likely to happen again.

### 3. Courage.

Bryan, as the President, has one of the world's toughest jobs. No matter how tough it was to start the company, in these economic times it's even harder to keep it going and growing. He must decide what he stands for and do what is right, all the time. It takes courage to make some of the decisions that he as a President must do.

### 4. Willingness to look at risk.

As the President of Flexiciser™, Bryan, isn't afraid to look at the downside and answer the hard questions he hopes will never become a reality. He constantly has a backup plan - one that is designed by looking at the company's worst-case scenarios. This plan addresses questions such as: What if your industry experiences a slump? What if new governmental regulations affect our business? He feels the key is to be ready and able to take immediate action.

### 5. Foresight.

Bryan has great foresight he is constantly developing new products to build and retain a customer base. He also has the Foresight and the ability to hire and retain the right people, looking ahead toward the growth of the company.



Bryan S.J. Mallindine is the President and CEO of Flexiciser™ Inc. a pioneering, California firm which manufactures and markets technology for the mobility challenged. Bryan is also Chairman & CEO of Expo Tour B Vin Lugano, Switzerland and is a project leader for the new TARA Theme Park in Atlanta from Gone with the Wind.

Bryan has lived in four continents where he has gained vast knowledge in International Trade, marketing and strategic issues. He was one of forty-two from twenty countries accepted by the world's oldest and most prestigious business school, IMD in Switzerland where he received his MBA in International Marketing and Corporate Strategy. He also qualified as a CPA in Canada and Bermuda in 1982, and also holds Master of Arts degree in Management and Human Resources. Bryan has his PhD in NeuroImmunology.

He has worked and held top positions for such companies as: Price Waterhouse, Exxon Corp., Nortel Networks, Road Runner Sports and the largest retail conglomerate in Bermuda.

In his consulting work he has coached top executives across the country and been involved with major corporate turnarounds.

Bryan was the coordinator of the International (I) Leadership and Management Program at the University of California, San Diego, CA, and served also as Chairman of the Business Committee and was appointed to their Board of Advisers during that tenure.

Because he is a single parent, helping youth is another of his passions. Although very busy with his corporate work, he makes time to be involved in other community events. While his son James was younger he served as Coordinator of Power Skating at the San Diego California Ice Arena and was successful in bringing to San Diego its first NHL level full line hockey school.

Bryan Mallindine also finds time to do many keynote speeches across the country, and through his presentations, Bryan not only provides tools that individuals can immediately put into place in their business and/or personal lives, but also leaves them inspired, motivated and totally engaged to achieve results.

In addition to being nominated for this prestigious award which he is most deserving for, he has received several awards including the Congressional Medal, California Businessman of the Year American Marketing Association Executive of the Year, The Presidents Call To Service Award for his more than 4,000 plus hours of services over the years to his community. This is a man that cares and truly makes a difference to his company, his staff, his family and to his community and that is why he was nominated as the Most Admired CEO for the upcoming San Diego Business Journals CEO awards. For more information call, 888 353-9462 or visit [www.flexiciser.com](http://www.flexiciser.com)

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **New and Innovative Health Lifestyle Information TV Show Comes to Waiting Rooms Across the Country and Abroad**

*Sage is an exciting and new 45 minute health information TV that will be shown to captive audiences in physician/health professionals' waiting rooms across the United States, Canada and Australia as well as on our website. Sage is fresh, innovative, and invigorating in its approach to promoting healthier lifestyles through fitness, activity, and nutrition.*

Orlando, FL (PRWEB) October 24, 2009 -- Sage Health Guides is the exciting, new product of Speech-Language Pathologist, Pamela Rowe, and International Filmmaker and Producer, Justyn Rowe, who want to inform, entertain, and inspire multi-cultural individuals to become active managers in increasing their physical, emotional, and mental health. In an age of "us" versus "them," Sage Health Guides promotes working with a certified and licensed physician when selecting the best personal nutrition, treatment, and/or fitness regimen.

The 45 minute television episodes center around themes, such as, swimming, golfing, adventure fitness, walking/running, stretching, healthy eating while focusing on the emotional, mental, and physical benefits of incorporating these activities in one's lifestyle. With aerial videography and fresh cinematography, Sage blends creativity with health information. Pamela Rowe comments on the heart of Sage, "In today's fast-paced society, it is easy to forget about our health until something goes wrong with it...out of sight, out of mind. Little changes in our choices and attitudes can affect big changes in our health. These changes can have far reaching affects in our lives and the lives around us. It is never too late to start!"

In addition to doctor's waiting rooms, Sage is online. The website features articles and recipes, written by average, "everyday" people sharing their experiences. Health professionals also contribute to the website by writing informative health articles. Sage also features interviews with influential individuals in sports, health, nutrition, and fitness.

Sage believes in giving back to the extended community by donating 10% to national and international charities that focus on improving well-being.

Health is for everyone. Get ready to spice up your health and energize your lifestyle with Sage.

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## **PayerFusion Offers Leadership, Direction and Fresh Approach to Current Health Care Conundrum**

*PayerFusion, a new company headquartered in Miami, was created to make a tangible difference in the realm of health care.*

(PRWEB) November 11, 2009 -- In the United States, health and wellness services represent a \$2.4 trillion industry. It is an industry replete with wasteful spending, and an ineffective and outdated provider network system. PPOs initially designed (over 30 years ago) to ensure access to quality health care while containing costs, fail to fully offer the mutually beneficial and viable solutions necessary to meet the challenges facing today's healthcare industry. As the cost of health care in the U.S. continues to outpace the rate of inflation, PayerFusion offers real solutions for real companies that seek to cut out the middleman and regain a sense of power over the maze of paperwork, and indiscriminant billing practices that lead to over \$250 million in overpayments annually.

PayerFusion, a new company headquartered in Miami, was created to make a tangible difference in the realm of health care. It aims to make quality healthcare more affordable thereby making it more accessible. "The routine discounts claims payers were accustomed to receiving are quickly becoming obsolete," says Griselle Chernys, PayerFusion President and CEO, "we fuse the gap between health service providers who deserve fair compensation for quality care and our clients who seek to pay a fair price for services rendered."

PayerFusion employs state of the art technology, analytics and research tools specifically designed to comprehensively assess the complexities inherent in today's health care system; thereby, opening the door for previously unheard claims adjudication methodologies and claims reduction levels. Each health plan is individually evaluated using an advanced web based system that puts the power of negotiation back in the hands of the payer, "which is where it belongs" says, Chernys.

In addition to being a company that empowers its clients, PayerFusion actively seeks to empower the communities, in which its employees live, work and play. "Our company is committed to being a good neighbor," says Chernys. PayerFusion not only endorses but tacitly supports causes that are important to its employees. "We take our responsibility to give back seriously," says Chernys. At PayerFusion employees and associates are encouraged to participate in community service programs, act in socially responsible ways and support programs that encourage individuals to be active participants in the sustenance of their overall health and well being.

