



FOR IMMEDIATE RELEASE

**Physicians' Growing Demand for Point-of-Care Resources Spawns iPointofCare
From Top Continuing Medical Education Provider; DIME**

Chicago, IL May 19, 2011- DIME announced iPointOfCare, a simple, direct, web-based browser that is designed to deliver targeted, relevant content to busy clinicians.

Internet point-of-care research is steadily on the rise among physicians. Currently over 86 percent of physicians now gather health, medical, and prescription drug information online, according to a recent study. DIME's iPointOfCare website is poised to become the premier web-based continuing medical education resource for time-limited physicians.

Leveraging the expertise of leading professionals, the iPointOfCare portal is a key leader in offering concise, on-demand educational resources for a variety of crucial therapeutic areas. These educational resources can be researched while also providing CME credit to the physician. The platform's clean and clutter-free design allows for ease of access to content for improved overall care for patients throughout the course of their treatment.

iPointOfCare integrates across all browsers and devices and is optimized for the mobile environment, making it even more accessible to physicians seeking point-of-care information or CME credit. Visit on the web at <http://www.ipointofcare.org>.

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About DIME

DIME is an independent healthcare continuing education provider with 17 years of experience. Based in Chicago, the company serves physicians, physician assistants, nurse practitioners, nurses, pharmacists and other healthcare professionals across the US through a variety of educational formats. DIME is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. It was the first medical education company to receive Accreditation with Commendation from the ACCME under its 2006 Updated Criteria for Accreditation. DIME's areas of expertise include autoimmune diseases, cardiovascular and cardiometabolic diseases, gastrointestinal diseases, pain, and women's health.

DIME is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. DIME is an approved provider of continuing nursing education by the Illinois Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. DIME uses both digital and face-to-face formats to deliver education that meets the needs of physicians and other healthcare professionals. DIME is part of the Publicis Healthcare Communications Group. For additional information, please visit DIMeEd.org.

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This press announcement was released on behalf of DIME by Audience Generation™, a digital, advertising, marketing and technology agency working with DIME to drive web users to the iPointOfCare portal. For more information or a complete list of services, visit www.audiencegeneration.com, by phone at + 1.512.708.4679, or email mwayne@audiencegeneration.com.