



Powerful Healthcare Marketing Communications Solutions

Envision Solutions, LLC Releases First-Ever Comprehensive Report on Blogs and Healthcare

New York, NY – April 6, 2006 – Envision Solutions, LLC, a full-service healthcare marketing communications consultancy, today announced the release of the first comprehensive report on healthcare blogs. This 110-page report is titled, *The Healthcare Blogosphere: What Is It & Why Does It Matter?*. It focuses on how blogs have influenced major players in the healthcare industry, including patients, medical professionals, pharmaceutical companies and non-profit organizations.

The report also features commentary on healthcare blogs from seven prominent Weblog experts, educators and patients, including Steve Rubel and B.L. Ochman. Rubel is author of the well-regarded blog, Micro Persuasion (www.micropersuasion.com). Ochman writes the popular What's Next Blog (www.whatsnextblog.com).

Readers of this report will learn:

- Who is blogging about healthcare and why they are doing it.
- Who the most prominent and prolific healthcare bloggers are.
- How healthcare blogs may impact the physician-patient relationship, treatment practices, consumer-driven healthcare, communications and more.
- Why pharmaceutical companies, biotech firms, medical device manufacturers and hospitals have been slow to embrace blogs and why their fears may be misplaced.
- The pros and cons of blogs for healthcare non-profit organizations.
- How to learn about and track the healthcare blogosphere.
- How to start and maintain a successful organizational or individual blog.

The report is available for purchase and download at Envision Solutions' Web site: www.envisionsolutionsnow.com/spotlight.

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Prominent Healthcare Bloggers Endorse Report

Shahid Shah, chief executive officer of healthcare information technology firm Netspective (www.netspective.com), and author of the well-regarded blog, The Healthcare IT Guy (www.healthcareguy.com), praised the report. "In preparing this report, Envision Solutions has taken on an important and timely task," said Shah. "Instead of speculating about the potential impact of the emerging healthcare blogosphere, the consultancy has conducted thorough primary and secondary research and created a work of great significance. Healthcare companies are already being talked about in blogs, but are not taking control of their own messages. I hope that Envision Solutions' report will change that."

Dmitriy Kruglyak, publisher of The Medical Blog Network (www.healthvoices.com), an online healthcare blog community and hosting service, also endorsed the report. He said: "The publication of this first-of-its-kind report is an important milestone that validates the growing importance of medical blogging. Blogs have already changed the rules of the game in technology, politics and news. Envision Solutions' comprehensive report provides valuable insights on how this communications medium will ultimately impact healthcare."

About Envision Solutions

Envision Solutions, LLC is a full-service healthcare marketing communications consulting firm. The company provides innovative products and services to not-for-profit and for-profit organizations. Envision Solutions' core competencies are in the areas of analysis, strategic and tactical recommendation development, training and content development. Please visit www.envisionsolutionsnow.com for more information about the firm.

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