Whether you represent self-funded employers, U.S. based corporations, multinational corporations, or a small business concerned with ensuring the wellness of your employees, and the integrity of your benefit administration, PayerFusion has the perfect technology solution for your business healthcare needs. PayerFusion represents a refreshing departure from the 'business as usual' approach to dealing with healthcare policy and claims administration. PayerFusion empowers its clients, and is prepared and positioned to create an ideal web based program to meet the unique needs of various organizations. Allow PayerFusion to serve as an advocate for your organization's access to quality health care at fair prices and experience the PayerFusion difference.

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You can read the online version of this press release [here](#).



## **CareCloud Recognized by High Tech Leaders for Exceptional Achievement**

*ITFlorida nominates CareCloud as 2009's Small Business of the Year*

Miami, FL (PRWEB) November 11, 2009 -- Just 45 days after its launch, CareCloud, a healthcare IT company based in South Florida, was 1 of 4 technology companies selected as a finalist in the "Small Business of the Year" category of the 7th annual ITFlorida Awards Program.

"Florida offers a dynamic technology community to tap into. The daunting task of building CareCloud's software platform would simply not have been possible without the talented software developers we have in Florida," said Albert Santalo, CEO of Carecloud. Santalo continued, "CareCloud's software is built on Open Source technologies, which have given the Company the ability to develop an incredibly robust platform that is highly differentiated from that of incumbents. Florida's highly entrepreneurial economy is ripe for continued development of Open Source software solutions."

ITFlorida, an organization comprised of public and private technology leaders, is committed to establishing Florida as the leading high-tech State in the country and increase competitiveness in the international market. The ITFlorida Awards Program recognizes innovation and creative technologists. Participants in the Gala will include State CIO David Taylor; Dr. Ken Ford, Chair of the NASA Advisory Council and Director of the Institute for Human and Machine Cognition; Roger Berry, CIO for Disney Parks and Resorts Worldwide; and representatives of numerous other small business and IT-enabled corporations throughout Florida.

### **ABOUT CARECLOUD**

CareCloud is a web-based software and services company that enables healthcare providers to focus on their core mission of caring for patients. Visit CareCloud online at [www.carecloud.com](http://www.carecloud.com) or [www.twitter.com/carecloud](http://www.twitter.com/carecloud).

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Innovative Product Designed to Relieve Low Back Pain Naturally, Safely and Comfortably, Launches Today**

*BeltLife is a premium low-back heat wrap designed for athletes, outdoor enthusiasts, and everyday back pain sufferers. It's shaping the natural back pain relief revolution.*

(PRWEB) November 11, 2009 -- It might take the form of a stubborn ache along the spine. Or maybe it's more of a sharp pain in a particular trouble spot. Perhaps the discomfort radiates throughout the body, involves muscle spasms, or makes it difficult to stand upright. But regardless of how it manifests itself, back pain – which plagues more than 31 million Americans at any given time – is a chronic and potentially debilitating problem that's become a challenge to treat.

But there's hope at last for those who suffer: an innovative product called BeltLife™, which harnesses the power of precisely delivered heat to relieve pain, spasms and stiffness in the back – without chemicals, messy creams or irritating disposable patches.

BeltLife™ is a different kind of heat wrap, made from the finest grade of Spanish Merino sheepskin available. Back pain sufferers can wear the comfortable wrap anywhere; its slim shape and design makes it highly portable and enables it to be worn discreetly under clothes, whether at work or during athletic activity. The soft, dense sheepskin fibers insulate the body's natural warmth and deliver a continuous stream of therapeutic, low-level heat to the entire lower back region including the coccyx (tailbone). BeltLife™ is the only back pain relief product created to alleviate symptoms emanating from this critical point, where back pain often originates.

“The power of BeltLife lies in its steady warming abilities, and the fact that, because it's all natural, it can be used as often as needed – both proactively and once the pain has started,” said Miron Fayngersh, MD, FIPP, a pain management physician. “Heat causes the affected blood vessels to expand, which facilitates the healing process by significantly increasing blood flow. I recommend this to my patients with chronic pain and discomfort.”

BeltLife was developed by an engineer and avid cyclist on a quest to cure his own debilitating back pain. Research led him to the ancient tradition of using natural fur to alleviate muscle spasms and aches – the kind that so often plague active and athletic people.

Bill Stenger, president and CEO of Vermont's famed Jay Peak ski resort, said his own employees rely on BeltLife to keep themselves pain-free.

“The people who make a living on our mountain use and appreciate the BeltLife product very much. The heat therapy it generates keeps them comfortable in all weather conditions. If you suffer from pain or discomfort from skiing or snowboarding, I recommend it!”

Visit the official company website, [www.beltlife.com](http://www.beltlife.com), for product purchase.

About BeltLife:



BeltLife™ is an innovative yet simple solution to lower back pain, providing safe, comfortable and natural relief of everyday symptoms as well as those caused by athletic or traumatic injuries. The portable, Merino sheepskin wrap warms away the pain, easing the debilitating discomfort associated with lumbago, radiculitis and other common conditions while helping to prevent the onset of future pain. For more information, visit [www.beltlife.com](http://www.beltlife.com).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Meta Health Technology Wins Premier Contract for Reimbursement Software; Contract Includes Meta's Patient Abstracting and Electronic Physician Query Products**

*Meta Health Technology, a leading provider of software solutions for health information management, has been awarded a 36-month contract by Premier Purchasing Partners, LP. The agreement provides Premier's more than 2,200 member hospitals and 63,000 additional healthcare sites with access to pre-negotiated pricing and terms for Meta's patient chart abstracting and Electronic Physician Query software products.*

New York (PRWEB) November 11, 2009 -- Meta Health Technology, a leading provider of software solutions for health information management, has been awarded a 36-month contract by Premier Purchasing Partners, LP, the group purchasing unit of Premier, Inc. The new agreement, effective August 1, 2009, provides Premier's more than 2,200 member hospitals and 63,000 additional healthcare sites with access to pre-negotiated pricing and terms for Meta's patient chart abstracting and Electronic Physician Query software.

Meta's PowerAbstract, the company's flagship product, is a powerful medical record abstracting solution that streamlines the data collection process for both inpatient and outpatient visits and offers powerful reporting capabilities. In addition to its broad base of customers in the United States, the ICD-10 ready PowerAbstract software is also installed at major healthcare facilities in Canada, where the ICD-10 system is already in use.

Meta's Electronic Physician Query software, introduced in 2007, was developed in response to a widespread hospital initiative to improve the quality of clinical documentation. The product automates and expedites the physician query process for hospitals by closing the loop between the coder or CDI Specialist and the physician. Electronic Physician Query delivers improved clinical documentation and improved reimbursement, delivering an immediate return on investment in the software.

