

Medical Knowledge Within Reach: ReachMD Channel Launches Today on XM

To coincide with the channel launch, ReachMD will be exhibiting at the American College of Cardiology's 37th Scientific Meeting, March 23-27th, 2007 in New Orleans

NORTHBROOK, Ill. – Mar. 26 (SEND2PRESS NEWSWIRE) – ReachMD (www.ReachMD.com), an innovative healthcare communications company, announced today that the ReachMD channel for medical professionals is now available on XM, the nation's leading satellite radio service with more than 7.6 million subscribers; it is the healthcare industry's first satellite radio channel to provide the latest information and news to medical professionals 24/7.



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Developed by healthcare professionals exclusively for healthcare professionals, the ReachMD channel (XM 233) features unique medical programming around-the-clock.

The ReachMD channel is the first and only of its kind, which features roundtable discussion, breaking medical news and special programming. To accommodate the increased demands on today's healthcare professional, the channel offers compelling, short-form programming, providing new information every 15 minutes.

“As a practicing physician, I realized early on that there was not enough time in the day for my patients and my family, let alone to keep up-to-date with current medical advances,” David Preskill, MD, Founder of ReachMD, said. “XM is one of the fastest-growing outlets for broadcast; and now healthcare professionals can get medical information utilizing this convenient media.

To coincide with the channel launch, ReachMD will be exhibiting at the American College of Cardiology’s 37th Scientific Meeting, March 23-27th, 2007 in New Orleans, LA.

About ReachMD

ReachMD, headquartered in Northbrook, IL, is a leading provider of advanced healthcare information and education for medical professionals. The company’s proprietary technology provides the most up-to-date healthcare information in the field through cellular phone, satellite radio and on-line programs. This technology allows healthcare professionals access to the latest information in best practices and new advances in treatment and delivers this information through convenient and accessible technologies.

For more information, visit www.ReachMD.com.

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