

Launch of new interactive Asthma resource for physicians and other healthcare professionals

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EPG Health Media (<http://www.epghealthmedia.com>), developers of e-communication and clinical information solutions, today announced the launch of a new interactive Asthma Knowledge Centre (<http://www.epgonline.org/page.cfm/pageid/1305>) within its web-based physician resource www.epgonline.org.

Sanctioned by the European Medical Association (EMA), EPG Online is a free educational service dedicated to providing healthcare professionals (HCPs) with access to best practice diagnosis and patient management guidance. This independent service also provides access to a range of EU pharmaceutical drug data via an innovative search tool.

The Asthma Knowledge Centre has been developed in partnership with Nycomed (<http://www.nycomed.com>) and will broaden the range of existing interactive guides that form part of the EPG Online interactive knowledge 'library', for doctors. Other guides focus on subjects such as ADHD, Alzheimer's Disease, Migraine, Renal Anaemia, Non-small Cell Lung Cancer, Parkinson's Disease, and Hypertension.

"This new Asthma resource adds to the growing knowledge base at epgonline.org. Physicians are clearly hungry for this type of content and this is reflected in strong and continued growth of users at epgonline.org. Our range of Disease Knowledge Centres proves to be one of the most frequented areas of our service falling in the top 0.5% of the more than 44,000 pages of medical information we publish online. We are grateful to our partners at Nycomed for their vision in making the Asthma Knowledge Centre a reality and helping us add to the rich and diverse range of HCP content available free at epgonline.org" said Chris Cooper, Managing Director of EPG Health Media. "By working with partners in healthcare such as Nycomed, we are helping more than 1.2 million European healthcare professionals stay current, and in turn, make more informed clinical decisions."

Content of the Asthma Knowledge Centre includes the causes, prevalence and development of asthma, classification of asthma severity, assessment criteria and diagnostic tests. It also includes detailed treatment advice, both non-pharmacologic and pharmacologic, and useful tools, downloads and links. The resource is interactive, comprehensive and easy to use.

"The new Asthma Knowledge Centre will satisfy not only an expressed need from our doctors but also help them to arrive at a more confident diagnosis and, therein, effective treatment for their patients suffering from Asthma." Chris Cooper stated. "We are confident this resource will prove very valuable to the practicing European doctor."

EPG Online also provides access to drug databases, safety alerts, drug reviews, evidence based commentary and findings, medical news and journal abstracts. The service is funded through pharmaceutical industry sponsorship and educational grants.

About EPG Health Media.

EPG Health Media is owned by UK (East Sussex) based IMR International Ltd, a private limited Company specialising in the delivery of e-communication and clinical information solutions. The Company's activities fall within three key areas of competency; electronic publishing, e-Marketing/Communications Solutions and clinical market research.

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