

**FOR IMMEDIATE RELEASE**

**Contact:**

Name of Office Manager

Name of Practice

Phone number

**Local Physicians Use the Internet to Leverage Patient  
Communication with Help from Medem™**

***Customized Web Site Empowers the Physician-Patient Relationship***

**Name of City/Town, State. — Date —** Dr. XX, [type of practice and specialty if applicable], today announced the launch of [his/her] practice online with help from Medem, the e-health network created with the clinical leadership and expertise of the nation's leading medical specialty societies, including [insert name of specialty associated with practice] and the AMA. Patients are encouraged to visit the Web site at [insert practice URL here] to learn more about Dr. XX practice and to research the most current, trusted and clinically relevant medical information available on the Internet.

"I am delighted to be able to provide my patients with a destination and tool to assist them in making informed choices about potential treatment options," said Dr. XX. "As a participating physician within the Medem network, I can provide my patients with information from my own practice as well as the most credible and trusted medical information available from the nation's leading medical societies."

The Web site features the physician's customized education materials, including newsletters, fact sheets and brochures; pre- and post-procedure instructional information; insurance information; hours of operation, driving directions and other office information; physician curriculum vitae (CV); as well as electronic access to Medem's comprehensive library of medical and healthcare information from the network's medical society partners.

— more —

Any physician who is a member of one of Medem's participating societies can build their own customizable practice Web site with *Your Practice Online*<sup>™</sup>.

**About Dr. XX Practice**

[Dr. XX Practice Boilerplate]

**About Medem**

Established in October 1999 by the nation's medical societies, including the AMA, Medem's rapidly expanding network includes medical societies whose membership represents more than two-thirds of American physicians. Medem is building the premier secure patient-physician network featuring the trusted clinical information of America's leading medical societies and direct patient access to their own physician's Web site.

Medem was founded by the American Academy of Ophthalmology; the American Academy of Pediatrics; the American College of Allergy, Asthma and Immunology; the American College of Obstetricians and Gynecologists; the American Medical Association; the American Psychiatric Association and the American Society of Plastic Surgeons. Among the newest societies to join the Medem network are the American Association of Neurological Surgeons; the American College of Occupational and Environmental Medicine; the American College of Preventive Medicine; and Michigan State Medical Society.

For more information visit the company's Web site at [www.medem.com](http://www.medem.com).

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