



Patient Care for the Nurse Practitioner now EXCLUSIVELY ONLINE

Patient Care for the Nurse Practitioner, published by Thomson Healthcare Magazines, a division of Medical Economics Co., is now available exclusively online. As of the January 2002 issue, *Patient Care for the Nurse Practitioner* replaces the monthly print publication, giving nurse practitioners access to vital clinical information with greater frequency and depth.

"The mission of *Patient Care for the Nurse Practitioner* is to encourage critical thinking, support clinical practice, and assist professional growth that helps

NPs provide quality patient care," says the publication's editor Deborah Kaplan. "The online platform enables us to offer timely information and more robust content, such as links to other credible sources of information, educational opportunities, and special reports."

Popular departments, including Professional Practice, an exclu-

sive column by Sally Miller, PhD., and Drug Therapy Q&A, featuring expert advice on pharmacological and prescribing information, are included on www.patientcarenp.com. Special reports planned for 2002 will focus on gastroenterology, neurology, cancer in primary care, and preventive cardiology.

Registered users have access to online educational supplements. In the pipeline are units on low-dose OCs, new treatments for male and female sexual dysfunction, and an update on managing menopause and hormone replacement therapy.

Award-winning editor Ms. Kaplan serves as editor of the Website. Nurse practitioners are offered free registration and may request e-mail alerts of news items and new information.

Online platform offers timely information to nurse practitioners.
Deborah Kaplan

Newton Interactive WINS WEBAWARD

Newton Interactive Inc., a provider of digital solutions for the healthcare industry, has won a Standard of Excellence WebAward for its corporate Website, www.newtoninteractive.com.

"Winners of the 2001 WebAwards represent some of the best Websites on the Internet today," says William Rice, president of Web Marketing Association, the organization that sponsors WebAwards.

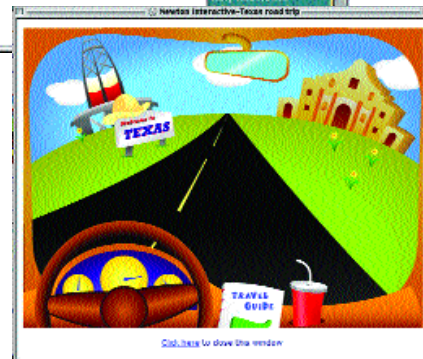
More than 800 sites from around the world entered the contest. The judging, by a team of independent Internet professionals, was based on design, innovation, content, interactivity, navigation, ease of use, and use of technology. The 2001 WebAward competition format allows Websites to compete head-to-head with other sites within their industry as well as against a standard of excellence.

Newton also won an eHealthcare Leadership Award for the branded consumer site, WelChol.com.

Newton Interactive has been identified as one of the top "New Jersey's Finest" companies for 2001 by Business News New Jersey, and named an Inc 500 company for two years in a row, a Forbes Fast 500



Newton's Adjuvant Learning Center, part of its award-winning Website, is a flexible, scalable, modular system of services — curriculum and technology-based learning tools that, together, are able to deliver high quality, cost-effective, customized training.



company and, for three consecutive years, a Deloitte & Touche Fast 50 technology company.

Comprehensive Resource on MORE THAN 4,000 MEDICATIONS Available to Consumers

Consumers now have a robust reference tool to research medications — an online drug database available on Anthem Prescription Management's Website at www.anthemprescription.com.

"Now, if consumers need information about a medication quickly, they can log onto our Website and find it," says James Lang, PharmD, Anthem Prescription's president. "Whether the pharmacy is open at that moment or not, consumers can get answers to their questions about medications. We know medications can be confusing, with sound-alike names and complicated storage and dosage requirements. This new database can help the public research medication questions they may have. The Website database isn't meant to be a substitute for talking to physicians."

Consumers can access the database through Anthem Prescription's home page, where they are presented with three options: Better Information Means Better Choices, Drug Information, or Online Drug Information.