According to Eli Nahmias, President and CEO of Meta Health Technology, "Meta's selection by Premier as a vendor of choice for our outstanding software is another validation that our product offering meets the customer's highest standard. It is particularly gratifying that a large organization such as Premier, with its more than 2,000 hospitals, has selected our reimbursement tool. We look forward to implementing our software at many of Premier's member hospitals. We believe that, as more hospitals embark on CDI initiatives, our proven Physician Query application will help them achieve their goals and, at the same time, improve reimbursement."

### **About Meta Health Technology**

Meta Health Technology is a full-service provider of health information management solutions for hospitals, clinics, physician group practices and long-term care facilities. Headquartered in New York City, the company has served the healthcare industry exclusively for 30 years. Meta's clients range from small community hospitals to many of the largest and most prestigious medical facilities across the United States and in Canada. The company provides a level of client service that is unmatched in the industry.

Meta's health information management software automates critical HIM functions, including abstracting and coding, physician query, clinical documentation improvement, chart analysis and completion, release of



information, chart tracking, electronic signature, document management, RAC audit management, electronic medical record, reporting and compliance, and department management. More information about Meta Health Technology is available at [www.metahealth.com](http://www.metahealth.com), or by calling 800-334-6840.

About Premier Inc., 2006 Malcolm Baldrige National Quality Award recipient

The Premier healthcare alliance is more than 2,200 U.S. hospitals and 63,000-plus other healthcare sites working together to improve healthcare quality and affordability. Premier maintains the nation's most comprehensive repository of clinical, financial and outcomes information and operates a leading healthcare purchasing network. A world leader in helping deliver measurable improvements in care, Premier works with the Centers for Medicare & Medicaid Services and the United Kingdom's National Health Service North West to improve hospital performance. Premier has offices in San Diego, Charlotte, N.C., Philadelphia and Washington. For more information, visit [www.premierinc.com](http://www.premierinc.com).

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Wellness Medical Center Hires Allison Goodman-O'Rourke, M.S., P.T.**

*Experienced physical therapist shares Boston physical therapy clinic's devotion to patient-first care.*

Boston, MA (PRWEB) November 11, 2009 -- Wellness Medical Center, a growing physical therapy and rehabilitation clinic serving the Boston area, announced the recent hiring of physical therapist Allison Goodman-O'Rourke, M.S., P.T.

Allison Goodman-O'Rourke began her medical career as a rehab aid in 1988. Goodman-O'Rourke is a graduate of Simmons College in Boston and earned her masters degree and certification in physical therapy in 1995. With a special focus in orthopedics, Goodman-O'Rourke has worked in many different roles as a physical therapist, from working in home care and hospitals to managing a clinic.

"I'm thrilled to be a part of Wellness Medical Center," said Goodman-O'Rourke. "I've been a physical therapist for almost 15 years. The best part of my job is working closely with patients and knowing that I'm helping make their lives better," said Goodman-O'Rourke. "Wellness Medical Center shares my philosophy of always putting the patient first and making sure the patient's rehabilitation experience is as positive and successful as possible," she added.

"We're very excited to welcome Allison to our expert team to extend our medical care services to more people in the Boston area " said Alex Khotiner, general manager, Wellness Medical Center. "She obviously has tremendous experience in physical therapy and patient care," said Khotiner. "Like the rest of our physical therapists and staff, she has a very positive personality and tangible enthusiasm for helping patients," said Khotiner.

### About Wellness Medical Center

Founded in 2001, Wellness Medical Center serves the Boston area with a full range of physical therapy and rehabilitation services. Wellness Medical Center helps patients recover from injuries related to work, auto accidents, sports, or post-surgery issues. World-class medical doctors, licensed physical therapists, and friendly, professional staff provide one-on-one treatment and use the latest exercise equipment to reduce pain, increase mobility, and keep patients well. [www.boston-physical-therapy.com](http://www.boston-physical-therapy.com)

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Patients Enroll in New Study Exposing the Cause of Frozen Shoulder Syndrome**

*Study designed to further organization's research into the nature and cause of Frozen Shoulder Syndrome and other neurological disorders*

Dallas, TX (PRWEB) November 11, 2009 -- One-To-Zero (OTZ) Health Education Systems ([www.otzhealthed.com](http://www.otzhealthed.com)) announced today that it is enrolling qualified patients in a new Frozen Shoulder Syndrome diagnosis and treatment study. The study is designed to further the organization's research into the nature and cause of Frozen Shoulder Syndrome and other neurological disorders. As part of the study, OTZ treats clinical cases of Frozen Shoulder Syndrome patients enrolled in the OTZ research program at no cost. Treatments are performed and video taped at the Dallas, Texas OTZ professional continuing education class attended by doctors.

In its third year, the ongoing OTZ study is based on a new, non-surgical approach to diagnosing and treating Frozen Shoulder Syndrome. OTZ founder Dr. Francis X. Murphy discovered that the painful and debilitating condition is caused by what is known as the Hatcher-Murphy Disorder (HMD), which is most likely to be present in persons aged 40-70. With baby boomers comprising a significant portion of the U.S. and world populations, statistically up to six million people in the U.S. may be suffering with Frozen Shoulder Syndrome today. In an effort to further its research and broaden the availability of its treatment, the OTZ study enables a limited number of Frozen Shoulder Syndrome sufferers to receive the non-surgical OTZ diagnosis and treatment method at no cost.

The OTZ method has shed new light on the cause of Frozen Shoulder Syndrome, a cause which is not addressed by other common treatment methods such as surgery and physical therapy. Since 2007 hundreds of patients have been relieved of their Frozen Shoulder Syndrome with the OTZ treatment method, and as a result patients and doctors are taking advantage of programs and training opportunities that before did not exist. "My staff and I treat patients from all over the United States as well as many other countries," notes Dr. Murphy. "We're proud of the hundreds of patients we've helped and the doctors we've trained so far. With this study we'll be able to add to the research and help more patients find relief, and that's what it's all about."

Patients who wish to take part in OTZ research and receive free diagnosis and treatment services in a professional classroom setting are invited to submit the contact form at <http://www.otzhealthed.com/patients>. OTZ diagnosis and treatment is provided at no cost to eligible patients who qualify for this program. More information is available upon request at <http://www.otzhealthed.com> or by calling (214) 368-3030. Patients can locate an OTZ Certified Provider in the Doctor's Directory at [www.otzhealthed.com/otz-doctors](http://www.otzhealthed.com/otz-doctors).

