



URAC-Accreditation Specific Search Engine **GIVES CONSUMERS CONFIDENCE IN WEBSITES**

URAC has launched VitalSeek, a health-related search engine that allows users to limit their searches to URAC-accredited Websites. Limiting searches to URAC-accredited sites is expected to increase consumers' trust in search results.

VitalSeek is a physician-founded organization that develops filtered search technologies for healthcare stakeholders. The VitalSeek search engine has a selection of more than 50 topics from which to choose, ranging from AIDS to weight issues, or individuals can search by keyword. In addition to seeking accredited sites, users can engage a number of filters, including privacy level, reading level, tradi-

tional or alternative health, as well as site, content, and resource filters that look at quality of coverage, the type of site, target audience, availability of message boards, online tools, and more.

The URAC Health Website Accreditation standards cover issues, including health content editorial process, disclosure of financial relationships, links to other Websites, privacy and security, and mechanisms for consumer complaints.

A recent Pew study reported that 73 million Americans look for health information online each year. In a January 2001 survey conducted by Harris Interactive, three of four consumers said an accreditation seal would increase their trust level in health Websites. Moreover, the same survey found that 96% of consumers would prefer a search engine that listed results for health Websites according to whether or not they were accredited.

The new URAC
search filter is
available at
www.vitalseek.com.

Electronic Publication **DELIVERS INDUSTRY NEWS DAILY**

FDAnews has launched Drug Industry Daily, an electronic daily publication that provides news coverage of what's happening on Capitol Hill, in the courts, and at the Food and Drug Administration, the Federal Trade Commission, the Department of Health and Human Services, the National Institutes of Health, and other key agencies and decision-making bodies that affect the pharmaceutical industry.

"It's never been harder, or more important, to keep track of all that's going on and who the players are," says Cynthia A. Carter, president of FDAnews. "The drug industry is under fire from many directions, from pricing to safety. Multiple bills are in Congress, countless lawsuits are in the courts, and FDA enforcement actions are aimed straight at drug companies' bottom lines."

Each daily electronic briefing covers issues such as, drug patent legislation, FDA drug review and enforcement activity, medication errors, FDA appropriations, program funding, FDA advisory committee results, state drug rebate programs, and bioterrorism.



Cynthia Carter

**Drug Industry Daily
delivers the unbiased
news every day, so
readers get the latest
word as the story unfolds,
from beginning to end.**

PhRMA Launches **USER-FRIENDLY WEBSITE FOR PATIENTS**

The Pharmaceutical Research and Manufacturers of America has relaunched its Website, www.phrma.org. The redesigned Website enables visitors to find more information about new medicines in development, patient assistance programs, key policy issues, and other topics affecting patients and the important role medicines play in saving lives and improving quality of life.

Consumers will be able to search by particular interests, such as Medicare prescription drug coverage, cancer medicines in development, or news about cutting-edge biotechnology drugs.

Internet users will receive e-mail updates of developments in their areas of interest.

"Prescription medicines are the best value in healthcare, keeping people out of hospitals and nursing homes and reducing the need for surgeries," says PhRMA President Alan F. Holmer. "With more than 1,000 medicines in development today, including 400 for cancer, America's pharmaceutical companies lead the way in the search for new cures. The Internet site is one more way for patients to learn about new drug discovery and development."



Alan F. Holmer

In the past year, more than 2 million people visited our Website. We believe this new design will enable even more people to use our Website as a central source of answers to questions about healthcare and the future of medicine.

Intellisphere Launches Two Resources Guides **FOR SPECIALTY PHYSICIANS**

Intellisphere LLC has released two new net guides: *DO net guide* a publication designed to provide osteopathic physicians with a collection of Internet resources and articles dealing with osteopathic medicine and pain management, and *Focus on African-American Health Care* a quarterly journal.

Included in the *DO net guide* are listings for clinical Websites, patient resources, and online CME, as well as features on opioid prescribing, patient-physician e-mail, the Partners Against Pain Website, and do-online.org. *DO net guide* was made available to osteopathic physicians via the September issue of the American Osteopathic Association's The DO. A Website, located at www.donetguide.com, was developed in conjunction with the print piece.

To address the health needs of African-American patients, beginning in January 2003, Intellisphere LLC will publish MD net guide: *Focus on African-American Health Care*. The new journal was born of research that confirmed that this patient population has been ill-served by the current medical system. The publication will give physicians with African-American patients a reliable guide to Internet resources to improve the quality of life within this patient population.

ADCOMM BULLETIN FEATURES IMMEDIATE REPORTS on Selected U.S. FDA Advisory Committee Meetings

Liquent Inc. has launched the AdComm Bulletin — timely and succinct reports delivered via e-mail that highlight issues discussed at selected U.S. FDA Center for Drug Evaluation and Research and Center for Biologic Evaluation and Research meetings.