Database searches can be initiated even if only a portion of the drug's name is known. Information is available for generic and brand-name drugs. The Website also offers a pronunciation guide, drug descriptions, and common uses, who should not use the drug, how to safely use and store drugs, proper dosing, what should be avoided when taking a particular medication, possible side effects, potentially dangerous drug interactions, and where to get more information. The database is funded by Consumer Health Interactive.

Consumers can get answers to their questions whether the pharmacy is open or not.

Innovex eHealth Solutions Group LAUNCHES WEB-BASED SERVICE

*Scott Clark
says through
iQLearning.com,
pharmaceutical
companies can
provide physicians
with up-to-date
information about
their products and
services anytime,
anywhere.*



Innovex, a leading commercial solutions provider to pharmaceutical, biotech, and medical device industries, has launched iQLearning.com, an Internet service portal that provides a wide range of healthcare information resources and services to physicians in the U.S.

"Already, more than 24,000 physicians have registered with iQLearning and membership continues to increase," says Scott Clark, VP of Innovex eHealth Solutions Group, a division of Innovex. "iQLearning uses the most current Web-based technologies to provide physicians a full range of medical services in a secure, online environment."

Market research indicates that about 90% of

physicians in the U.S. have access to the Internet. This research indicates that pharmaceutical companies may increase their investment in Internet-based marketing by 20% to more than \$500 million by 2003.

iQLearning.com enables Innovex, a unit of Quintiles Transnational, to extend the reach and frequency of its salesforces. Quintiles' other U.S.-based commercial and consulting service groups expect to use the iQLearning portal to communicate and conduct business with customers in an online environment. These service groups include Quintiles Late Phase, Quintiles Medical Communications, Quintiles Consulting, and The Lewin Group.

Physicians registered with iQLearning can participate in live medical meetings, enroll in continuing medical education courses, request product samples, obtain product-specific medical information or e-detailing, access e-mail and review comprehensive information on drug indications, dosages and interactions. Sales representatives can spend more time with physicians, directing them to pertinent areas on the iQLearning.com site.

"Pharmaceutical companies understand that Internet technologies provide an efficient and cost-effective supplement to the traditional sales call," Mr. Clark adds. "iQLearning also has customer relationship management capabilities or a 'CRM backend' that allows us to target, cross sell, and integrate all commercial offerings directed at physicians in a cost-effective manner for our pharmaceutical, biotech, and healthcare customers."

Biogen, Salu **UNITE TO OFFER SERVICES** to Neurologists

Biogen Inc. has joined forces with Salu Inc., a developer of Web-based tools and services to help physician-specialists improve patient care and practice efficiency, to reach out to neurologists.

Under the terms of the multi-year agreement, Biogen is offering neurologists access to Salu's medical specialty hub, NeuroHub. This enables Biogen to reach neurologists and their patients with information and educational materials about multiple sclerosis and Avonex, as well as information about any forthcoming drugs.

"Biogen's leadership in the multiple sclerosis therapeutic area is a great fit with Salu because more than half of U.S. office-based neurologists are enrolled in NeuroHub," says Jim Steeb, president and CEO of Salu. "With this agreement, Biogen can integrate NeuroHub's flexible and customizable tools and services into its overall physician communication initiatives."

"We believe the Internet is playing an increasingly important

role in patient education, and through our relationship with Salu we are pleased to make these communications tools available to neurologists and people with MS," says Rob Perez, VP of the CNS business unit of Biogen.

The partnership provides Biogen with a direct business channel to reach top-prescribing neurologists and their patients. The agreement offers Biogen a set of services, including the creation of a Partner

Resource Center on NeuroHub that provides physicians with new study data, drug updates, research information, online continuing medical education courses, patient education materials, and more.

The agreement also provides Biogen with broader exposure for its current Internet initiatives, including its MS ActiveSource Website, which offers MS patients and their care partners support and information. Through the deal with Salu, MS patients can access MS ActiveSource directly from their doctor's Website.



