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FOR IMMEDIATE RELEASE

SMI Health and InfoSlate Partner to Educate Patients with Interactive LCD Touch Screens in Physicians' Offices

King of Prussia, PA – March 11, 2009 – SMI Health, physician-owned point-of-care marketing firm, and InfoSlate, Inc., a leading physician owned interactive digital media company, today announced a strategic alliance to provide sponsored interactive patient education activities at the point of medical care.

InfoSlate provides selected physician practices with free handheld interactive LCD touch screens for their waiting rooms. These devices deliver educational health content such as breaking medical news, information on 6,000 disease states and other health topics, and treatment options. The educational information featured on each these devices is customized to meet the needs of the participating physician practices and their patients. SMI Health will leverage its network of 400,000 physicians in over 250,000 healthcare facilities to expand the interactive network and work with its clients including pharmaceutical companies and Contract Research Organizations (CRO) to sponsor the educational content. The interactive screens are HIPAA-compliant and collect patient demographics including age range and gender.

“Research shows that patients are overwhelmingly in favor of having health content available in physicians’ offices, which continue to be the most trusted sources for health information,” says Barry Crescenzi, chief operating officer of SMI Health. “InfoSlate’s state-of-the-art technology brings exciting, interactive health content to patients’ fingertips in the waiting room, and allows our clients to reach a targeted audience to offer discounts on drugs or inform patients about clinical trials. We share InfoSlate’s vision to connect physicians, patients, and advertisers at the point of care, and look forward to a mutually beneficial relationship.”

“Our goal at InfoSlate is to provide individuals with important health and lifestyle information, bridge the communication gap between patients and physicians, and create a new channel for advertisers to drive brand awareness and promote their messages,” says Kyle Piechucki, CEO and co-founder of InfoSlate. “Our technology is the first service that combines visual, interactive media and in-office services, and offers patients the ability to make waiting time not wasted time. We look forward to working with SMI Health to educate patients and expand the network of physicians using InfoSlate.

Each 10” LCD touch screen is fitted with LoJack™ Anti-Theft monitoring and a docking station for battery recharging. InfoSlate technology integrates easily with practice networks and only requires an internet connection. Physicians can customize the screen’s home page to support in-office branding campaigns, and can also use the system as part of the check-in procedure. In addition to health content, patients can browse the internet, access email, and take online surveys.

Join InfoSlate and SMI Health Media for a complimentary webinar on March 24, 2009 at 2pm to learn the benefits of incorporating an interactive point of care patient education program into your current and future marketing initiatives. To register go to: "<https://www1.gotomeeting.com/register/532636351>". You can also register by emailing Jennifer Carter at "jennifer@infoslate.net" or Nicole Rivera at "nrivera@devonhealth.com".

If your unable to attend our webinar; visit www.infoslate.com for a demonstration of InfoSlate’s Technology. Information is also available at "<http://www.smihealthmedia.com>".

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