



FOR IMMEDIATE RELEASE

New Exam Room Tablet from AccentHealth Provides Comprehensive Solution To Help Educate and Engage Patients at the Point of Care

NEW YORK (September 10, 2015) AccentHealth, the leader in patient education media at the point of care, announced today the launch of a new digital patient engagement platform, the AccentHealth Exam Room Tablet, as part of the industry's most comprehensive exam room program.

Patients spend up to an average of 16 minutes waiting in an exam room before their physician arrives, and AccentHealth's digital tablet will provide them with a broad range of content and interactive features to make more productive use of this time and prepare for the doctor-patient discussion. Resources will include condition reference information, videos and interactive Decision Guides from Harvard Medical School – exclusive to AccentHealth at the point of care, as well as a range of other video content on health and lifestyle topics including diet, recipes and fitness. All of the content and interactive features will also be available for patients to view later on their own mobile device or computer, to extend their learning beyond the office visit. The tablet will also provide secure and HIPAA compliant access to the patient's online Patient Portal, to allow them to view their records securely while they wait.

The tablet's intuitive design, attractive graphics and engaging videos distinguish the tablet within the point of care landscape.

For medical practices, this content will help foster a more informed patient population, and will allow physicians to be confident that their patients have viewed authoritative information from best-in-class sources, rather than the chaos of conflicting and often un-sourced information available on the internet. In addition, the device will provide a valuable messaging platform for providers to be able to communicate key educational and marketing messages to patients, and in particular will help increase use of the Patient Portal, a key objective for practices to allow them to meet Meaningful Use objectives.

"We are excited to take advantage of this new technology to further our mission of helping patients live healthier lives." said Dan Stone, CEO of AccentHealth. "With best in class content and tools, and an engaging and easy to use design, we believe this product is a powerful platform to educate patients right before they see their doctor. Combined with AccentHealth's existing waiting room TV network, this new product reinforces our 20-year leadership of innovation at the point of care."

By engaging patients at this critical point immediately before the doctor-patient discussion, AccentHealth's Exam Room Tablet will also provide valuable opportunities for brands to educate patients on their treatment options and encourage them to discuss these with their doctor. Digital advertising integrations on the tablet will include display, rich media, and pre-roll video advertising, as well native advertising solutions. All advertising will be served via a third party ad server, allowing for independent verification and tracking, and supported by AccentHealth's extensive in-house Insights & Analytics team to measure the performance of ad campaigns.

AccentHealth's rollout of the Exam Room Tablet is underway and devices are installed in Primary Care practices nationwide as well as a broad range of specialty practices including Endocrinology, Gastroenterology, Neurology, Cardiology and Rheumatology practices, each with content specific to the needs of their patient population.

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About AccentHealth®, LLC

AccentHealth is the leading patient education media company at the point-of-care, located in 30,000 physician offices and serving 90,000 healthcare practitioners nationwide. AccentHealth's patient education engages health-conscious consumers in a trusted environment, featuring its award-winning waiting room television network watched by over 200 million annual viewers and a comprehensive exam room program that integrates interactive digital content with condition-specific brochures. AccentHealth's content is produced by CNN's Medical Unit, hosted by Dr. Sanjay Gupta, and by Harvard Medical School. Founded in 1995, AccentHealth is based in New York City and Tampa, FL and is owned by M/C Partners, Ridgmont Equity Partners and senior management. AccentHealth is a founding member of the Point-of-Care Communication Council (PoC³).

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