

Dorland Health's First Digital Publication to Highlight CMSA-Sponsored Collaborative Practice Summit

The publication of the company's first 'green' magazine will herald the forward-trending elements of the Collaborative Practice Summit and together explore the future of the industry

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FOR IMMEDIATE RELEASE

SALT LAKE CITY, Utah – January 19, 2009 – Dorland Health, a Contexo Media company and a leading provider of informational resources to the case management industry, announced that it will publish its first “green magazine,” a supplemental digital edition of its industry-leading Case In Point magazine. The e-magazine will showcase the collaborative and technological trends that will be explored at the second annual Collaborative Practice Summit to be held March 3-5 in San Antonio, Texas.

The Summit, hosted by the Case Management Society of America (CMSA) and sponsored by other leading organizations, is intended to bring together industry thought leaders, including CEOs, CIOs, CFOs, CMOs, nurse executives and product and program directors, to explore potential advances in collaboration and technology that will impact health care.

“The Summit will allow industry leaders to meet face to face and discuss trends, challenges and opportunities facing the industry,” said Anne Llewellyn, editor in chief of case management products at Dorland Health. “The digitized supplement that will reach more than 50,000 opt-in recipients will provide the mainstream practice access to the information, trends and advances showcased there. It also will enable practitioners to network directly with these companies. We eagerly await the Summit and the future of the practice it is concerned with.”

The publication of this supplemental green magazine, intended to provide an overview of the Summit and a showcase of the ideas and products to be presented, will coincide with the Summit's commencement.

“The innovative companies that will be represented at the Summit and featured in our e-magazine are leaders at bringing the health sector into the information age,” said Elna Hamp, vice president of sales and marketing at Contexo Media. “We are especially pleased to be able to connect these companies and their websites to our online readership via live Web links directly from the digital magazine. That's the type of client interaction that today's marketers are most interested in.”

Additional sponsors of the summit include the American Board of Quality Assurance and Utilization Review Physicians Inc. (ABQAURP), Case Management Inc. (CMI), DMAA: The Care Continuum Alliance, and the National Association of Social Workers (NASW).

About Contexo Media

Contexo Media (www.contexomedia.com) is a privately held, business-to-business information provider. Our products and services reach thousands of health and human services professionals in various formats, including, books, software, online tools, newsletters and blogs, and educational workshops and conferences. Our capabilities are focused on providing simple and elegant solutions to customers' information requirements, creating strong and immediate value.

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For information about the e-magazine, including advertising, please contact Harry Alba at 610-636-7622 or via email at halba@contexomedia.com for rates and media kit information.