



## **OVERVIEW**

### **The Center of New Media in Healthcare**

ReachMD is an innovative communications company that provides the latest medical industry news, analysis and continuing medical educational (CME/CE) for credit, exclusively for medical and healthcare practitioners. The company's proprietary technologies enable compelling radio content, delivered via XM Satellite Radio, online streaming audio, on-demand audio programming, media devices and mobile phones (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's content through the following outlets:

### **SiriusXM Satellite Radio**

In April 2007, ReachMD launched on satellite radio the first and only national radio channel for medical professionals: a platform for clinical discussion, news and ACCME-certified CME/CE. This compelling content is broadcast 24/7 on XM Satellite Radio channel 160.

### **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.

## **Apple iPhone & Other Mobile Phones**

In November of 2008, ReachMD launched the first and only Apple iPhone CME application, now delivering CME/CE and CME/CE testing to medical professionals across the country. In the first four months, over 30,000 healthcare professionals downloaded the ReachMD CME application from Apple's iTunes Store.

Less than a year later, in June 2009, ReachMD followed up the CME/CE iPhone application with the MedicalRadio application. MedicalRadio delivers a live stream of the same award-winning programming broadcast on ReachMD's XM satellite radio channel, plus CME/CE and access to over 5,000 searchable podcasts featuring medical information, conversation, and education, with new content added every week.

## **Original Programming 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 venture capital 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.

With the launch of several new original programming series that provide unparalleled service to healthcare professionals, ReachMD continues to execute on its mission to lead innovation in the industry. Our series provide ongoing programs by way of peer-to-peer conversations in the areas of 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*, *Stand Up to Cancer*, *Advances in Medical Imaging*, *Medical Breakthroughs from Penn Medicine*, along with many more titles, can be heard regularly on XM channel 160 or at [www.reachmd.com](http://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: Pri-Med, TCL Institute, DIME, Sci-Med, CME INC. (a division of CME LLC International), and The CBCE, 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 and Company; U.S. Air Force; U.S. Army; GlaxoSmithKline, P&G; Forest Labs; AstraZeneca; McNeil Pediatrics; Ortho-McNeil; Astellas Pharmaceuticals; Axcan; Elsevier* and many more. Several major national CME companies are now partnering with ReachMD to deliver content on the channel, including CME LLC, one of the world's largest providers. 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 160 audience base currently includes 280,000 medical professionals, growing steadily since the channel launched in April 2007. In addition, the ReachMD website has registered nearly 56,000 medical professionals online.

Online streaming access to the ReachMD channel from any computer is also rapidly expanding the audience through ReachMD and its partner websites. This link to ReachMD's live programming is now offered to over 500,000 doctors. ReachMD's extended network of partner websites also provides more opportunities for advertisers to effectively reach their core audience.

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 2009.

### **Growing Reputation Among America's Leading Doctors**

The most respected institutions in the nation have been contacting ReachMD to participate in on-air programming. Recently, ReachMD teamed up with the *University of Pennsylvania* for a unique content partnership, and many of the country's prominent medical institutions have been featured on the channel, including *Mayo Clinic, Harvard Medical School and Brigham and Women's Hospital, Johns Hopkins, Cleveland Clinic, and the University of Chicago*, among others.

### **Support in the SiriusXM Satellite Radio Community**

ReachMD is located on XM channel 160, 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 160: “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 160 from any computer at home or at work  
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 15-minute 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  
Immediate feedback that reinforces learning  
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](mailto:info@reachmd.com) or 877-675-0439.*

