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Emmi Programs Featured in News Stories Reaching 17% of US Households

Chicago, IL – May 12, 2008 – Since January 2008, Emmi Solutions, LLC, producer of award-winning interactive Emmi® programs, has been featured in news stories reaching more than 18 million Americans in over 24 cities across the country.

This widespread coverage resulted from a media pitch lead by Cedars-Sinai Medical Center, a long-time Emmi Solutions client. Cedars-Sinai collaborated with Ivanhoe Broadcast News and Medstar Television to create stories profiling Emmi programs as a “medical breakthrough.” The news pieces aired on local television channels in communities as diverse as Seattle and Shreveport—reaching the homes of nearly 17% of all American families.

“It’s very gratifying to get exposure like this,” said Jordan Dolin, Founder and Vice Chairman of Emmi Solutions. “But it is just as satisfying to see a client like Cedars-Sinai taking such bold steps to highlight the positive experience they’ve had with Emmi programs.”

The news stories focused on ways Emmi programs enhance the patient experience by informing and engaging patients. Many healthcare organizations use the web-based programs to improve communication between providers and patients: minimizing confusion, increasing satisfaction and creating numerous operational efficiencies.

Check out Emmi programs in the local news:

WNDU 16 South Bend: <http://www.wndu.com/mmm/headlines/12837652.html>

KIMT 3 Mason City: <http://www.kimt.com/medical/17202011.html>

To see Emmi in action, visit <http://www.emmidemo.com>.

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