



OVERVIEW

The Center of New Media in Healthcare

ReachMD is an innovative communications company providing the latest medical industry news, analysis and continuing medical education (CME/CE) for credit, exclusively for medical and healthcare practitioners. The company's proprietary technologies deliver compelling radio content via XM Satellite Radio, online streaming audio, on-demand audio programming, and mobile phone applications (including the Apple iPhone) to help time-constrained medical professionals stay abreast of new research, treatment protocols and continuing education requirements.

Founded by Chief Medical Officer David Preskill, MD, ReachMD is the only new media service in the industry that is developed by and for medical professionals, designed to benefit even the busiest clinician.

Healthcare and medical professionals receive immediate access to ReachMD content through the following channels:

XM Satellite Radio

ReachMD launched the only 24/7 content platform for medical professionals on XM Satellite Radio Channel 167. The channel includes clinical discussion, the latest news and scientific information, ACCME-certified CME/CE, and more.

Online Streaming

In October 2007, ReachMD launched live, online streaming access to all programming and continuing medical education (CME/CE) content, and continues to expand the listening audience via direct access from partner sites.

Mobile Devices and Applications

ReachMD offers healthcare professionals two innovative and unique mobile applications to access our world class content:

The ReachMD CME application delivers CME/CE and CME/CE testing to medical professionals across the country. This popular mobile application is currently available on the Apple iPhone and iPad and has 65,000 healthcare professionals tuning in. Additionally, ReachMD has a second application called MedicalRadio which delivers a live stream of the same award-winning programming on ReachMD's XM satellite radio channel, plus CME/CE and access to over 6,000 searchable podcasts featuring medical information, conversation, and education, with new content added every week. ReachMD applications are currently in development for other mobile platforms.

Original Programming Developed By and For Medical Professionals

ReachMD's management and editorial team comprises professionals who have unparalleled expertise in the medical, business, communications, education, legal and regulatory fields.

Original content includes clinical research updates, innovations in medicine, policy reports, conference coverage, practice management, regulatory information, lifestyle segments, best healthcare practices, and new advances in diagnosis and treatments.

Our ongoing programs are produced in a compelling, conversational peer-to-peer format and cover a wide range of areas including clinical practice, scientific research, healthcare policy, practice management, and other topics of interest to healthcare professionals. Current programming series like *Inspired to Act*, *Heart Matters*, *GI Insights*, *Diabetes Discourse*, *Partners in Practice*, *Sexual Health & Medicine*, *Medical Breakthroughs from Penn Medicine*, along with many more titles, can be heard regularly on XM channel 167 or at www.reachmd.com.

In addition, ReachMD offers free *Continuing Medical Education (CME/CE)* for busy healthcare professionals in convenient XM Radio and online streaming formats. This programming is sponsored by some of the biggest and best CME players in the marketplace: PriMed, TCL Institute, DIME, SciMed, The CBCE, and NAACME, to name a few. ReachMD is also working to offer additional CME/CE sponsorships.

Strategic Partners and Sponsors

ReachMD works with the best strategic medical partners in the nation, including the American Medical Association; American College of Cardiology; American Academy of Neurology; American Gastroenterological Association; American Academy of Dermatology; American Academy of Allergy, Asthma and Immunology; National Lipid Association; American College of Nurse Practitioners; American Medical Directors Association; Penn Medicine from the University of Pennsylvania, and many more. These partners provide us with access to some of the world's top medical thought leaders, helping us to promote the channel and the quality of its content to their members.

ReachMD advertisers include top university hospitals, pharmaceutical companies, government agencies and other organizations looking to reach the large range of healthcare professionals. Sponsors include *Amgen, Inc.*; *Eli Lilly*; *U.S. Air Force*; *U.S. Army*; *GlaxoSmithKline*, *P&G*; *Forest Labs*; *AstraZeneca*; *McNeil Pediatrics*; *Ortho--McNeil*; *Astellas Pharmaceuticals*; *Axcan*; *Novo-Nordisk*; *Pfizer*; and many more. Several major national CME companies are now partnering with ReachMD to deliver content on the channel, including TCL; The CBCE; Pri-Med; NAACME; and DIME. Commercial supporters have the security of knowing that turnkey solutions from ReachMD will reach the target audience efficiently, and will be used again and again.

MOMENTUM

Medical professionals and industry influencers are listening, learning and speaking about ReachMD...

Expanding Audience and Reach

The ReachMD XM 167 audience base currently includes 290,000 medical professionals, growing steadily since the channel launched in April 2007. In addition, the ReachMD website has registered over 70,000 medical professionals online.

ReachMD's online live stream programming is offered to an expanding audience of over 500,000 doctors through ReachMD and its partner websites.

ReachMD continues to generate positive feedback from physicians and other medical professionals across the country, and will remain focused on increasing its brand by launching more innovations in new media for healthcare in 2010.