## EXECUTIVE TEAM

### **Gary Epstein**

*Chief Executive Officer*

Gary Epstein, most recently the chief marketing officer for the American Medical Association (AMA), has been recognized as the driving force behind the AMA's re-invigoration and re-branding efforts. During his tenure, Mr. Epstein helped revitalize the AMA's reputation with physicians and patients, while enhancing the AMA's political reputation in Washington, D.C., as the leading voice for doctors in America. Prior to joining the AMA, Mr. Epstein served as one of two regional CEOs for North America as part of the French based Euro RSCG Worldwide. As CEO, Mr. Epstein ran one of the two largest units of Euro RSCG's global holdings with over \$1 billion in advertising billings and 1200 employees located in seven offices throughout the United States and Canada. In 2000, Mr. Epstein was inducted into the American Advertising Federation's Hall of Achievement, which has recognized some of the marketing industry's most outstanding professionals. He was also named one of Chicago's top business leaders in *Crain's Business* 1998 "40 Under 40" annual feature. Mr. Epstein is on the board of directors of the American Medical Insurance Agency (a subsidiary company of the AMA) and on the board of directors for Snippets Mini-Cuts Children's Hair Salons.

### **Paul Boidy**

*Executive Vice President, Sales and Customer Solutions*

Paul Boidy has nearly two decades of experience leading healthcare industry teams in the planning and execution of successful healthcare communications and education initiatives in both promotion and CME. Mr. Boidy was tapped by ReachMD in 2008 to help pharmaceutical, healthcare education and healthcare communications organizations effectively utilize ReachMD's innovative and one-of-a-kind medium to stay abreast of medical discovery and treatment dialogue. Prior to joining ReachMD, Mr. Boidy was director of neuroscience marketing for Takeda Pharmaceuticals North America. In that role, he was responsible for the planning and execution of all professional and consumer strategies involving the company's neuroscience products. Prior to Takeda, Mr. Boidy held positions of increasing responsibility in market development and the successful launch of pharmaceutical products in multiple therapeutic areas, including arthritis, pain, anti-infective, sleep disorders and cardiovascular. Mr. Boidy's knowledge and understanding of the regulatory and legal aspects of marketing and medical education within the healthcare industry has been an important asset to the company when developing solutions to meet the needs of our clients. Mr. Boidy speaks at industry conferences to advise healthcare marketers and communications companies on ways to leverage new media, social media and alternative channels to meet the needs of professional and consumer targets.

**David G. Preskill, MD**

*Founder and Chief Medical Officer*

As both practitioner and entrepreneur, Dr. David Preskill understands the challenges that the current environment presents to medical professionals as well as the tools and opportunities available for addressing them. Cognizant of the rapidly expanding body of medical research and the time constraints of healthcare, Dr. Preskill envisioned ReachMD as a platform for helping busy practitioners keep pace with medical discoveries and dialogue without compromising on practice ideals or family demands. ReachMD is Dr. Preskill's second start-up venture. In 1999, he was the creative force and founder of Inner Vision Imaging, LLC, a medical device company that attempted to develop in-vivo imaging solutions to provide surgeons and pathologists cellular-level detail of tissues and organs without the necessity to perform biopsies or organ removals. A board-certified OB/GYN, Dr. Preskill has been in private practice in the Chicago suburbs for 12 years. Dr. Preskill graduated from Northwestern Medical School and the University of Illinois-Urbana.

**Natalie Allman**

*Vice President, Account Services*

Natalie Allman brings over 15 years of management consulting and pharmaceutical sales management experience to ReachMD. Ms. Allman began her career at Accenture as a management consultant working in their healthcare practice. During her six years at Accenture, Ms. Allman led consulting teams delivering business results for her healthcare clients, including Quest Diagnostics, Searle, Abbott, and AstraZeneca. In 1997, Ms. Allman left Accenture to join Searle/Pharmacia/Pfizer in their sales division, where she quickly became a decorated sales leader and sales manager. In 2003, Ms. Allman's district finished first in the Midwest region, and she was named to the Pfizer Management Cabinet, Pfizer's top award for sales management. In her new role as vice president of account service, Ms. Allman will combine her management consulting and sales management experience to lead her team and deliver high quality programs for ReachMD's partners, clients and sponsors. Ms. Allman is a graduate of Miami University in Oxford, Ohio, where she graduated *cum laude* with University Honors and a major in business economics. In her free time, she enjoys cooking, theater and spending time with her family.