The AdComm Bulletin is designed so readers can scan the entire summary and go directly to the information they need. Results are e-mailed between 30 minutes to 2 hours after the meetings end so that regulatory professionals can be up to date with FDA decisions regarding new product launches, product approvals and withdrawals, clinical trials, advances in new drug classes, and other critical biotechnology and pharmaceutical developments.

"The AdComm Bulletin supplies valuable competitive intelligence in a concise yet thorough format," says Rick Dool, president and CEO of Liquent. "There is simply no easier or faster way to learn about critical developments and voting decisions at the FDA. Since the AdComm Bulletin arrives automatically, subscribers never have to remember to actively check other information sources to uncover the regulatory intelligence that can affect their company."

MULTIMEDIACARDS Provide Instant Access to Clinical Information

Franklin Electronic Publishers Inc. has launched MultiMediaCard editions of its top medical references. The MMCs are designed to plug into SD/MMC expansion slots found on PDA handheld devices and enable healthcare professionals to have instant access to the content they need. All the information the user needs is included on the MMC, so there is no need to download and sync the content. Because the cards run independently of the PDA's main memory, users can add new titles to their collection without worrying about running out of memory.

"PDA editions of the core group of clinical references are used by physicians, physician's assistants, nurse practitioners, residents and interns, and other healthcare professionals," says Christine Martire, Franklin's eHealth business development director.

The current collection of Medical MMCs includes: 2002 Pocket PDR from Thomson Medical Economics; AHFS Drug Information 2002, from the American Society of Health-System Pharmacists; The Merck Manual, Centennial Edition, from Merck & Co.; Harrison's Manual of Medicine, and the Emergency Medicine Library from McGraw-Hill Education; The Washington Manual of Medical Therapeutics; Griffith's 5-Minute Clinical Consult 2002; and Stedman's Medical Dictionary from Lippincott Williams & Wilkins.

Life Sciences Content Management Solution Provides REGULATORY, MARKET GUIDANCE

Documentum has introduced ECM Solution for Life Sciences, which is designed to meet the specialized content management requirements of biotechnology, pharmaceutical, and medical-device companies; clinical research and organizations; contract manufacturers; and governing bodies that regulate these industries.

The solution will help companies comply with regulatory policies, ensure that products are brought to market as quickly as possible, and that regulatory penalties, such as fines, manufacturing stoppages, or product recalls, are avoided.

Documentum products manage Web content, power portals, enable collaborative commerce, and solve regulatory content challenges. The Documentum ECM Solution for Life Sciences is a combination of Documentum and partner products, best practices, shared standards, project templates, and consulting services. Based on Documentum's core ECM technology, the solution enables lifecycle control of all documents, such as new drug applications; auditing of content creation, revision, and approvals to ensure regulatory compliance; and sharing and reuse of project-related content for team collabora-

tion in product development and clinical trials. The solution also supports cross-organizational collaboration, making it possible for companies to work securely with partners in joint research and development or clinical trials, and interact with regulatory agencies for regulatory submissions.

In support of the new offering, Documentum has formed the Life Sciences Global Industry Group, which is focused on ensuring customer success. To accelerate solution implementation, Documentum will provide consulting services, guidance on industry best practices and

industry-specific project templates, and accelerators. The company has teamed with several leading services providers, who also have extensive industry expertise, and will offer consulting and implementation support to Documentum customers.

In addition, Documentum is establishing a Life Sciences Advisory Council to bring together these customers in a semiannual forum. Through this venue, customers will have the opportunity to share best practices, learn from their peers, gain insight into Documentum's future strategic direction, and provide feedback on how that direction meets their needs.

**The Documentum
ECM Solutions will
help companies
avoid regulatory
penalties,
manufacturing
stoppages, and
product recalls.**

Solucient Offers Up-to-Date CLINICAL, FINANCIAL DATABASE

Solucient has released ProviderView, a database providing comprehensive, up-to-date, clinical, and financial data. The Internet-based tool allows instant access to more than 900 financial and operational elements for nearly every acute-care and long-term facility in the country, and features 2001 Medicare Provider Analysis and Review data combined with five years of the latest Medicare Cost Reports.

"Sound clinical and financial measurements are essential at every turn in the delivery of quality care, whether you're an insurer, a hospital CFO, or you're planning to deliver new technology to the healthcare provider," says Pauline Reisner, senior VP of Solucient. "ProviderView is the workhorse that delivers that comprehensive set of comparable performance indicators."

Hospital administrators can tap into ProviderView for the combined power of analyzing how their department-level clinical measures and operational costs compare with other hospitals. Healthcare payers, consultants, and others in the healthcare market also can rely on ProviderView as a credible, neutral source for trend comparisons and negotiations.

ProviderView users benefit the most from the Internet-based tool's ability to leverage cost data, which is updated weekly, as facilities submit their information, as required by Medicare, to their financial intermediaries. As a result, ProviderView has the most comprehensive and up-to-date financial data possible. The tool downloads reports on specific hospitals, by user-specified financial and clinical indicators.