Frozen Shoulder Syndrome information and online patient outcome videos are available at <http://www.otzhealthed.com> and on YouTube at <http://www.youtube.com/watch?v=5KSd-B9hulo>. Dr. Murphy and his clinical staff train groups of doctors at live diagnosis and treatment seminars in Dallas, Texas. Each seminar includes the treatment of Frozen Shoulder Syndrome patients to provide the most effective learning experience possible. Medical doctors, chiropractors, orthopedic surgeons and specialists, osteopaths, and anesthesiologists may learn more about the CE seminar at <http://www.otzhealthed.com/attend-ce-class>.



#### About OTZ Health Education Systems

OTZ Health Education Systems, LLC (OTZ) ([www.otzhealthed.com](http://www.otzhealthed.com)) is the developer of a proven, non-surgical method of diagnosing and successfully treating Frozen Shoulder Syndrome (FSS). OTZ trains doctors so they can help the millions of people worldwide who suffer from the debilitating effects of FSS. The OTZ method is based on years of research by founder Dr. Francis X. Murphy and encompasses the fields of neurology, chiropractic, and biochemistry to relieve the conditions that cause Frozen Shoulder Syndrome.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Top 10 Tips for Alzheimer's Caregivers

*November is Alzheimer's Awareness Month, and the recently released World Alzheimer Report declares that more than 35 million people worldwide will have dementia by 2010. [CRL Senior Living Communities](#), an industry innovator with 16 independent living and assisted living, and Alzheimer's/memory care communities in Wisconsin and Illinois, offers the following tips to those who care for people with Alzheimer's.*

Neenah, Wis. (Vocus) November 10, 2009 -- November is Alzheimer's Awareness Month, and the recently released World Alzheimer Report declares that more than 35 million people worldwide will have dementia by 2010. [CRL Senior Living Communities](#), an industry innovator with 16 independent living and assisted living, and Alzheimer's/memory care communities in Wisconsin and Illinois, offers the following tips to those who care for people with Alzheimer's.

1. Get help from others
2. Learn as much as you can about Alzheimer's disease
3. Find out about the resources that are available to you
4. Take care of yourself
5. Manage your stress level
6. Accept changes as they occur
7. Take care of legal and financial planning
8. Be realistic about expectations and capabilities
9. Take time to pat yourself on the back
10. Avoid feeling guilty

### About CRL Senior Living Communities

At CRL Senior Living Communities ([www.crlcares.com](http://www.crlcares.com)), it is the company's mission to provide new standards of therapeutic excellence in senior living by providing the best in healthcare through consistently blending nutrition, spiritual, mental and physical stimulation in an environment rich with safety, comfort, activities and a nurturing atmosphere.

With offices in Neenah, Wis., and Chicago, Ill., CRL Senior Living Communities specializes in operating and managing state-of-the-art senior care residences that deliver the highest standard of care in specially designed therapeutic environments. The company meets the needs of seniors with independent living and assisted living, and Alzheimer's/memory care communities. CRL currently owns and operates 14 communities in Wisconsin including Neenah, Oshkosh, Sheboygan, Sheboygan Falls, Menomonee Falls, Kenosha, Greenfield, Green Bay, DeForest; and 2 in McHenry, Ill.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Eliminating Health Inequities: C.H.E.F.® Elects Richard Mockler to Board**

*Comprehensive Health Education Foundation (C.H.E.F.®), the nationally known nonprofit focused on eliminating health inequities, elected Richard Mockler to its Board of Directors. Mockler is the Deputy Director of the Snohomish Health District in Washington State.*

Seattle, WA (PRWEB) November 10, 2009 -- [Comprehensive Health Education Foundation \(C.H.E.F.®\)](#) announced that it has elected Richard Mockler to its Board of Directors. Mockler is the Deputy Director of the Snohomish Health District, a public health agency in Washington State focused on improving the health of individuals, families and communities through disease prevention, health promotion and protection from environmental threats. As a seasoned and dedicated leader with a passion for eliminating health inequities, Mockler brings valued perspective and expertise to the C.H.E.F. Board.

Mockler has worked for the Snohomish Health District for over twenty years, helping to shape and direct its development and growth. Prior to joining the Snohomish Health District, Mockler served as Business Manager for the Crippled Children's Division of the Oregon Health Sciences University.

Mockler has held numerous leadership positions in Washington State. He is immediate past Chair of the Washington State Association of Local Public Health Officials and is a long-term Board member of the Washington State Public Health Association. In 2003 he was a founder of the Public Health Roundtable, a coalition of organizations working to secure a dedicated, sufficient, and stable funding source for public health. He continues to serve as Chair of the Public Health Roundtable. Mockler received his undergraduate degree in Political Science from Oregon State University and his Master of Business Administration from the Atkinson Graduate School of Management at Willamette University.

"We are honored to welcome Rick to our Board for his leadership and depth of expertise in the public health sector," said Larry Clark, C.H.E.F.'s President and Chief Executive Officer. "His dedication and commitment to helping eliminate health inequities is in total alignment with our work at C.H.E.F., and we look forward to Rick's future contributions in helping us to advance our mission."

About Comprehensive Health Education Foundation:

Founded in 1974, Seattle-based Comprehensive Health Education Foundation (C.H.E.F.®) is a nationally known nonprofit organization whose mission is to promote health and quality of life through education. With a long history of innovation in bringing better health to individuals and communities, C.H.E.F.'s efforts today focus on eliminating health inequities through a powerful combination of advocacy, education, grant-making, and partnerships, as well as consulting. Whether assisting organizations in becoming more effective advocates for change, or providing consulting through its MissionWise® division to help organizations better deliver services and become more sustainable, C.H.E.F. brings together foundations, government, nonprofits, and coalitions to create a social movement to eliminate health inequities. For information about [C.H.E.F.](#) and [MissionWise](#), please visit [www.chef.org](http://www.chef.org) and [www.missionwise.org](http://www.missionwise.org) or call 1.800.323.2433.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Kiss Your Life Hello Radio Show with Special Guest: Award-Winning Television and Film Producer Carole Hart on November 11, 2009 at 10AM EST; 7AM PT**

*Dr. Vijaya Nair, M.D., CEO of JIVA Essence of Life, and Dr. Howard Peiper, a national expert on holistic counseling, speaks with their next guest, award-winning Television and Film Producer/Writer Carole Hart about her newest film, the Next 7 Generations, and her experience with Alternative Healing.*

Mount Kisco, NY (Vocus) November 9, 2009 -- Carole Hart is an award-winning television and film producer/writer. She began her career in television working with her partner and husband, Bruce Hart, as one of the original writers of Sesame Street, for which she won her first Emmy. She also produced, with Marlo Thomas, Free to Be...You and Me, the now classic children's album, best-selling book and Peabody Award-winning television special. She and Bruce created and produced Hot Hero Sandwich, an innovative Emmy-winning NBC series for adolescents.