**Matthew Birnholz, MD**

*Director of Programming and Content*

Dr. Matthew Birnholz received his bachelor of arts in biochemistry and music from Colby College in Waterville, Maine, graduating Phi Beta Kappa and *summa cum laude*. Prior to attending medical school, he worked as a bilingual preschool-kindergarten teacher for a Hispanic school community in Chicago. Dr. Birnholz earned his medical degree from the Johns Hopkins University School of Medicine in 2006, and was elected class speaker for commencement ceremonies. He was subsequently accepted into the Northwestern University Feinberg School of Medicine's categorical pediatric residency program at Children's Memorial Hospital in Chicago, and has deferred his clinical practice to pursue a strong interest in medical communications and the creative development of ReachMD. As a member of the programming staff, Dr. Birnholz utilizes his medical education and a prior-developed expertise in creative performance art from

The Second City of Chicago to envision and coordinate dynamic, relevant and informative content aimed for medical professionals.

### **Alex Epstein**

*SVP, Programming, Content and Editorial*

Alex Epstein is an electronic media content creation and distribution executive. In this capacity, he draws on his 20 years of experience creating, writing, producing and directing a wide variety of award-winning Internet, radio, video-on-demand, television broadcast, cable, and interactive projects. While in Chicago, Mr. Epstein has worked as executive producer, primarily for electronic production companies, notably: AnswersMedia, Inc.; Bader TV News; Del Hall Video; MindSight, and the Orbis Broadcast Group, where he led the creative team producing syndicated television programming and medical projects. Prior to joining Orbis, Mr. Epstein spent seven years working for the Walt Disney Company as senior producer/special projects for KCAL-TV News, Los Angeles, where he wrote and produced television programs, series, specials and mini-documentaries. A native of New York City, he got his start in broadcast television in television news at the CBS affiliate in Fairbanks, Alaska.

Mr. Epstein has received numerous national and local awards for his work, ranging from a Los Angeles area Emmy award to recognition for executive producing PR Week's VNR of the year. He is a voting member of the Academy of Television Arts and Sciences and the National Television Academy. He holds a BA from Bennington College and an MBA from the Yale School of Organization and Management.

### **Julie Carson**

*Director, Client Services*

As director of client services, Julie Carson is responsible for the development of client relationships and corresponding programming and promotion with ReachMD's strategic partners, such as the AMA, ACAIA, AGA, ACC, Sermo, University of Pennsylvania, the United States Air Force, and many more. These strategic partnerships, which include medical societies, medical associations, health systems and hospitals, and other healthcare organizations, ensure that ReachMD has access to best-in-class thought leaders and ongoing engagement of the target audience of medical professionals. Since earning a BFA at Cornell University with a dual concentration in painting and electronic imaging, Ms. Carson has merged her training, talents and passions into a lifestyle that includes both the arts and technology. Her endeavors have included working in special effects for feature films, producer and content designer for interactive educational toys, and product management and design at technology firms. Ms. Carson has made a career of putting ideas to work at such creative institutions as Industrial Light and Magic (a division of Lucas Digital, Ltd); Tools, Inc. (an Idealab! company); Fisher Price, and LeapFrog Enterprises. She is also an accomplished violinist and artist.

### **Ana Maria Rosario-Jordan**

*Director, Sales Operations*

Ana Maria Rosario-Jordan joins ReachMD with over 15 years of executive management experience in sales, promotion, marketing, management and business development. Mrs.

Rosario-Jordan has an impressive range of experience at Fortune 500 companies, such as Pfizer and Eli Lilly, within the marketing and field sales force departments. Additionally, she has been responsible for the development and management of numerous educational seminars for medical professionals with an emphasis on teaching presentation skills, Power Point workshops, and other practical business management skills. Mrs. Rosario-Jordan graduated from the University of Illinois at Chicago with a bachelor's of science degree in marketing and communications and a minor in entrepreneurial studies.