**According to Pauline Reisner,
ProviderView delivers a
comprehensive set of comparable
performance indicators for clinical
and financial measurement.**

New Website Features **3-D BIOTECH CLIP ART** for Medical Marketing and Advertising

Biografix has launched its new Website, which displays examples of its new Biogeek Grafix Kit Version 4.0, a collection of medical clip art images and presentation backgrounds that are designed to provide a complete solution for creating bioscience/biotech/biology diagrams, illustrations, brochures, fliers, and Powerpoint presentations. The art can be accessed at www.biogeek.com.

Follow up

BIOGRAFIX, Danbury, Conn., was created by a small group of working scientists who saw the need for a convenient and easy-to-use clip art collection. For more information, visit biogeek.com.

CENTERWATCH, Boston, is an information services company that focuses on the clinical-trial industry and offers a variety of publications and services for clinical research and health professionals, patients, and health consumers. CenterWatch is a part of The Thomson Corp. and a division of Thomson Healthcare. For more information, visit centerwatch.com.

DOCUMENTUM, Pleasanton, Calif., is an enterprise content management provider, automating the production, exchange, and personalization of all types of content. For more information, visit documentum.com.

FDANEWS, Falls Church, Va., is a provider of domestic and international regulatory, legislative, and business news and information for executives in industries regulated by the U.S. Food and Drug Administration and The European Commission. For more information, visit fdanews.com.

FRANKLIN ELECTRONIC PUBLISHERS INC., Burlington, N.J., is a worldwide market leader in handheld electronic books and a producer and distributor of personal information management products. For more information, visit franklin.com.

HEALTH INFORMATION RESOURCE CENTER, Libertyville, Ill., is a national clearinghouse for consumer health programs and materials. For more information, visit healthawards.com.

HEALTHSCOUTNEWS, Norwalk, Conn., is a division of ScoutNews LLC, a privately held news and information company. For more

information, visit healthscoutnews.com.

INTELLISPHERE LLC, Plainsboro, N.J., publishes a series of journals focused on the Internet and technology, and how they are related to the practice of medicine. Titles include MD net guide, composed of a variety of specialties such as Primary Care, Cardiology, and Neurology, and Oncology net guide. For more information, visit mdnetguide.com.

LIQUENT INC., Fort Washington, Pa., is a provider of content assembly, publishing, and regulatory and intellectual property information solutions for the life-sciences industry. Liquent is part of the Intellectual Property Group of Information Holdings Inc. For more information, visit liquent.com.

THE PHARMACEUTICAL RESEARCH AND MANUFACTURERS OF AMERICA, Washington, D.C., represents the country's leading research-based pharmaceutical and biotechnology companies, which are devoted to inventing medicines that allow patients to live longer, healthier, and more productive lives. For more information, visit phrma.org.

SOLUCIENT, Evanston, Ill., is a source of healthcare business intelligence, providing comprehensive, results-oriented information to drive business growth, manage costs, and deliver quality care. For more information, visit solucient.com.

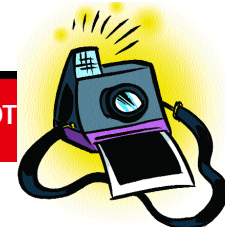
URAC, also known as the American Accreditation HealthCare Commission, Washington, D.C., is a leader in the accreditation of health and managed-care organizations and offers 14 accreditation programs that span a broad spectrum of healthcare services. For more information, visit urac.org.

CENTERWATCH AND HEALTHSCOUTNEWS FORM ALLIANCE to Distribute Clinical-Trial News

News and information about clinical trials and the development of new medical treatments will be made available through an alliance between CenterWatch and The HealthScoutNews Service.

CenterWatch will provide daily updates on recently initiated clinical trials and on FDA drug approvals to support a new Clinical Trials Update feature available from the HealthScoutNews Service to its clients, both on the Internet and in print. The Website will offer clinical trial-related news items provided by HealthScoutNews journalists. The HealthScoutNews Service reaches about 10 million readers a month.

"It has always been our goal to make clinical-trial information accessible through as many channels as possible," says Paul Molinari, manager of strategic alliances at CenterWatch. "We are interested in collaborating with HealthScoutNews based on their commitment to providing a high-quality and timely consumer health news service."



INDUSTRY SNAPSHOT

WWW Health Awards

The World Wide Web Health Awards is a program that recognizes the best health-related Websites for consumers and professionals. The program is held twice a year — spring and fall — with the goal of providing a "seal of quality" for electronic health information. The World Wide Web Health Awards is organized by the Health Information Resource Center, a national clearinghouse for consumer health information programs and materials.

SPECIAL AWARD WINNERS:

Best Graphic Design

Concord Hospital
www.concordhospital.org

Best Site Structure and Navigation

St. Luke's Episcopal Health System
www.stluketexas.com

Best Interactive Site

HealthAtoZ.com
www.healthatoz.com

Most Innovative Site

Center of Excellence for Medical Multimedia, The Virtual Medical Center
www.vmedcenter.org

Best E-Commerce Site

Empire BlueCross BlueShield
www.empireblue.com