iQueue



Title		Status	Type	Release Date	Credits	
HPV Cervical Cancer and Beyond	36	New	Interactive	01/05/2008	1.5	
PCN Local Dinner Meeting		Register Now	Live	05/30/2008	2.0	
Rheumatoid Arthritis and Beyond	96	Downloading	Interactive	06/22/2008	3.0	
Allergic Rhinitis and Beyond		Downloaded	Interactive	08/05/2008	1.5	
New Breakthroughs in HIV therapy		Available	Print	09/13/2008	2.5	
ACR National Meeting		Registered	Live	10/28/2008	1.5	
Osteoporosis and Beyond	90	New	Interactive	11/01/2008	4.0	
HPV Highlights	96	Completed	Interactive	11/15/2008	1.5	

empr

- Access the eMPR for up-to-date prescribing information.
- Browse and compare products by therapeutic category.
- View 3,000 concise drug monographs.
- Updated by pharmacists, reviewed by physicians.

Overview

iQueue is a revolutionary desktop application for delivery and distribution of educational activities to healthcare professionals. By automatically gathering activities (including live, print, and rich media) based on the user's pre-selected preferences, this cross-platform desktop application works in conjunction with the web to collect the content and activities that the healthcare professional (end-user) desires.

The activities are organized based on their preselected preferences (specialty and therapeutic interest) and delivered directly to their desktop. As a result, the CME/CE activities experience significantly higher usage. This is an advance to current activity distribution where the healthcare professional must search a multitude of websites (Medscape, MedPages Today and others). Now healthcare professional are participating in activities not just for credit need but also therapeutic interest.

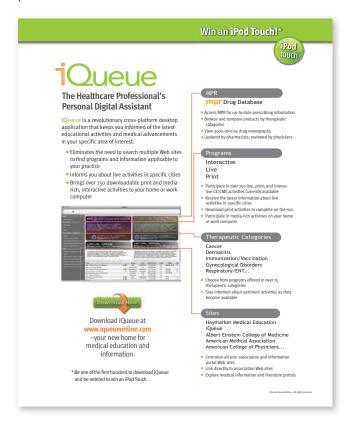
This unique distribution network provides education companies and grantors of CME/CE activities an extremely targeted audience for their initiatives. Usage is tracked for duration and frequency of program participation, and CME activity usage. The user will receive a year-to-date summary of accumulated credit hours.

Compared to Medscape, MedPages Today and others websites, iQueue is much more cost effective for distribution and recruitment for your activities, reaching the targeted audience that are asking for the content. iQueue is clearly the superior choice for busy medical professionals to receive pertinent educational information.

iQueue

What Is iQueue?

iQueue is the digital assistant for the healthcare professional.



iQueue's Reach

iQueue is capable of reaching healthcare professionals in the following demographics:

Primary Care (154,013) General Practice (7,017) Family Medicine (53,914) Internal Medicine (57,128) OBGYN (36,862) Pediatrics (45,078) Osteopathic Medicine (16,566)

Cardiology (13,321)

Gastroenterology (4,204)
Allergy/Immunology (1,863)
Long Term Care (40,057)
Urology (8,590)
Residents (15,000)
Hem/Oncology (20,974)
PAs and NPs (125,000)
Pharmacists (57,445)



Marketing iQueue

- Monthly advertising to 700,000+ healthcare professionals in leading medical journals
- Over one million CD-ROMS will be iQueue enabled
- E-Mail and search engine campaign
- Managed care organizations to include as an educational playform for their network of healthcare professionals



"Internet-Based Learning in the Health Professions" concluded that internet-based learning is associated with large positive effects. published in JAMA on 9/10/08