### **Vernon Trespeces**

#### *Interactive Manager*

A graduate of the University of Illinois at Urbana/Champaign, Vernon Trespeces earned a bachelor of arts degree in rhetoric with a minor in marketing and advertising. For the last 13 years, he has continuously evolved his career. He worked in newspaper advertising for a local paper in Hawaii, before coming back to Chicago to develop his graphic design skills as a marketing specialist for Case Corporation, a leading manufacturer of agricultural equipment. With the boom of the internet in the 1990s, Mr. Trespeces consulted for Microsoft as a client services design specialist and developed ecommerce functionality for various Chicago-based dot-com start up companies. Once the tech bubble burst, Mr. Trespeces re-located to a remote beach island in Brazil to enhance his entrepreneurial skills as manager of Capita Colango, a successful beachside restaurant. In 2003 he came back to Chicago and launched two healthfood-based cafe and vitamin stores, HealthKick Chicago and The Drinkwell, but continued to keep up with emerging internet technologies. He has been an independent consultant since 2007, and has been the interactive manager role at ReachMD since 2009.

## **BOARD OF DIRECTORS**

### **Stuart Frankenthal**

#### *Board Member*

Stuart Frankenthal, is currently the manager of Jass Realty Company, LLC, an industrial and commercial lessor of real estate. Mr. Frankenthal has operated several diverse businesses, including the Frankenthal Group and Paramount Foods, LLC, and founded XodiAx, LLC, an internet data center business. Mr. Frankenthal and Steven Plonsker recently formed PF Investments to manage its investment in ReachMD and other operating companies. Mr. Frankenthal is a graduate of the Brandeis School of Law at the University of Louisville, where he was on the staff of the Law Review, and is a licensed attorney and member of the bar in the states of Kentucky and Wisconsin. Mr. Frankenthal holds a BS in industry and labor relations from Cornell University. Mr. Frankenthal currently serves on the board of the Jewish United Fund of Chicago and ORT America, Inc., and is president of the Frankenthal Group Foundation, Ltd. He has also served on the boards of Louisville Collegiate School, Jewish Hospital Healthcare Systems, Louisville, and the Louisville Housing Authority.

### **Steven E. Plonsker**

#### *Board Member*

Steven E. Plonsker is co-founder and a managing member of PF Investments, a management company established to oversee investments in ReachMD and other operating companies. Mr. Plonsker is also co-founder and a managing member of Solterra, an organization providing alternative energy opportunities to commercial real estate firms, and a managing member of the general partner of Aragorn Capital, a hedge fund focused on acquiring securities of distressed companies. Previously, for nearly two decades, he was executive vice president of JMB Realty Corporation, a business with vast real estate and operating assets. He has served as chief financial officer for the Northbrook Corporation, a holding company with operations across a wide spectrum of the business world. He has extensive experience in transactions and has served as a board member for two large-scale restaurant and retail corporations. Mr. Plonsker earned his MBA from the University of Chicago, after graduating with a BS from the Wharton School at the University of Pennsylvania.

### **Edward Atkins, MD**

#### *Board Member*

Ed Atkins is a board certified anesthesiologist practicing in the Chicago area for more than 25 years, and was president of a 16-person anesthesia group. He has been actively involved in the outpatient surgical center field for over 20 years as an owner, developer and operator of 11 surgical centers in the Chicago area. In 1994 Dr. Atkins co-founded and was the managing partner of Same Day Surgery LLC, the largest surgicenter group in the Chicago area. Same Day Surgery LLC was successfully sold to USPI in 2004. Dr. Atkins was a co-founder, managing director, and past Chairman of Nations Healthcare in the UK. Nations was founded in 2003 for the purpose of developing private diagnostic and surgical facilities in partnership with the British government. Nations Healthcare received guaranteed

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contracts through a competitive bidding process for over \$550 million from the National Health Service. Nations was sold to Circle Health, a UK health care company, in 2007. He is also a founder and executive board member of the Chicago Machine, one of the teams in the relatively new Major League Lacrosse.

