

On April 13, 2011: The FIRST interactive practice management resource iPad App launched in the Apple® iTunes Store!

Doctor's Digest -- Practice Solution Center™

Click here: <http://itunes.apple.com/us/app/doctors-digest-practice-solution/id429109476?mt=8&ls=1>

This dynamic, new FREE Medical iPad Application provides physicians and HCPs with essential practice tools and resources for all their practice needs.

See why Apple is showcasing our iPad App as #1 in “New & Noteworthy”!
Since our launch, our HCP downloads have put us in the top 5% of all FREE MEDICAL Apps on the iPad!

Here's what the *Doctor's Digest* iPad App offers:

- ◆ **Doctor's Digest** digital publication– in-depth, single topic practice management solutions from over 1,800 experts and KOLs delivered in a dynamic format, with hyperlinks, one-touch chapter links and videos and podcasts narrated by experts in the practice management field
- ◆ **NEW! HCP Exchange™: Job/Career Center – Free classified employment ad postings for physicians and other healthcare professionals (Find a Job/Post a Job)**
- ◆ **Doctor's Digest - Money Matters** digital e-newsletter– Personal Finance tips from Residency to Retirement by medical financial experts
- ◆ **REAL TIME** Medication/Hazard Alerts from the Institute for Safe Medication Practices (ISMP) and access to their Error-Reporting Form
- ◆ **Medical Crossword Puzzles by Myles Mellor of the Los Angeles Times**
- ◆ And so much more!!!



Highlights of the *Doctor's Digest - Practice Solution Center™* iPad App:

Doctor's Digest Interactive iPad Application is the centerpiece of a practice management solution toolbox called the Practice Solution Center™. Via the Free iPad App, target physicians will be able to instantly access a host of Practice Management tools at their fingertips, making *Doctor's Digest* Interactive Digital Editions a dynamic must-have digital practice resource---and creating many bonus ad impressions for your brand(s). We have thousands of physicians pre-registered for the *Doctor's Digest - Practice Solution Center™* iPad App.

This debut of the first truly interactive, one-stop practice management solution center features full content from the bimonthly practice management guide, *Doctor's Digest*, in the same page

count and bimonthly frequency and with the same level of high quality editorial from over 1,800 experts and thought leaders upon which physicians have come to trust and rely.

The *Doctor's Digest - Practice Solution Center™* App allows physicians one-touch links to in-depth information on practice-management topics at <http://www.doctorsdigest.net>, where they can instantly access any current or back issue, use Key Word Search to pinpoint information, access five-minute Fast Facts Podcasts in audio and print format, or view Videos narrated by key opinion leaders.

2011 topics will cover expert information on topics including: Quality Improvement and Your Practice; The EHR: HITECH and Your Practice; Preparing for Healthcare Reform; Managing Your Practice's Money; Your Practice and Mid-Level Staff; Error Proofing Your Practice; Health Information Technology; Becoming a 5-Star Practice; Accurate Billing and Coding; Small Practice Survival Guide; Human Resources; Best Practices: Patient Safety; Primary Care and the Medical Home; Marketing for the Primary Care Physician; Your Practice and the Recession and Reducing Practice Risk.



We also offer a practice management iPhone/iPod Touch App: ***Practice Tips by Doctor's Digest***, which has been available since 2008 in the Apple® iTunes store and has thousands of current HCP subscribers. Click here to check it out!
<http://itunes.apple.com/us/app/practice-tips-by-doctors-digest/id420661369?mt=8>.

My best,

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