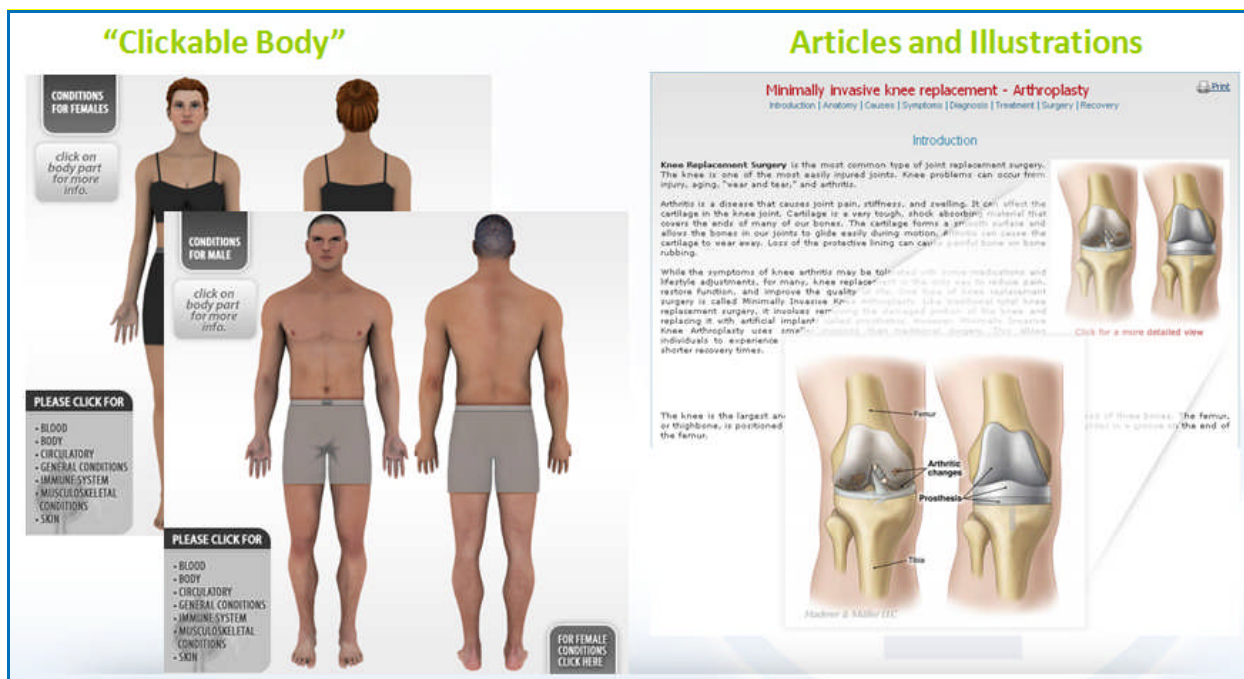




Award Winning Interactive Patient Education

iHealthSpot is proud to offer its award winning patient education library to physician practices, hospital systems and to strategic partners actively engaged in providing better medical information for patients via the Internet. The iHealthSpot written library covers 28 specialties and has 1100 conditions and treatments, many with illustrations and 3D animations.

The July 2007 Pew Internet & American Life Project study, entitled *Internet Health Resources*, analyzed Internet and doctor-patient dynamics and determined that the doctor-patient relationship can be enhanced by the physician encouraging patients to become more educated on the conditions they have and the treatment options available. One of the biggest complaints by medical professionals is the vast amount of inaccurate or anecdotal information on the Web. The latest polls indicate over 150 million Americans search for health information online. Patients conduct random Internet searches and in many cases yield incorrect information about a condition they have or receive anecdotal information from another patient regarding treatments available. Worse still, there is an abundance of information tied to advertising, in many cases promoting unproven remedies to treat real illness. This results in physicians spending more time re-educating patients or dispelling information they have read online. Physicians overwhelmingly prefer to provide patients with important medical information themselves, and studies show that patients would indeed prefer to obtain their health information directly from their doctor than an unqualified source.



iHealthSpot's patient education library includes both written and graphical content to enhance the patient education experience. The content is embedded on each healthcare provider's website and takes on the look of each site.

Award Winning Interactive Patient Education (continued)

iHealthSpot's patient education library is developed entirely in-house using professional medical writers and a highly credentialed physician editorial review board. Our content has been honored with four prestigious "www Health awards" for excellence in online patient education. This program, from the Health Information Resource Center, recognizes the best health information Websites for consumers and professionals. In addition our "Interactive Orthopedic Patient Education Library" won a 2009 STEVIE® Award (American Business Award). These prestigious awards recognize the best in American businesses. Our content has also been accredited by HON, the Health on the Net Foundation.

To date iHealthSpot has developed over 1100 written conditions across 28 medical specialties. The library currently has 200 illustrations in orthopedics, GI, cardiology, dermatology and dentistry and 75 videos that include 3D animation of anatomical structures depicting conditions, treatments and surgical procedures in orthopedics, physical therapy and pain management. The videos utilize the most accurate 3D model of the human anatomy available today and include professional voice over narration, written slides and video. We continue to develop and add new content and continue to provide comprehensive, accurate patient education to practices and clinics in every part of the United States.

Each physician's web site houses this content within the web site's look and feel (by specialty). The content is displayed by body part, alphabetically or using the Interactive "clickable body" interface that filters the conditions by body part. Users can also "search" for conditions using a free text search on the site. Once a user arrives on a topic of interest they can read the article, and depending on the condition, view an illustration and watch a video.

The patient education library is licensed by iHealthSpot's Clients either as part of a website hosting package, or for those who already own a web site hosted elsewhere, as a direct feed to a page in their web site. The content can also be licensed for use within EMR's and secure patient portals.

To learn more about available delivery and licensing, contact us at (877) 709-0999 or email at sales@ihealthspot.com.