Carole Hart's credits also include a number of movies and docudramas made for television: Sooner or Later, a movie musical that generated a top ten song and a Platinum soundtrack album: Leap of Faith, a groundbreaking docudrama about a woman who brought her cancer into remission through alternative means; and again teamed with Marlo Thomas, a multi-award winning mixed-media documentary for Lifetime Television, Our Heroes, Ourselves.

The latest venture Carole Hart became involved with is the movie, the Next 7 Generations, where she is the Producer / Director. Her involvement with the film began in 1994, when Carole was diagnosed with lung cancer that had metastasized to her brain and was inoperable. Miraculously a woman, named Jyoti came into her life who was a spiritual teacher that had many relations with indigenous people. She asked if she could sponsor a Native American church meeting for Carole, a healing ceremony in a teepee that lasts for 13 hours. She agreed immediately. "When I emerged from it, I felt like every cell in my body had shifted. The roadman, who runs the ceremony, told me that I was healed but it would take a while for my body to catch up with the healing. Over five years, through many cat scans, I watched the cancer go away, and finally I was certified to be cancer-free," says Carole.

The Next 7 Generations documents the momentous journey of thirteen Indigenous Grandmothers as they travel around the globe to promote world peace and share their indigenous ways of healing. Originating from all four corners, these wise elders, shamans and medicine women first came together in 2004 at an historic gathering in upstate New York. Moved by their concern for our planet, they decided to form an alliance: The International Council of 13 Indigenous Grandmothers. Facing a world in crisis, they share with us their visions of healing and a call for change now before it's too late. Through their teachings, they are lighting a way to a peaceful, sustainable planet.

In this compelling radio program listeners will learn more about Carole's journey with alternative healing and be



able to call in to discuss this inspirational story including:

- Her experience battling and overcoming inoperable cancer
- Alternative Healing with Native Americans and how they see the world
- Insights to the movie, the Next 7 Generations

Listeners are welcome to join the conversation during the show by calling (866) 472-5792. Be sure to tune into the live, Internet talk radio show, Kiss Your Life Hello on Wednesday at 7 AM PT / 10 am ET on the VoiceAmerica.com Health & Wellness Channel. Log on to Listen: <http://www.voiceamerica.com>. Missed the Live Show? Past episodes are available on demand and podcast ready.

For advertising and sponsorship opportunities regarding Dr. Vijaya Nair or Dr. Peiper, contact Stephan Jacob, Senior Executive Producer; 480-294-6423.

#### About Kiss Your Life Hello

Kiss Your Life Hello is a provocative internet talk show offering choices and focusing on solutions to all of life's health challenges in today's complicated world. Kiss Your Life Hello is a show about relationships...from personal relationships to health, business, family and love. Each hour we will be presenting the most up-to-date information on all aspects of mind, body, and spirit wellness. <http://www.kissyourlifehello.com>

#### About Essence of Life

Essence of Life, distributes JIVA products, a science-based, patent pending and medically sound line of nutritional supplements that are carefully formulated according to scientific guidelines. Products are available to the public through <http://www.jivasupplements.org> and natural health food stores nationwide.

#### About VoiceAmerica / Modavox

(OTC.BB MDVX), Modavox is the leading producer and distributor of online talk radio content, streaming approximately 250 hours of live programs and scheduled replays weekly on its Modavox VoiceAmerica™ Network (<http://www.voiceamerica.com>). Modavox, Inc. (<http://www.modavox.com>) is a pioneer in internet broadcasting, producing and syndicating online audio and video, and offering innovative, effective and comprehensive online tools for reaching targeted niche communities worldwide. Through its patented Modavox Central™ technology, Modavox takes the search out of search, delivering content straight to desktops and internet-enabled devices. Through its proprietary StreamSafe™, Webcast Wizard™ and Stream Syndicate™ tools, Modavox provides managed access for live and on-demand internet broadcasting and syndication, content management, online meetings, event management, enterprise communications and distance learning.

#### Forward-Looking Statements:

This release contains forward-looking statements for purposes of the Securities and Exchange Commission's safe harbor provisions under the Private Securities Litigation Reform Act of 1995 and Rule 3b-6 under the Securities Exchange Act of 1934. These forward-looking statements are subject to various risks and uncertainties that could cause Modavox's actual results to differ materially from those currently anticipated, including the risk factors identified in Modavox's filings with the Securities and Exchange Commission.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## Surrey College Students Collect Clothing for Women and Children

*Vancouver Career College launches month-long clothing drive for November*

Surrey, BC (Vocus) November 9, 2009 -- The students and staff at Vancouver Career College in Surrey are digging through their closets to find clothing to. Now they're asking Surrey citizens to do the same in order to help women and children in need.

“Every day we focus on building a community here on campus amongst our students, staff and faculty,” says Campus Director Joan Vojnic. “We wanted to do something that reflected this and gave back to the community at the same time. A clothing drive is especially appropriate at this time of year.”

The college has been collecting clothing for men, women and children since the beginning of November. Students and staff are also encouraging the public to drop off any extra clothes they'd like to donate at the campus. Non-clothing items such as blankets, towels, sheets and toys are also being accepted. Once collected, the campus will donate the items to Sheena's Place, a 24-hour safe shelter for women and children who are homeless and without resources. The clothing drive will run until the end of the month.

“The response has been amazing, so far,” adds Vojnic. “Even when the students themselves are focusing on changing their lives through education, they're still managing to pull together for this cause.”

Vancouver Career College's Surrey Campus is accepting clothes, blankets, towels and toys for the month of November. To donate items, please call 604-580-2133 to arrange a drop-off time. For more information, visit [http://www.vccollege.ca/Campus\\_Locations/Surrey/Surrey](http://www.vccollege.ca/Campus_Locations/Surrey/Surrey).

For more information on Vancouver Career College, visit us on [Facebook](#) and [Twitter](#).

### About Vancouver Career College

Vancouver Career College (<http://www.vccollege.ca>) is dedicated to providing students with the highest standard of education and career training, with all programs approved by the provincial government of British Columbia. With small classes, industry-relevant programs and seven convenient locations across BC, Vancouver Career College is one of the region's leading career training schools.

For more information:

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **20,000 Visits to SpaBusinessMD.com, Leading Cosmetic Medical Practice & MedSpa Business Resource**

*This week marked the 20,000th visit to SpaBusinessMD. This leading business resource for Cosmetic Medical Practices and Medical Spas provides business insight, expertise and knowledge from Francis X. Acunzo, Acara's CEO and Founder along with his team of business experts.*

Branford, CT (PRWEB) November 9, 2009 -- 20,000 visits have occurred since the inception of the business blog, [SpaBusinessMD.com](http://SpaBusinessMD.com) which was launched just over one year ago. This cosmetic medical business resource for physicians, owners, and operators provides knowledge and expertise on a variety of development, management and marketing topics.