Growing Reputation Among America's Leading Doctors

The most respected institutions in the nation have been contacting ReachMD. Many of the country's prominent medical institutions have been featured on the channel, including the *University of Pennsylvania, Mayo Clinic, Harvard Medical School and Brigham and Women's Hospital, Johns Hopkins, Cleveland Clinic, and the University of Chicago*. Additionally, ReachMD has strong relationships with the NIH; CDC; FDA; NEJM; JAMA and many of the finest content, editorial and healthcare authorities in the world.

Support in the XM Satellite Radio Community

ReachMD is located on XM channel 167, in the heart of news and talk programming on the XM dial.

ReachMD was able to secure endorsements from Oprah & Friends, with cross channel promotions by Oprah & Friends host Gayle King, as well as from Dr. Mehmet Oz, who recorded a welcome message to promote ReachMD and the new "talk neighborhood." Our partners at XM radio promote the channel on CNN, MSNBC, ESPN, and many others in order to drive listeners to ReachMD.

CAPABILITIES

ReachMD XM 167: "The Channel for Medical Professionals"

- 24/7 national audience of healthcare professionals
- Quality peer-to-peer content delivered in 15 minute segments
- Broad range of topics for both general practitioners and specialists
- Always on in prime time hours a minimum of four days/week
- Ability for contributors to create content from any location within the country

For advertisers and commercial supporters:*

- Available billboard time before or after programming
- Advertisements Run of Channel
- Custom Promotional Programming

ReachMD Online/ E-Subscription:

- Live streaming content in real time
- Access to ReachMD XM 167 from any computer
- On-demand program access from any media player device
- Archived, easily searchable online content
- Podcast downloads

ReachMD Continuing Medical Education (CME/CE) via the Apple iPhone and other Mobile Phone Devices:

- Quality peer-to-peer content
- Digestible 15minute segments accessible anywhere and anytime
- A variety of formats including briefings, case studies and expert interviews
- Easy-to-use iPhone delivery
- Program guides available electronically or in print
- Paperless self-assessments
- CME and CE certificates processed automatically
- Secure recordkeeping
- Recognition of sponsorship and commercial support

**For advertising and sponsorship opportunities, please contact ReachMD at info@reachmd.com or 847 205 9075*

FREQUENTLY ASKED QUESTIONS

What is ReachMD?

ReachMD is an innovative communications company providing the latest medical industry news, analysis and continuing medical education (CME/CE) for credit, exclusively for medical and healthcare practitioners. The company's proprietary technologies deliver compelling radio content via XM Satellite Radio, online streaming audio, on-demand audio programming, and mobile phone applications (including the Apple iPhone) to help time-constrained medical professionals stay abreast of new research, treatment protocols and continuing education requirements.

How can I get ReachMD?

You can listen to ReachMD XM 167 on your XM satellite radio dial if you have an XM subscription in your car or home. It is easy to find in the middle of the news and talk section of the dial, one channel above Oprah Winfrey and Friends. If you do not have XM satellite radio, you can get streaming access to ReachMD online in your home or office or on your mobile telephone via one of our two mobile applications. Simply go to www.reachmd.com to register and listen. All of the programming can be podcast.

What is your programming format?

ReachMD features clinical research updates, innovations in medicine, policy reports, conference coverage, practice management, regulatory information, lifestyle segments, best healthcare practices, and new advances in diagnosis and treatments. All programming is original content developed by ReachMD. Some of the programming on ReachMD offers physicians continuing medical education credits (CME). Please go to www.reachmd.com for more details on how to listen to the channel and receive CME credit.

Who is listening and/or subscribing?

ReachMD has significant, broad reach over XM Satellite Radio. Over 500,000 healthcare professionals currently subscribe to XM radio. XM also has as much as 25% physician listenership within specific fields of medicine (this data can be provided by specialty). Additionally, for those MD's that do not have XM radio, ReachMD can target them through our ReachMD XM e-subscription, where they gain access to podcasts and live online streaming of our channel. Or, the channel can be accessed on the Apple iPhone via the MedicalRadio iPhone app.

How do you know the content is good and credible with medical professionals?

We work with the best medical strategic partners in the nation. These partners include the *American Medical Association; the American College of Cardiology; the American Gastroenterology Association, the American Association of Allergist, Immunology and Asthma; The National Lipid Association, the American Retina Foundation and the University of Pennsylvania*. These partners not only help provide us with access to some of the world's top medical thought leaders, but also promote the channel and the quality of its content to their members.

Who are ReachMD's sponsors or advertisers?

ReachMD advertisers are top university hospitals and pharmaceutical companies. Sponsors include AMGEN; Eli Lilly; the United States Air Force; GlaxoSmithKline, P & G, Forest Labs; Pfizer; Ortho McNeil; Astellas; Astra Zeneca; and Elsevier. Several major national CME companies are now partnering with ReachMD to deliver content on the channel including Pri-Med; Dime; CBCE; Sci-Med, and CME LLC, one of the world's largest providers.