

A classic format with an innovative approach: Evening newspaper available through physicians' information systems

KOBLENZ/MARTINSRIED, 30 MARCH 2009: intermedix, the market leader in workflow-integrated communication (WICOM), provides current news for physicians and surgery personnel in *Arzt am Abend*, an evening newspaper delivered through physicians' information systems.

The first evening newspaper for physicians and surgery personnel is issued daily at precisely 5:00 p.m. The seven-page *Arzt am Abend* offers a compact mix of current topics from the fields of medicine and health policy as well as information on business issues of concern to physicians. News from around the world and bulletins issued the same afternoon round out the concept. Thus *Arzt am Abend* is a step ahead of conventional daily newspapers in terms of time and information.

A totally new and unique feature of *Arzt am Abend* is the mode of distribution and delivery. As the user of a CompuGROUP physicians' information system (e.g. MEDISTAR, TurboMED, ALBIS or M1), the physician receives delivery of the evening newspaper directly to his computer screen. At about 5:00 p.m. every day, some 35,000 physicians are notified of the delivery of *Arzt am Abend* through DocPortal, which is linked to all CompuGROUP systems. By integrating the most important day-to-day issues directly into physicians' workflows, CompuGROUP solutions support physicians not only in organizational matters but in diagnosis and treatment as well. The physicians' information system, which has now become an indispensable tool for every physician's surgery, assumes the role of the "delivery boy". In this way, *Arzt am Abend* reaches a potential readership comprising up to 35,000 physicians. Other readers can subscribe to an e-mail newsletter by registering at the Website arzt-am-abend.de.

"The recipe for success for *Arzt am Abend* is simple", explains Wolfgang Höfers, Managing Director of intermedix. "In the Physicians' News Service, which is also operated by the facharzt.de portal, we have acquired excellent editorial support.

Coupled with the unique distribution scheme and its unparalleled currency, *Arzt am Abend* is a medium that truly enriches the German newspaper market. It is of interest to members of the medical profession and the pharmaceuticals industry alike, both as readers and entrepreneurs, and is thus ideally positioned for the future. *Arzt am Abend* is an outstanding addition to the intermedix portfolio: communication services for the pharmaceuticals industry directly embedded in the physician's workflow“.

Further information and illustrated material can be obtained from:

Nicola Böhler
intermedix Deutschland GmbH
Einsteinstraße 39a * 82152 Martinsried / München
Tel.: +49 (0)89 – 89 74 45 00
nicola.boehler@intermedix.de

intermedix Deutschland GmbH, Agency for Workflow-Integrated Medical Communication, has its headquarters in Munich. The basis and key to success in the agency's work is direct access to some 100,000 practising physicians and 20,000 dentists in Germany through its physicians' (and dentists') information systems and medication databases. With these services, the agency offers the largest platform in the German health sector. intermedix is a subsidiary of CompuGROUP and is represented by affiliated companies in other European countries as well.

CompuGROUP Holding AG is one of the leading e-health companies in the world. Its software products designed to support medical and organizational activities in physicians' surgeries and hospitals, its information services for all parties involved in the health sector and its Web-based personal medical files contribute to the development of a more reliable and efficient health service system. The basis for the services offered by CompuGROUP is an unparalleled customer base comprising some 326,000 physicians, dentists, hospitals and networks, as well as other service providers. CompuGROUP is the e-health company with the widest global reach among service providers. The firm operates in 14 European countries, Malaysia, Saudi Arabia, South Africa and the U.S. and currently employs roughly 2,700 people.