"I started this blog hoping that Acara's clients and business associates would have a resource to help them with their cosmetic medical businesses. comments [Francis X. Acunzo](#), CEO & Founder of Acara Partners, "I never anticipated that it would become a resource so heavily relied upon by so many industry professionals."

An important element of Acara's mission is education and training in the cosmetic medical and medical spa industries. "Throughout my career I have helped build the medical spa and cosmetic medical industries by supporting education and training. Over the past 5 years cosmetic medicine has rapidly expanded making it more critical that all industry professionals have access to quality business education and training." adds Mr. Acunzo.

In its continued commitment to education within the Medical Spa industry Acara also offers an extensive series of Webinars. The topics include management, marketing, sales, and business strategy. These are held weekly, every Tuesday, at 12:00 p.m. EST or 9:00 a.m. PST.

### [About Acara Partners:](#)

Acara offers turnkey solutions to owners, operators, physicians and investors seeking to develop, manage and market their Cosmetic Practice, Medical Spa, or Wellness Center. Acara is led by industry leader Francis X. Acunzo and his team of expert consultants with over 25 years of spa, med spa and retail healthcare experience. To learn more visit: [www.acarapartners.com](http://www.acarapartners.com).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## Diabetes Prevention Is the Best Remedy, TOPS Medical Expert Says

*Tomorrow may be too late when it comes to preventing or improving a diabetes condition, according to TOPS Club, Inc. (Take Off Pounds Sensibly), the nonprofit weight-loss support organization.*

(Vocus) November 9, 2009 -- Tomorrow may be too late when it comes to preventing or improving a diabetes condition, according to TOPS Club, Inc. (Take Off Pounds Sensibly), the nonprofit weight-loss support organization.

Diabetes is a disease in which the body does not produce or properly use insulin, a hormone needed to convert sugar, starches, and other food into energy needed for daily life. Obesity is one of the leading risk factors for developing the most prevalent form of diabetes, Type 2 (adult-onset). Typically affecting individuals age 40 and older, the National Center for Chronic Disease Prevention and Health Promotion notes that Type 2 diabetes has been reported among children and adolescents with increasing frequency. According to the American Diabetes Association, one out of every three children born today will face a future with diabetes if current trends continue. If not treated properly, diabetes can lead to serious complications, such as blindness, kidney failure, heart disease, foot ulcers, and the need for limb amputations.

In acknowledgment of November being National Diabetes Month, Nicholas “Dr. Nick” Yphantides, M.D., M.P.H., medical spokesperson for TOPS, says, “Preventive care, like weight loss, a healthy diet, and physical activity, is the easiest way to avoid diabetes and its complications.”

A formerly obese person who once weighed 467 pounds, Dr. Nick was a borderline diabetic and has treated diabetic individuals for years. He now focuses on preventive health, emphasizing, “There are currently 24 million people in the United States who are diabetics. There are 57 million more who are pre-diabetic, having blood glucose levels that are higher than normal and raising the potential for cardiovascular disease. Every single one of those people can either eliminate or reduce their risk for developing diabetes by improving their health through organizations such as TOPS.”

Employ the following tips from TOPS to prevent the development of diabetes:

- Eat smart. Choose low-fat, fiber-rich, and whole grain foods, which have all been associated with improved blood sugar control. Increase servings of fruits, vegetables, and nuts to help you feel full and even promote weight loss.
- Aim for at least 30 minutes of physical activity five days a week. Exercise helps keep your blood sugar, blood pressure, and cholesterol levels within a normal range. If you can't find a solid block of time to be active, even ten minutes of exercise spread out over the course of the day, like brisk walking, can help.
- Quit smoking. According to the American Diabetes Association, smoking increases blood sugar, blood pressure, and cholesterol levels (also raising your risk of a heart attack). The Rhode Island Department of Health notes that smoking even one cigarette can reduce the body's inability to use insulin by 15%.

- Reduce chronic stress, a prolonged state of stress that can continue for days or weeks. The American Diabetes Association has found that, when under stress, the body responds by raising blood sugar levels; a study by the BMJ (British Medical Journal) found that chronic stress has been linked to the development of heart disease and other conditions, as well. Try relaxation or stress management techniques, such as beginning the day with a few minutes of yoga or meditation. Breathing exercises, listening to soothing music, or watching a funny television show can help alleviate anxiety. If possible, aim for at least seven hours of sleep every night, which also can be helpful in controlling stress levels.

“Everybody has the opportunity to take control and prevent diabetes. TOPS is about giving people the sense of ‘yes, we can.’ Lifestyle transformation is a solution, and the information and support that TOPS provides can be those tools. We can all generate an epiphany and say, ‘Wait a second, I can ignite a change towards a healthier me’,” Dr. Nick points out.

For additional information on diabetes, please consult your physician.

TOPS Club Inc. (Take Off Pounds Sensibly), the original, nonprofit weight-loss education and support organization, was established more than 61 years ago to champion weight-loss support and success. Founded and headquartered in Milwaukee, Wis., TOPS promotes successful weight management with a philosophy that combines healthy eating, regular exercise, wellness education, and support from others at weekly chapter meetings. TOPS has about 170,000 members in nearly 10,000 chapters throughout the United States and Canada, and several chapters in Europe.

Visitors are welcome to attend their first TOPS meeting free of charge. To find a local chapter, view [TOPS' Web site](#) or call (800) 932-8677.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## **Limeade Wellness Program Chosen to Serve Washington State Employees**

*New joint venture between Bellevue, Wash. wellness firm, Washington State Health Care Authority and Institute for Health and Productivity Management helps those who help unemployed Washington residents.*

(PRWEB) November 10, 2009 -- Even in the best of times, working in a state unemployment office can be tough. And in this not-so-rosy economy, stressors are amplified. Since March 2008, statewide unemployment has nearly doubled, rising from 5.1 percent to 9.3 percent. Thanks to a new joint venture between Washington State, the Institute for Health and Productivity Management and [Limeade, Inc.](#), State employees who help support, train and provide resources for unemployed Washington residents and their families are getting some much-needed support of their own.

As part of the Healthy Worksite Initiative, Bellevue-based wellness firm Limeade will provide employees of the Washington State Employment Security Department (ESD) with online and mobile phone tools to improve their physical and emotional health. Program features include setting and tracking well-being goals, identifying health risks, finding peer support and wellness resources, and challenging co-workers: “Who wants to bike to work tomorrow?”

The joint venture has two aims. First, it seeks to measure and improve health and productivity at one of the most innovative – and high-pressure – state workplaces, the unemployment office. Second, it provides a whole-person, whole-family, whole-agency approach to health delivery, which may have broader applications in the future.

