

Health Networking NEWS

medical IT

Make *Health Networking News*
your business planning and decision-making
tool for today's dynamic medical image and
information management environment!

Track the technologies...follow the
companies...monitor the deals...and more –
starting with your FREE first issue!

Dear Healthcare Industry Professional,

As you know, the rapid influx of computer and communications technologies in the clinical environment is revolutionizing the delivery of healthcare. As a result, networking, hardware, software, communications, information systems, and PACS vendors are rushing to establish critical partnerships and make integrated products available to their customers.

New markets, new strategies, and new opportunities are emerging rapidly.

Now you can follow the companies and key players who are defining today's integrated healthcare systems industry in every issue of -

Health Networking News **The business biweekly of medical IT**

Here, in eight, tightly edited pages twice each month, you'll track the technologies, identify the companies, and monitor the mergers, acquisitions, partnerships, and alliances that are shaping the future of this fast-growing industry.

In *Health Networking News* you'll get valuable competitive intelligence like -

- Cisco partners with Shared Medical Systems on converged network applications.
- McKesson/HBOC acquires Abaton.com, a developer of Internet-based clinical applications.
- Wireless technologies make patient information available at the point of care.
- 3Com collaborates with Siemens Medical Systems, Agfa, and GE Medical Systems on enterprise-wide connectivity.

In addition, *Health Networking News* will provide all-important regulatory and standards updates...stock data and financial reports...industry research and analysis... and more.

From technology to business, you'll get the facts, the insights, and the trends you need to enhance product planning and strategic decision-making with *Health Networking News* on your desk twice each month.

**From the Editors of *Diagnostic Imaging Scan* and *PACS & Networking News*
– Your Assurance of Quality!**

Health Networking News is edited by the healthcare communication experts who bring you *Diagnostic Imaging Scan* and *PACS & Networking News* newsletters - plus a wide range of medical industry research reports - so you can be assured that every issue is on-target, accurate, and relevant to your needs.

(over, please)

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As a player in the integrated healthcare systems marketplace, can you really afford to be without the kind of hard-core industry news you'll get in every issue of *Health Networking News*? Would you rather compete blindfolded? Of course not. And just to be sure, you can examine the first issue of *Health Networking News* for yourself, completely without obligation of any kind. Just return the enclosed Free Examination Certificate today.

In addition, with your paid subscription you'll receive a valuable 61-page report on the PACS marketplace - *PACS Market Report* - as a BONUS GIFT (while copies last). The PACS market is growing at a rate of up to 20% per year with sales projected to more than \$576 million this year. *PACS Market Report* takes you behind the numbers to reach the technologies and identify the players driving the market for digital image management products and services. A FREE copy of this \$297 study has been reserved in your name.

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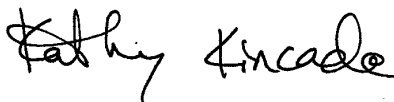
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Sincerely,



Kathy Kincade
Editor

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