## **Gary Epstein**

*Chief Executive Officer*

Gary Epstein, most recently the chief marketing officer for the American Medical Association (AMA), has been recognized as the driving force behind the AMA's re-invigoration and re-branding efforts. During his tenure, Mr. Epstein helped revitalize the AMA's reputation with physicians and patients, while enhancing the AMA's political reputation in Washington, D.C., as the leading voice for doctors in America. Prior to joining the AMA, Mr. Epstein served as one of two regional CEOs for North America as part of the French based Euro RSCG Worldwide. As CEO, Mr. Epstein ran one of the two largest units of Euro RSCG's global holdings with over 1 billion dollars in advertising billings and 1200 employees located in seven offices throughout the United States and Canada. In 2000, Mr. Epstein was inducted into the American Advertising Federation's Hall of Achievement, which has recognized some of the marketing industry's most outstanding professionals. He was also named one of Chicago's top business leaders in *Crain's Business* annual "40 Under 40" feature in 1998. Mr. Epstein is on the board of directors of the American Medical Insurance Agency (a subsidiary company of the AMA) and on the board of directors for Snippets Mini-Cuts Children's Hair Salons.

## **Joseph Gutman**

*Board Advisor*

Joseph Gutman recently joined Grosvenor Capital Management, LP, after 22 years at Goldman Sachs. Mr. Gutman is a managing director at Grosvenor Capital and head of their client group as well as a member of the executive management team. Mr. Gutman was an advisory director of Goldman Sachs from 2002-2005 and prior to that, the co-head of the Goldman Sachs Chicago office from 1997 through 2002. He became a partner of Goldman Sachs and managing director in 1996. Mr. Gutman managed institutional equities in the early 1990s after spending time in the private client business and as a sales trader. He graduated from the University of Illinois with a BS in accountancy and earned his CPA, before receiving his MBA at the Kellogg Graduate School of Northwestern University. Mr. Gutman is on the board of the University of Illinois Business School and the Kellogg Alumni Advisory Board as well as the executive committee of the board of Children's Memorial Hospital in Chicago and the To Make A Better Place Foundation.

## EDITORIAL CONTENT TEAM

**Lenard Adler, MD:** Director of the Adult ADHD Program and professor of psychiatry and child adolescent psychiatry at the NYU School of Medicine

**Anthony Alessi, MD:** Chief of neurology at William W. Backus Hospital; author of the book and blog "Healthy Sports"

**John Armstrong, MD:** Trauma surgery, Shands Hospital at the University of Florida, Gainesville, Fla.; Assistant professor of surgery, University of Florida College of Medicine; Chair, Surgical Caucus, American Medical Association; Former Colonel, United States Army; Former director, Army Trauma Training Center, Miami

**Michael Benson, MD:** Obstetrics and gynecology, Evanston Northwestern Healthcare, Evanston, Ill.; Clinical assistant professor, Northwestern University Feinberg School of Medicine

**Bruce Bloom, DDS, JD:** President and chief science officer, Partnership for Cures; Chair, Culpeper Scholarships in Medical Science

**Mark Chyna, MD:** Internal medicine, Condell Medical Center, Libertyville, Ill.

**Lisa D'Andrea, PA-C:** Clinical director, Grand Oaks Health Center, Libertyville, Ill.

**Sayantani DasGupta, MD, MPH:** Pediatrics; Faculty, Columbia University College of Physicians and Surgeons; Author of *Her Own Medicine: A Woman's Journey from Student to Doctor*; Editorial Board Member, *Literature and Medicine*

**Susan Dolan, RN, JD:** Healthcare consultant; Author of *TLC, Tender Legal Care: Making Choices in Life and Death* and *From the Start Consider the Finish: A Guide to Excellent End-of-Life Care*

**Lawrence F. Eichenfield, MD:** Chief of pediatric and adolescent dermatology at Rady Children's Hospital and Health Center, San Diego; Professor of pediatrics and medicine in the Dermatology Department at the University of California, San Diego School of Medicine

**Lee Freedman, MD:** Internal medicine, Northwestern Memorial Hospital; Clinical instructor of internal medicine, Northwestern University Feinberg School of Medicine

**Robert Gilmore, MD:** Surgery; Retired Colonel, United States Air Force; Former Commander, Air Force Medical Center, Wiesbaden, Germany, and Travis Air Force Base, Solano County, Ca.