*Jim Steeb
says Biogen and Salu
are a great fit.*

URAC's **FIRST ACCREDITED** **HEALTH WEBSITES**

The nation's first health Websites to attain independent quality accreditation have been announced by URAC, a health accreditation organization. Thirteen e-health Websites have been accredited by URAC, which measured the sites against rigorous standards for quality and accountability. The newly accredited sites are some of the nation's largest and busiest health Websites, including WebMD, WellMed, IntelliHealth, the Health Insurance Association of America, Healthwise, and Healthroads.

According to Garry Carneal, URAC president and CEO, URAC accreditation provides consumers with an important tool to identify health Websites that meet tough standards for quality.

"We are very proud to be among the first to earn the URAC seal," says Don Kemper, chairman and CEO of Healthwise Inc. "There is no more authoritative measure of having earned the public's trust."

"Consumers have made it very clear that they are concerned about privacy, security, and finding Website information they can trust," says George De Vries, president and CEO of American Specialty Health Inc. and Healthroads Inc., another accredited site. "Meeting the rigorous requirements for quality, accountability, privacy, and security within URAC's Health Web Site Accreditation standards is an effective manner to respond to consumers' needs."

URAC also announced that another 15 Websites have begun the process of seeking accreditation, or have committed to do so. "By building on the efforts of Internet quality leaders, the URAC Accreditation Program is undoubtedly the best and clearest way for health Websites to demonstrate their compliance with ethical standards," says Dr. Michael Rozen, president of Hi-Ethics Inc., a coalition of the most widely used Internet health sites and content providers.

The URAC Health Web Site Accreditation Program Standards are based in part on a 14-point set of principles by Hi-Ethics, offering standards for consumer protection, including privacy, security, quality of information, fairness of transactions, and professional conduct. URAC standards are available at www.websiteaccreditation.urac.org, and include 53 specific standards and detailed descriptions of what Websites must do to achieve accreditation.

URAC Accredited Sites:

- A.D.A.M., Inc. — www.adam.com
- American Specialty Health Networks — www.healthroads.com
- Group Health Inc. — www.GHI.com
- Hayes Inc. — www.hayesonhealth.com
- Health Insurance Association of America — www.hiaa.org
- Health International — www.health-intl.com
- HealthHelp — www.hhni.com
- Healthwise Inc. — www.healthwise.org
- IntelliHealth — www.intelihealth.com
- Veritas Medicine — www.veritasmedicine.com
- VHA Inc. — www.LaurusHealth.com
- WebMD — www.webmd.com
- WellMed Inc. — www.wellmed.com

Novo Nordisk launches interactive DIABETES MANAGEMENT WEBSITE

Martin Soeters says the goal of the interactive Website is to help people take control of their diabetes.



Diabetes patients seeking a dynamic role in their own care can now log on to Novo Nordisk Pharmaceuticals Inc.'s interactive Website, www.novotrack-us.com, which offers both management tools and personalized educational materials to reinforce the advice of their healthcare teams.

"We launched NovoTrack in the United States in response to the growing number of Americans suffering from diabetes and at risk for its associated complications," says Martin Soeters, president of Novo Nordisk. "Our goal is to help people understand the need to carefully manage their diabetes and to help them take control of this potentially devastating disease."

Diabetes has become an epidemic in the U.S., with about 16 million sufferers, 5 million of whom remain undiagnosed. Novo Nordisk markets a number of diabetes-related products, including NovoLog, InDuo, Innovo, NovoPen 3, NovoFine, and Prandin.

Novo Nordisk developed NovoTrack with Geoffrey Gates, M.D., a specialist in diabetes care at Mayo Clinic in Jacksonville, Fla. Dr. Gates was key to the creation of NovoTrack's user-friendly educational materials and interactive design.

