

PHSN Limited and Enterprising Vision Inc. (EVI) forge an alliance to launch EVI's Patient Adherence Communications Platform – MemoText

TORONTO, ON Canada – May 8 (SEND2PRESS NEWSWIRE) – EVI, (a global development firm specializing in information systems analysis, design and management) and PHSN, (Canada's premier waiting room network) are pleased to announce a strategic alliance designed to facilitate improved patient adherence rates across the healthcare spectrum.

PHSN will provide its exclusive marketing and communications channels to distribute EVI's MemoText across PHSN's expanding network of patient viewers, physician subscribers and pharmaceutical sponsors. Through this alliance, PHSN and EVI will help patients adapt to an evolving health system/industry that is becoming increasingly focused on education, behaviour modification and patient adherence.

"We couldn't wish for a better partner in this endeavor," noted Amos Adler, President, EVI, "PHSN consistently came up in our conversations with health care providers and pharma clients as Canada's leading communications platform serving patients while they wait." Ed Voltan, President & COO of PHSN is equally enthusiastic, "EVI is a first class company with global reach and we are proud to play a pivotal role in the introduction of MemoText to our patient stakeholders, subscribing partners and supporting sponsors."

Mr. Adler goes on to say, "By improving our ability to create alliances within our respective networks, we will improve patient self-management and bring significant cost savings through the provision of targeted education and reminder messaging for all facets of healthcare delivery including appointment reminders, medication and treatment regimen reminders, and interactive health management tools."

MemoText is committed to improving patient adherence solutions across the healthcare spectrum using low-cost communications technologies to promote behaviour modification, interactive patient self management tools and patient-centered health education. MemoText has both a direct-to-consumer (DTC) site at www.memotext.com; as well as health sector clients who subsidize the provision of our service, in whole or in part, in order to provide a value-add to consumers and improve adherence rates www.memotext.com/pharma .

More information: Danielle Keystone-Adler, 1-877-636-6898.

PHSN Limited (www.phsn.ca) is a place-based media company providing services (including a national private television network) to the waiting rooms of health care professionals across Canada. The company is dedicated to engaging

patients with customized information and entertainment programming, and is seen monthly by over 1.2 million viewers in the waiting areas servicing more than 2,000 health care professionals across Canada. More information: Lynn Wylde, 416-486-0110 x205.

News issued by: Enterprising Vision Inc. and PHSN Limited

#

Original Story ID: (1609) :: 2006-05-0508-002

Original Keywords: Enterprising Vision Inc. and PHSN, EVI, MemoText, PHSN Limited, Canada, Amos Adler, alliance, memo text, healthcare delivery including appointment reminders, medication and treatment regimen reminders, and interactive health management tools, behaviour modification, interactive patient self management tools and patient-centered health education Enterprising Vision Inc. and PHSN Limited