**Stuart Gitlow, MD, MPH, MBA:** Addiction medicine; Executive director, Annenberg Physician Training Program in Addictive Disease; Faculty, Dartmouth Medical School and Mount Sinai School of Medicine

**Jay Goldstein, MD:** Gastroenterology, University of Illinois Hospital, Chicago; Professor of medicine, University of Illinois at Chicago College of Medicine; Vice chair of clinical affairs, University of Illinois at Chicago College of Medicine

**Michael Greenberg, MD:** Dermatology, University of Illinois Hospital, Chicago; Associate Clinical Professor of Dermatology, University of Illinois Hospital, Chicago

**Sherwin Ho, MD:** Orthopedic surgery, University of Chicago Medical Center; Associate professor of surgery, University of Chicago Pritzker School of Medicine; Director, Sports Medicine Fellowship Program, University of Chicago Pritzker School of Medicine

**Mark Nolan Hill, MD:** General Surgery, Condell Medical Center, Libertyville, Ill.; Professor of surgery, Chicago Medical School

**Bruce Japsen:** Healthcare journalist, *Chicago Tribune*; Adjunct professor, University of Chicago Graham School of General Studies and Loyola University Chicago

**Shira Johnson, MD:** Emergency medicine; Director, clinical research, Ovation Pharmaceuticals

**Larry Kaskel, MD:** Internal medicine and clinical lipidology; President and CEO, The Heart Attack Prevention Center

**Gary Kohn, MD:** Aerospace and occupational medicine; Clinical assistant professor of medicine, University of Texas Medical Branch, Galveston; Former corporate medical director, United Airlines

**Andrew Krakowski, MD:** Pediatric dermatology, Rady Children's Hospital, San Diego; Fellow, Pediatric Dermatology, University of California, San Diego

**Jack Lewin, MD:** Cardiology and health Policy; Chief executive officer, American College of Cardiology; Former chief executive officer, California Medical Association; Former director of health, State of Hawaii; Founding president, Physicians' Foundations, Boston, Mass.; President, Patient Safety Institute

**Mary Leuchars, MD:** Sports medicine; On-site physician, 2000 Sydney Olympic Games; Medical consultant and on-site physician, Australian television

**Leslie P. Lundt, MD:** Psychiatry; Director, Foothills Psychiatry, Boise, Ida.; Affiliate Faculty, Idaho State University

**Todd Mahr, MD:** Allergy and immunology; Director, pediatric allergy, Gunderson Lutheran Medical Center, La Crosse, Wisc.; Clinical professor of pediatrics, University of Wisconsin School of Medicine and Public Health

**Lisa Mazzullo, MD:** Obstetrics and gynecology, Northwestern Memorial Hospital; Assistant professor of obstetrics and gynecology, Northwestern University Feinberg School of Medicine; Author, *Before Your Pregnancy: A 90-Day Guide for Couples on How to Prepare for Conception*

**Jeffrey Nathanson, MD:** Gastroenterology and internal Medicine; Clinical instructor, Northwestern University Feinberg School of Medicine; Clinical instructor, University of Chicago Pritzker School of Medicine

**Danny Petrusek, MD, PhD:** Internal medicine and endocrinology; Bioengineering research faculty, California Institute of Technology; Clinical faculty, University of California, Los Angeles David Geffen School of Medicine

**Maurice Pickard, MD:** Internal medicine; Emeritus staff, Highland Park Hospital, Highland Park, Ill. and Lake Forest Hospital, Lake Forest, Ill.; Fellow (2005-06), University of Chicago MacLean Center for Clinical Medical Ethics

**Paul Raeburn:** Healthcare journalist; Past president, National Association of Science Writers; Program director, Annual New Horizons in Science Briefing; Member, association of Health Care Journalists

**David T. Rubin, MD:** Internal medicine and gastroenterology, University of Chicago Medical Center; Associate professor of medicine, University of Chicago Pritzker School of Medicine; Director, fellowship program in gastroenterology, hepatology and nutrition, University of Chicago Pritzker School of Medicine

**Martin A. Samuels, MD:** Founding chair and chief of the Department of Neurology, Brigham and Women's Hospital; Professor of Neurology, Harvard Medical School. Director, Harvard Longwood Neurology Program

