

iQueue

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 pre-selected 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.



Title	Status	Type	Release Date	Credits
HPV Cervical Cancer and Beyond	New	Interactive	01/05/2008	1.5
PCN Local Dinner Meeting	Register Now	Live	05/30/2008	2.0
Rheumatoid Arthritis and Beyond	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	New	Interactive	11/01/2008	4.0
HPV Highlights	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.

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What Is iQueue?

iQueue is the digital assistant for the healthcare professional.

Win an iPod Touch!*

iPod touch

iQueue

The Healthcare Professional's Personal Digital Assistant

iQueue is a revolutionary cross-platform desktop application that keeps you informed of the latest educational activities and medical advancements in your specific area of interest.

- Eliminates the need to search multiple Web sites to find programs and information applicable to your practice
- Keeps you informed about live activities in specific cities
- Brings over 250 downloadable print and media-rich, interactive activities to your home or work computer

MPR
MPR Drug Database

- Access MPR for up-to-date prescribing information
- Browse and compare products by therapeutic categories
- View 3000 concise drug monographs
- Updated by pharmacists; reviewed by physicians

Programs
Interactive
Live
Print

- Participate in over 250 live, print, and interactive CE/CME activities currently available
- Receive the latest information about live activities in specific cities
- Download print activities to complete on-the-run
- Participate in media-rich activities on your home or work computer

Therapeutic Categories

Cancer
Dermatitis
Immunization/Vaccination
Gynecological Disorders
Respiratory/ENT...

- Choose from programs offered in over 25 therapeutic categories
- Stay informed about pertinent activities as they become available

Sites

Haymarket Medical Education
iQueue
Albert Einstein College of Medicine
American Medical Association
American College of Physicians...

- Centralize all your association and information portal Web sites
- Link directly to association Web sites
- Explore medical information and literature portals

Download Now!

Download iQueue at www.iqueueonline.com—your new home for medical education and information.

* Be one of the first hundred to download iQueue and be entered to win an iPod Touch.



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



iQueue's Reach

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

- | | |
|--------------------------------------|-----------------------------------|
| Primary Care (154,013) | Gastroenterology (4,204) |
| General Practice (7,017) | Allergy/Immunology (1,863) |
| Family Medicine (53,914) | Long Term Care (40,057) |
| Internal Medicine (57,128) | Urology (8,590) |
| OB/GYN (36,862) | Residents (15,000) |
| Pediatrics (45,078) | Hem/Oncology (20,974) |
| Osteopathic Medicine (16,566) | PAs and NPs (125,000) |
| Cardiology (13,321) | Pharmacists (57,445) |

"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*