Scott Pritchard, who spearheads the Health Care Authority’s Integrated Employee Health & Productivity division, said, “Limeade brings a refreshing, adaptable approach that fits the Governor’s views: ‘healthy families lead happier, more productive lives.’ ESD staff members now have something very, very special on their hands.”

Within three days of program implementation, over 34 percent of participants had finished the integrated health, well-being and productivity assessment. This compares with an average health risk assessment completion rate of just under 14 percent among Washington State employees in 2008.

Among the key features of Limeade’s service are a proprietary 360-degree well-being, productivity and health assessment, employee challenges, incentive management, personalized connections to proven wellness resources, and dashboards to help employers gain insight into their overall health and productivity drivers.

### About Limeade

Based in Bellevue, Wash., Limeade, Inc. is an online wellness company focused on building happy, healthy, high-performance workforces. Limeade provides the tools to measure and improve all of the key drivers of well-being, productivity and health. And Limeade treats people like, well, people. Learn more at <http://www.limeade.com>.



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You can read the online version of this press release [here](#).



## **CenterWatch Honored a Fifth Consecutive Year for Best Healthcare Content**

*CenterWatch is a seven-time winner of the prestigious eHealthcare Leadership Award given annually to organizations representing the best web sites dedicated to health care.*

Boston, Mass. (PRWEB) November 10, 2009 -- [CenterWatch](#), a leading provider of clinical trials information, received its fifth consecutive eHealthcare Leadership Award and seventh overall at the 10th Annual Healthcare Internet Conference held in Las Vegas last week. Presented by eHealthcare Strategy and Trends, a leading Internet publication, CenterWatch was awarded silver for Best Health/Healthcare Content.

With more than 1,100 entries received from both large and small companies in 17 classifications, this annual award recognizes the best web sites dedicated to healthcare and highlights the Internet's role in achieving business objectives. For CenterWatch, it is a validation of a recent site re-design, launched in January of this year with the goal of enhancing navigation and creating a more dynamic and interactive site for clinical research professionals and patients.

"It is wonderful to be honored and recognized for the work CenterWatch has put into its web site," says Jeff Levitz, senior vice president and general manager of CenterWatch. "In order to compete in a technology-driven business climate, it is absolutely imperative to have an intuitive, well-organized, and robust site. It is an evolutionary process, but we are well on our way to achieving our goals."

### About CenterWatch

Founded in 1994, CenterWatch is a trusted source and global destination for clinical trials information for both professionals and patients. We provide proprietary data and information about clinical trials through a variety of newsletters, books, databases, and information services used by pharmaceutical and biotechnology companies, CROs, SMOs, and investigative sites involved in the management and conduct of clinical trials. CenterWatch was also the first Internet site to publish detailed information about active clinical trials that could be accessed by patients and their advocates. Today, we have one of the largest databases of clinical trials actively seeking patients on the Internet.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## **Cosmetic Surgeon Dr. Robert Langdon Presents About Face: How to Turn Back the Clock on Aging, a Free Cosmetic Educational Seminar in CT**

*Robert Langdon MD, Board Certified Dermatologist and Cosmetic Surgeon announced today that The Langdon Center for Laser & Cosmetic Surgery in Guilford, CT is hosting About Face: How to Turn Back the Clock on Aging, a complimentary educational seminar featuring many of the latest facial cosmetic procedures offered at the Center, including: BOTOX®, Restylane®, Radiesse®, Sculptra®, MicroLaserPeel®, Photo Facials, SkinTyte™, Fraxel® Laser Skin Resurfacing, Express-Lift Face-Lift, Endoscopic Brow-Lift, and Laser Eyelid Lift.*

Guilford, CT (Vocus) November 9, 2009 -- Nationally recognized, board certified cosmetic surgeon Dr. Robert Langdon, announced today that The Langdon Center is hosting an educational seminar featuring many of the latest cosmetic medical procedures offered at his state-of-the-art facility in Guilford, CT. The seminar, to be held on Thursday, November 19 at 7 p.m. will focus on procedures for the face and neck including: BOTOX®, Restylane®, MicroLaserPeel®, Photo Facials, Skin Tightening, Fraxel® Skin Resurfacing, Express-Lift Face-Lift, Endoscopic Brow-Lift, Laser Eyelid Lift and other cosmetic medical procedures that help to turn back the clock on aging.

“Each month we hold an educational seminar at the Center to share our experience in cosmetic surgery, laser procedures and dermatology. Many exciting new laser procedures and treatment combinations provide us with so many options for addressing anti-aging, skin rejuvenation and body sculpting.” says Dr. Robert Langdon, Medical Director and cosmetic visionary.

The Langdon Center is hosting this free cosmetic educational seminar to focus on the many cosmetic medical procedures available for the face and neck. In addition, guests will learn about many of the other cosmetic medical procedures performed at the Center including: SlimLipo™ Body Contouring, Tumescent LipoSculpture, ZERONA™ Body Slimming, Laser Hair Removal, Laser Tattoo Removal, and Laser Vein Removal.

This cosmetic educational seminar takes place on Thursday, November 19 at 7 p.m. at The Langdon Center, 5 Durham Road, Guilford, CT. That evening, guests will learn all about the many procedures offered at the Center as Dr. Langdon presents the impressive results he has achieved with the latest cosmetic surgical and laser medical techniques. Refreshments will be served and attendees will receive event-night-only discounts. This event will fill up fast and seating is limited to 25 people, so please call (203) 453-8625 to RSVP.

### [About Robert Langdon, MD:](#)

Dr. Langdon, a graduate of the University of Oregon Medical School, completed his residency in dermatology at Yale-New Haven Hospital. He is board certified by the American Board of Dermatology and the American Board of Cosmetic Surgery. Dr. Langdon has published numerous scientific articles in medical journals as well as book chapters in surgical textbooks. In addition, he is the author of "Understanding Cosmetic Laser Surgery", a book written for consumers to help them better understand lasers and cosmetic surgery. Dr. Langdon is a member of the medical staff of Yale-New Haven Hospital and is a Clinical Associate Professor of Dermatology at Yale



University School of Medicine. Dr. Langdon is a member of the American Society for Laser Medicine and Surgery, The American Society for Dermatologic Surgery, the American Academy of Cosmetic Surgery and the American Society of Lipo-Suction Surgery.