**Ketan Sheth, MD, MBA:** Pediatrics, allergy and immunology; Medical director, Lafayette Allergy and Asthma Clinic, Lafayette, Ind.; Clinical assistant professor of pediatrics, Indiana University School of Medicine; Adjunct associate professor of clinical pharmacy, Purdue University School of Pharmacy

**Jennifer Shu, MD:** Pediatrics; Editor-in-chief, American Academy of Pediatrics' *Baby & Child Health* and co-author, *Heading Home With Your Newborn*, published by AAP

**Matthew Sorrentino, MD:** Cardiology, Associate professor of medicine, Department of Cardiology, University of Chicago Pritzker School of Medicine; Fellow, American College of Cardiology; North American Editor, *Journal of Geriatric Cardiology*

**Lauren Streicher, MD:** Obstetrics and gynecology, Northwestern Memorial Hospital; Assistant professor of obstetrics and gynecology, Northwestern University Feinberg School of Medicine; Host, Answered TV's "The Answered Patient"; Medical correspondent, NBC's "In the Loop With iVillage"; Author, *The Essential Guide to Hysterectomy*; Columnist, *Chicago Sun-Times*' "Ask the Ob-Gyn"; Medical correspondent, ABC; Health contributor, *Figure Magazine*

**Eric Tangalos, MD:** Medical director, Bethany Samaritan Heights nursing home, Rochester, Minn.; Professor of medicine, Mayo Clinic, Rochester, Minn.; Vice chair of the Policy Committee, past-president, American Medical Directors Association

**Charles Turck, PharmD:** Pharmacy, University of Massachusetts Memorial Medical Center; Adjunct clinical instructor, Massachusetts College of Pharmacy and Health Sciences

**Doug Weaver, MD:** Cardiology and health policy; President, American College of Cardiology; Director, Henry Ford Cardiovascular Institute, Detroit, Mich.; Head of Cardiovascular Medicine and Darin Chair of Cardiology, Henry Ford Health System; Professor of medicine, Wayne State University, Detroit, Mich.

**Janet Wright, MD:** Cardiology and health policy; Senior Vice President for Science and Quality, American College of Cardiology

# FREQUENTLY ASKED QUESTIONS

## **What is ReachMD?**

ReachMD, an innovative communications company, provides thought-provoking medical news and information to healthcare practitioners. One of our communication channels is an exclusive XM Satellite Radio channel that broadcasts 24/7 and serves as the voice of the medical profession. The channel was launched in April of 2007 to help increasingly time-constrained medical providers stay abreast of new research, treatment protocols and continuing education requirements. ReachMD delivers innovative and informative radio programming developed by medical professionals for medical professionals.

## **How can I get ReachMD?**

You can listen to ReachMD XM 160 on your XM Satellite Radio dial if you have an XM subscription in your car or home. The channel is easily located in the middle of the news and talk section of the dial.

If you do not have XM Satellite Radio, you can get streaming access to ReachMD online in your home or office. Simply go to [www.reachmd.com](http://www.reachmd.com) to register and listen. All of the programming can be podcast or streamed on-demand.

You can also listen on your iPhone or iPod Touch with our free application, ReachMD Medical Radio, which both live-streams the channel and provides access to our entire library of programs.

## **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](http://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 550,000 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, those medical professionals who do not have XM radio can be targeted through our ReachMD XM e-subscription, where they gain access to podcasts and live online streaming of our channel.

### **Who are some of the guests on the channel?**

ReachMD features prominent physicians and medical leaders from the nation's most prestigious institutions, including Harvard, Mayo Clinic, Northwestern University, University of Chicago, and Johns Hopkins. The channel also presents important policy makers and political influencers. Among the roster of guests are former Governor Richard Lamm, Michael Moore, former Speaker of the House Newt Gingrich, former Senator John Edwards, and Secretary of State Hillary Clinton.

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

We work with the best medical strategic 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, the American Medical Directors Association, Penn Medicine from the University of Pennsylvania*, and many more. 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?**

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