

Doctor's Digest "Essential Practice Tips" -- iPhone and iPod Touch Free Application Launches on Apple® App Store

Syosset, NY – December 19, 2008 – Doctor's Digest, a single-topic practice management publication published by Brandofino Communications, today announced that its free essential practice management information Application for the iPhone™ and iPod® Touch is available on the Apple® App Store. Essential Practice Management Tips linking to full expert editorial can be downloaded free from the Apple App Store after Doctor's Digest registration. In addition, physicians will receive instant access to a key word search at www.doctorsdigest.net (currently receiving 160,000 page views per month), access to over two dozen archival issues and a complimentary e-subscription to this highly respected publication. Doctor's Digest is the first medical journal with an iPhone application.

Doctor's Digest tackles the complex practice-management **problems** that may distract physicians from patient care and diminish their professional satisfaction, drawing on the expertise of 800+ thought leaders and experts to provide in-depth **solutions to subjects NOT taught in medical school**. Doctor's Digest editorial content is used by over 28 medical schools, universities and associations in their students' curriculum or as a membership benefit.

Each issue concentrates on a single topic chosen by physicians as most important to their practice.

- Solutions to such intricate issues as:
 - medical errors
 - physician-patient communication
 - life-work balance
 - optimal reimbursement
 - technology
 - evidence-based medicine. . and many more

Brandofino Communications will continue to develop Doctor's Digest applications for the Apple® platform, including Practice Management CME, podcasts, vodcasts and e-newsletters. Additionally, the company will be launching its MEMO-Snap™ Medical Memo & Coding Management Patient Data forms in early 2009.

“Our presence on the iPhone is the next logical step for Doctor's Digest and furthers our mission to bridge the gap between the business of medicine and the practice of medicine”, says Jeannette Brandofino, President of Brandofino Communications Inc. “Now, busy physicians have instant access to expert practice management advice...24/7.”

For more information on the Doctor's Digest Application, please go to www.doctorsdigest.net .

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