

# Launch of new interactive Insomnia resource for physicians

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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 Insomnia Knowledge Centre (<http://www.epgonline.org/page.cfm/pageid/2198>) within its web-based physician education and reference resource [www.epgonline.org](http://www.epgonline.org).

The Insomnia Knowledge Centre has been developed in partnership with H. Lundbeck A/S (<http://www.lundbeck.com/>) and will broaden the range of existing Disease Knowledge Centres that form part of the EPG Online interactive knowledge 'library' developed for doctors and healthcare professionals. Other disease knowledge centres focus on a range of topics including Asthma, Non-small Cell Lung Cancer, Parkinson's Disease, Renal Anaemia and Hypertension.

"Treatment of the patient, across almost any disease area, presents the physician with a unique set of challenges, and there are many factors which must be considered before selection of the best and most appropriate treatment can be made. Selecting a treatment plan for insomnia is a particularly good example. Due consideration must be given to obvious factors - such as the potential for treatment addiction with certain insomnia medications - along with the less obvious – quality, rather than just quantity of sleep, morning alertness, the patients preparedness for their next day of activity. In developing this new knowledge centre, consideration has been given to these and other factors which influence a successful treatment outcome, naturally we have also given due consideration to the range of treatment options, including some of the most recent and innovative." – Chris Cooper, [epgonline.org](http://epgonline.org)

"Insomnia is the most common sleep disorder, with an estimated prevalence of 30% - 40% of adults worldwide", said Dierk Schoch, Vice President, Strategic Marketing, H.Lundbeck A/S. "Despite this, insomnia continues to be under-recognised and Lundbeck is delighted to be partnering with EPG Online on the development of the Insomnia Knowledge Centre to help expand the educational resources available to physicians in this important area".

The Insomnia Knowledge Centre contains information about the, classification, prevalence and diagnosis of Insomnia, as well as how to monitor sleep, and its function. The resource also contains detailed information surrounding the available pharmacological and non-pharmacological therapy options to treat insomnia. The health-care professional will also find useful assessment tools and further reading options. The resource is interactive, comprehensive and easy to use.

"We are grateful to our partners at H. Lundbeck. As a one of the global leaders and innovators in psychiatric and neurological disorders, we could not have wished for a better-qualified or more appropriate partner for the project. Their support and assistance in development of this important new reference source has been invaluable." – Sascha Ramos, [epgonline.org](http://epgonline.org)

In addition to a range of disease knowledge centres, EPG Online provides access to drug and medicine data, safety alerts, drug reviews, guidelines, clinical study results, evidence based commentary and findings, medical news and journal abstracts. The service is funded through pharmaceutical industry sponsorship and educational grants.

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.

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. Company activities fall within three key areas of competency; electronic publishing, e-marketing/communications solutions and market research.

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