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Emmi Solutions Wins Two Prestigious FREDDIE Awards

Awards Recognize Excellence in Educational Health and Medical Media Productions

CHICAGO—November 14, 2006—Emmi Solutions, the market leader in interactive healthcare communications, announced today that it has been selected as the recipient of the 2006 Health & Medical Media Award in the Men’s Health category for its EmmiPrep™ program on Radical Prostatectomy. In addition to winning in the Men’s Health category, Emmi Solutions was also awarded the highest honor of the evening: The Michael E. DeBakey, M.D., Award, named for the renowned cardiovascular surgeon. The DeBakey award, which recognizes the finest educational entry of the year, was presented by Dr. Bill Crouse, Healthcare Industry Director from Microsoft. The official awards ceremony took place in New York on November 3, 2006.

This year marked the 32nd year of competition for the prestigious International Health & Medical Media Awards, also known as the FREDDIE Awards. These awards recognize excellence in the field of educational health and medical productions. FREDDIE judges evaluate entries for their content, educational value, originality and production quality. Each year, the competition judges the excellence of videos, films, DVDs, CD-ROMs, and Web sites submitted by a worldwide pool of applicants. The competing productions address health and medical issues for both consumers and health care professionals.

Emmi Solutions was also a finalist in three other categories: for the EmmiHealth™ program in the Diabetes category, the EmmiKids™ program on Pediatric Anesthesia in the Health Education category, and Best Public Service Announcement for EmmiSafety™.

Emmi is a web-based healthcare communication system that physicians, hospitals, health plans, medical device companies, and other healthcare-related organizations use to help patients understand what to expect before, during and after a medical procedure or how to better manage a chronic condition. Emmi engages patients on a personal level to increase comprehension, improve safety, and encourage greater compliance.

“Radical prostatectomy can be a life changing procedure for men,” explains Dr. David Sobel, chief medical officer of Emmi Solutions and a practicing urologist. “There is a significant amount of information that patients need to understand in order to make an informed decision about the procedure and recovery. EmmiPrep supports the process of informed consent and is an invaluable assistant for the physician, the patient, and his family.”

All original content in Emmi is created in cooperation with a team of medical advisors. The medical advisors for the award-winning “Radical Prostatectomy” program were Dr. Joel Nelson, Chairman of the University of Pittsburgh Medical Center’s Department of Urology, and Dr. David Guthman, a board-certified urologist practicing in Chicago, Illinois.

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“Our Emmi programs give patients the support they need so they can actively participate in their own care,” explains Michelle Sobel, chief creative officer of Emmi Solutions. “We strive to understand what patients and their families experience when they are faced with medical procedures and making decisions about their own care. We approach each program as if one of us or a member of our family were in front of the computer screen. We ask ourselves, ‘How would I like to hear this? What would I really want to know?’” adds Sobel.

“While it’s always gratifying to be recognized by peers, we feel honored every day by the physicians and patients who tell us how Emmi has affected them,” says Sobel. “We have the most talented and committed staff of medical writers, illustrators, and developers you could imagine and we are very proud of all that we have produced.”

The Emmi system has been embraced by some of the leading health systems and health organizations in the country, including University of Pittsburgh Medical Center, Stanford University Medical Center, Cedars-Sinai Medical Center, Evanston Northwestern Healthcare, DuPont Hospital for Children, Definity Health, Inamed Health and others.

In addition to being honored by the FREDDIE in the Men’s Health category and the DeBakey Award, last month Emmi Solutions received the American Medical Illustrators (AMI) “Award of Excellence” in the Interactive Media category.

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About Emmi Solutions

Creator of the Emmi family of online patient education programs, Emmi Solutions, LLC, is recognized as the market leader in interactive healthcare communications supporting better healthcare delivery. Emmi engages patients, their families and caregivers with easy-to-follow, actionable information so they can become active participants in their own care. The Emmi series of programs is designed to improve the quality of healthcare by increasing patient safety and satisfaction, while reducing costs by managing risk. To learn more, please visit www.emmisolutions.com.