[About The Langdon Center for Laser & Cosmetic Surgery:](#)

The Langdon Center for Laser & Cosmetic Surgery offers the latest in cosmetic medical and surgical treatments in their Guilford, CT office, which is conveniently located off exit 58 on I-95. Medical Director, Robert Langdon, MD, Board Certified Dermatologist and Cosmetic Surgeon and his highly skilled team provide custom programs coupled with personalized care to meet the needs of each patient. Many of the treatments and procedures have minimal to no downtime. Services include: ZERONA™, BOTOX®, Restylane, Sculptra, Radiesse, Evolence, Micro Laser Peels, Photo Facials, Skin Tightening, Fraxel Skin Resurfacing, Laser Hair Removal, Laser Tattoo Removal, Laser Vein Removal, Express-Lift Face-Lift, Endoscopic Brow-Lift, Laser Eyelid Lift, Tumescant Liposuction and Laser Lipolysis. The Langdon Center also carries physician level skin care products. Initial consultations for Zerona are complimentary and financing is available. To book your consultation or to request more information please call 203-453-8625 or visit [www.langdoncenter.com](http://www.langdoncenter.com).

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You can read the online version of this press release [here](#).



## **MessageSolution Unveils MessageSolution Enterprise Archive 6.0 On-Site & SaaS Editions at Microsoft WinConnections for Exchange 2010**

*MessageSolution, Inc., the global technology leader in email, file system, and SharePoint archiving solutions, today released MessageSolution Enterprise Archive 6.0 at Microsoft WinConnections 2009 in Las Vegas, Nevada. The newly released features in MessageSolution Enterprise Archive 6.0 will be available in multiple editions, including an on-site software edition, a Software as a Service (SaaS) edition for direct customers, and an OEM Multi-Tenancy SaaS edition for Exchange and all email server hosting, backup solution hosting providers, IT consultants, system integrators, Cloud providers, and data centers.*

Las Vegas, Nev. and Milpitas, Calif. (PRWEB) November 10, 2009 -- MessageSolution, Inc., the global technology leader in email, file system, and SharePoint archiving solutions for electronic discovery, litigation support, compliance, and storage management, today released MessageSolution Enterprise Archive 6.0 to attendees at Microsoft WinConnections 2009 in Las Vegas, Nevada.

The newly released features in MessageSolution Enterprise Archive 6.0 will be available in multiple editions, including an [on-site software edition](#), a [Software as a Service \(SaaS\) edition](#) for direct customers, and an [OEM SaaS edition for Exchange and all email server hosting](#), backup solution hosting providers, IT consultants, system integrators, Cloud providers, and data centers.

"MessageSolution Enterprise Archive 6.0 provides a variety of new features and functionalities while building on the success of Enterprise Email Archive 5.6.1, which gave users the ability to access corporate email, file, and SharePoint archives from one convenient interface," said MessageSolution Chief Technology Officer Jeff Liang. "MessageSolution's development team has culled the most pressing requests from our customers to create the feature list for version 6.0."

MessageSolution software works seamlessly with Microsoft Exchange Server, file servers, and Microsoft SharePoint Server to provide a powerful turn-key enterprise archiving solution. MessageSolution Enterprise Archive is an award-winning archiving software suite designed to support all major email servers, including Microsoft Exchange Server, IBM Lotus Domino Server, Novell GroupWise Server, and a variety of Linux and UNIX-based email servers.

With MessageSolution Enterprise Archive 6.0 Multi-Tenancy SaaS edition, MessageSolution provides OEM and UI-rebranding services for partners that host Exchange, Domino, GroupWise, Linux email servers and online backup solutions, to help partners to build their own brand loyalty.

MessageSolution Enterprise Archive 6.0 provides more advanced legal discovery features, such as the ability to search for credit card and social security numbers. Other features include complete email tracing and automated continuous data mining for sensitive information. Archiving status reports can also be emailed to the archive administrator on a daily basis for improved supervision.

User-friendly features added to MessageSolution Enterprise Archive 6.0 include an intelligent "concept search"



that recognizes near matches in keyword searches and a simplified search screen that yields more advanced options if a user prefers. Users can also view entire message threads and create large numbers of different Classifications, managed by a "tree structure".

Version 6.0 provides more granular archiving policies, such as allowing the application of policies for specific inbox folders, user mailbox threshold-based policies, and more flexible scheduling of archiving processes. Advanced file archiving retention policies help corporate customers efficiently manage file servers.

MessageSolution Enterprise Archive 6.0 also takes advantage of additional Microsoft features such as the Exchange 2007 WebServices (EWS) protocol.

MessageSolution, a Microsoft Gold Certified Partner, is exhibiting at WinConnections booth 409, and Microsoft Exchange Partner Showcase booth 113, where MessageSolution has been invited by Microsoft to join a select group of partners at the Microsoft Exchange Server Partner Showcase. For more information on MessageSolution Enterprise Archive 6.0, visit [www.MessageSolution.com](http://www.MessageSolution.com).

About MessageSolution, Inc.

MessageSolution is the global technology leader in email, file, and SharePoint archiving software for electronic discovery, compliance, and content storage management. MessageSolution enables organizations to mitigate risk, reduce costs and storage requirements, optimize server performance, and comply with industry and federal regulations. Based in Silicon Valley, California, MessageSolution maintains operations in North America, Europe, and Mainland China, along with distribution channels in Europe, Africa, Australia, and Asia Pacific.

MessageSolution Enterprise Email Archive, Enterprise File Archive, and Enterprise SharePoint Archive are on-site and Software as a Service archiving applications serving organizations across all industries, including finance, health care, education, manufacturing, government agencies and non-profit organizations worldwide. MessageSolution software frees IT administrators from daily maintenance and increases overall employee productivity. For more information, visit <http://www.messagesolution.com>.

MessageSolution is actively working with partners around the world to expand its worldwide business presence. Please visit our web site for more information on the Global Partner Network Program.

What Differentiates MessageSolution Products

Customers continually emphasize MessageSolution products' excellent overall performance, support of all major email servers, and ease of use. MessageSolution provides sub-second data retrieval, an intuitive interface, and ease of deployment and maintenance. MessageSolution's intelligent back-end design significantly reduces installation requirements, backup time, and the need for technical support.

MessageSolution Enterprise Email Archive™ deftly manages petabytes of data daily, a powerful enterprise archiving solution. Electronic discovery and litigation support are empowered by the archive's built-in search engine, which searches through millions of emails within seconds across global locations and data centers. Users



can access their archive through their email client, browser, or BlackBerry.

In the first quarter of 2009, MessageSolution became the first archiving vendor in the market to deliver a true 64-bit application that runs on a 64-bit OS machine.

MessageSolution delivers the industry's highest enterprise-level scalability and holds the industry record of archiving 15,000 users on one single MessageSolution archive server. Competitive vendors archive on average 3,000-5,000 users on a single archive server, much less than MessageSolution archiving system's scalability and flexibility. A high in-process compression rate combined with single instance message and attachment archiving slows archive storage growth.

Enterprise Email Archive further reduces organizations' storage costs by using only 30% of the original mail server storage space for live content archiving. MessageSolution's products support all Latin-based languages, as well as all character-based languages, such as Japanese and Chinese.

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### **Online Web 2.0 Version**

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