"We use the technology of the Internet to give each person a course in diabetes care that is relevant to his or her unique circumstances and attitudes," Dr. Gates says. "By answering the questions at registration, patients are designing their own individual courses to help them get the best care for themselves."

NovoTrack also offers patient management tools designed to assist both patients and their healthcare teams. The tools include blood glucose targets as well as cholesterol, weight, and blood-pressure monitoring aids. Guided by simple icons, patients can quickly view their diabetes status to better assess areas of concern. Using NovoTrack's Personal Scorecard feature, participants can keep track of lab and blood glucose test results, physical examination findings, and doctor appointments.

Follow up

ANTHEM PRESCRIPTION MANAGEMENT LLC, Mason, Ohio, is a national pharmacy benefits manager serving multiple health plans and employer groups across the U.S. For more information, visit anthemprescription.com.

BIOGEN INC., Cambridge, Mass., is a biotechnology company. For more information, visit biogen.com.

THE HEALTH IMPROVEMENT INSTITUTE, Bethesda, Md., is a non-profit organization that promotes excellence in informing consumer lifestyle choices and healthcare decisions. For more information, visit hii.org.

INNOVEX, Research Triangle Park, N.C., a unit of Quintiles, provides commercial solutions and offers sales and marketing services designed to accelerate the success of pharmaceutical, biotech, and medical device products. For more information, visit innovex.com.

MEDICAL ECONOMICS CO., Montvale, N.J., a medical publishing company, publishes *Patient Care for the Nurse Practitioner*. For more information, visit patientcarenp.com.

NEWTON INTERACTIVE INC., Pennington, N.J., provides technology-based services that facilitate knowledge sharing, information exchange, and education within the healthcare industry. For more information, visit newtoninteractive.com.

NOVO NORDISK PHARMACEUTICALS INC., Princeton, N.J., is a healthcare company and a leader in diabetes care. For more information, visit novonordisk-us.com.

SALU INC., Granite Bay, Calif., provides a range of specialty-specific products and services to physician-specialists to help its members deliver quality care, operate their practices more efficiently, and increase revenue. For more information, visit salu.com or call 888-288-SALU.

INDUSTRY SNAPSHOT



And the winners are ...

The Health Improvement Institute has announced the winners of the 2001 Aesculapius Awards for excellence in health-related Websites.

Girl Power! Website, developed and maintained by Social and Health Services, Rockville, Md., for the Center for Substance Abuse Prevention received the top honor for its Website, www.girlpower.gov. This Website was developed as part of the Girl Power! Campaign in an effort to support young girls in making positive choices for themselves, such as resistance to the use of alcohol, tobacco, or drugs.

"We hope that the awards will encourage excellence in communicating health information to the public, and that consumers will find them a useful guide," says Dr. Peter Goldschmidt, president and founder of the Health Improvement Institute. "We urge World Wide Web sites to enter the competition each year to show the public that they continue to meet standards of excellence."

A panel of judges, representing the healthcare, television and, multimedia fields, evaluated entries. The annual award, in its 10th year, is named for the Greek god of healing, Aesculapius.

Winners of the Award of Excellence for health-related Websites included:

- Office on Women's Health, HHS — www.4woman.gov
- SAMHSA's National Clearinghouse for Alcohol & Drug Information (PREVLIN) — www.health.org
- HHS Office of Disease Prevention and Health Promotion — www.healthfinder.gov
- United Network for Organ Sharing — www.unos.org
- National Council of La Raza — www.nldi.org
- Center for Substance Abuse Prevention's ForReal — www.forreal.org

Readers can find Aesculapius Award winners on the Institute's Website — www.hii.org — and link to award-winning sites.

The Institute is accepting entries for the 2002 Aesculapius Awards. For more information or to obtain an entry form, please contact: Health Improvement Institute, 5272 River Rd., Suite 650, Bethesda, Md. 20816; phone: 301-652-1818; e-mail: hii@mcman.com.