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UNIQUE BUSINESS MODEL KEY TO SUCCESS FOR **INNOVATIVE HEALTH SITE**

PHYSICIAN DEVELOPED AND MONITORED™ CONTENT ON SPECIALTY MEDICAL CHANNELS PROVIDES RESOURCES FOR PATIENTS AND DOCTORS ALIKE

NORTHAMPTON, MA, September 20, 2000 — In this day and age of dot "bombs," here's a dot-com actually realizing a profit. Healthcommunities.com™ does not rely upon the traditional banner ad model to generate revenue. Instead, strategic alliances are created with healthcare companies to attract the most important ingredient to Healthcommunities.com's success – doctors.

The company generates revenue in two important ways: First, pharmaceutical and medical technology companies underwrite Healthcommunities.com's websites, similar to the way companies underwrite programming on the Public Broadcasting Station and National Public Radio. Second, Healthcommunities.com benefits from a nationwide network of specialty physicians that are enrolled by the pharmaceutical companies to participate in Healthcommunities.com's network of specialty medical channels.

"Physicians looking to gain valuable exposure to the online medical community while staying current on the latest medical trends and treatments have made Healthcommunities.com their online destination of choice," said Dr. Stan Swierzewski III, a board-certified urologist and Healthcommunities.com founder and CEO. "Our popularity among the online medical community is a result of sound, accurate healthcare information that our physician developed and monitored content consistently delivers."

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Healthcommunities.com offers nearly a dozen medical specialty channels, including *OncologyChannel.com*[™], *PulmonologyChannel.com*[™], *NeurologyChannel.com*[™] and *UrologyChannel.com*[™]. These "doctor-driven" channels educate patients and physicians, facilitating the exchange of timely and relevant information online in a user-friendly environment. Healthcommunities.com is a website developed and maintained by physicians from around the country representing key medical specialties. In addition, the website includes a resource for both physicians and patients featuring videos of medical procedures and treatments for the conditions specific to each channel.

Patients and family members can log on and educate themselves on the most advanced, medically accurate treatments and research information available on their specific conditions. Forums led by physician specialists answer questions from patients and their families and offer access to an archive of previously answered questions as well.

“The more informed my patients are about their medical conditions, the more willing they are to participate in their treatment decisions and recovery,” said Dr. Swierzewski. “The more knowledgeable the patients are, the more they get out of their doctor’s visit in terms of having all their questions answered and understanding their treatment options.”

Healthcommunities.com offers *MDLocator*, a proprietary search engine that enables healthcare consumers to locate specialty physicians in a particular area of the United States. Currently, over 45% of all US urologists and neurologists are members of *UrologyChannel.com*[™] and *NeurologyChannel.com*[™], respectively. In survey after survey, health information browsers indicate their preferred online destination for trusted medical

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information is a physician in their local area. Healthcommunities.com , together with healthcare companies, provides this service.

The company plans to unveil at least 15 specialty channels in the near future such as *FamilypracticeChannel.com™*, *KidshealthChannel.com™*, *SleepdisordersChannel.com™*, *PainChannel.com™*, *HIVChannel.com™*, *OrthopedicChannel.com™* and *MentalhealthChannel.net™*.

Healthcommunities.com is a privately held company founded in 1998 dedicated to creating innovative ways to provide enhanced resources for healthcare consumers and professionals online. The channels represent an effective platform to serve the exponential increase in eHealth browsers searching for trusted, specialty-oriented content. Healthcommunities.com, in partnership with leading pharmaceutical and medical technology companies, is a physician developed and monitored online community providing unsurpassed medical information, resources and tools in a trusted environment.

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