



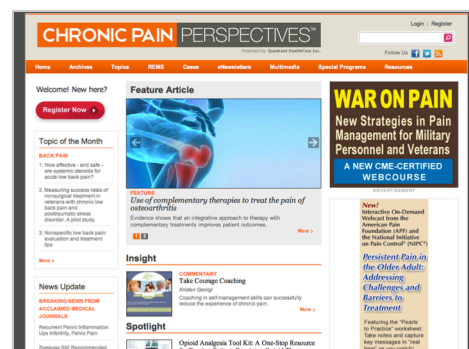
Just Launched ~

CHRONIC PAIN PERSPECTIVES™

Quadrant HealthCom Launches Web site for *Chronic Pain Perspectives*™

Parsippany, NJ December 8, 2011 — Quadrant HealthCom Inc. (QHI) announces the launch of a comprehensive Web site for *Chronic Pain Perspectives*™, www.chronicpainperspectives.com, a multidisciplinary, multimodal resource for clinicians dedicated to the diagnosis and management of chronic pain.

The *Chronic Pain Perspectives*™ Web site provides original clinical articles, case studies, regulatory updates focusing on REMS for opioid medications, and multimedia resources featuring researchers and thought leaders in pain medicine. A “Commentary” section provides discourse spanning book reviews and novel therapeutic approaches, while a “Spotlight” section provides a platform for sponsored pain management information. Other offerings include a “Topic of the Month” section that presents collections of articles drawn from Quadrant’s diverse clinical journals on subjects such as migraine and addiction, a “News Update” of pain articles from other leading journals, a library of physician and patient resources, and a timely list of relevant medical meetings and events.



Metrics for the new Web site in the first two months following its launch indicate that users are finding a wealth of valuable information within its pages. Visitors spent more than 4 minutes per visit, and viewed an average of 3.9 pages. The metrics are impressive when compared to Google’s or QHI’s aggregated Web site analytics, which show an average of 1:14 minutes or 3:35 minutes, and 4.2 or 3.3 page views per visit, respectively.

Elaine Coutsouridis, Executive Account Manager, comments, “The interest from clinicians in learning as much as possible about pain management is incredible. The response to the Web site shows there is still a large unmet need for practical information on a wide range of pain conditions. We are excited to be helping fill the gap.”

According to the Institute of Medicine’s 2011 report, *Relieving Pain in America: Blueprint for Transforming Prevention, Treatment and Research*, an estimated 116 million American adults suffer from chronic pain, defined as pain that lasts 3 months or more. A 2006 survey from the Centers for Disease Control and Prevention found that almost 57 percent of adults age 65 and older, and 37 percent of younger adults, reported pain that lasted one year or more. The monetary cost of this pain is a staggering \$560 to \$635 billion each year in medical bills, lost productivity, and missed work. The personal cost to pain sufferers in diminished quality of life is beyond measure.

Quadrant is uniquely positioned to comprehensively address this patient population and the challenges it presents to clinicians seeking to provide effective care. Its journal portfolio reaches many of the largest segments treating pain, including primary care clinicians (MDs and NP/PAs), neurologists, rheumatologists, orthopedic surgeons, and OB/GYNs. Psychiatrists and clinicians in the federal market are also actively involved in treating chronic, painful conditions. The combined reach of these Quadrant’s publications and their affiliated eMedia platforms exceeds 550,000 healthcare professionals.

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About Quadrant HealthCom Inc.

Quadrant HealthCom Inc. is a multimedia communications company specializing in the healthcare market. Its 13 regularly issued medical journals, 24 Web sites, meetings management division, and custom publishing programs reach more than 675,000 healthcare professionals in the United States. QHI provides a robust platform of print and online offerings across its portfolio. By using one or many QHI brands, clients can benefit from numerous corporate and journal incentive programs, offering extensive multiplatform reach at substantial savings. Visit www.qhcrates.com to access the 2012 integrated media rate cards for more details.

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