



Infocommerce Group Inc.

Health Content Innovators Take Center Stage at *HealthContent08*

Conference, produced by Health Content Advisors, convenes commercial health content producers and syndicators in both consumer and professional markets

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FOR IMMEDIATE RELEASE

PHILADELPHIA – Wednesday, November 12

Health Content Advisors, (www.healthcontentadvisors.com) (a division of InfoCommerce Group, Inc. (www.infocommercegroup.com)) is pleased to announce the winning entrants to present at Health Content08's Innovators Showcase being held today, Wednesday, November 12 from 2-5pm.

The debut Innovators Showcase is being held in conjunction with ***Health Content08***, a full-day conference that takes place on Thursday, November 13, from 9 am to 5 pm, both at the Park Hyatt, Philadelphia. It is being sponsored by Berkery, Noyes.

The theme of ***Health Content08, Incumbents, Innovators, and Intermediaries***, was chosen to highlight how technology and market forces are driving health content publishers to innovate or partner to meet new market opportunities.

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The twelve early-stage health content companies selected to present at the Innovators Showcase include:

BodyMaps, Paramount, CA
change:healthcare, Franklin, TN
eCaring, New York, NY
ENURGI, Singer Island, FL
DeepDyve™ (formerly Infovell), Menlo Park, CA
GenomeQuest, Marlborough, MA
HealthWorldWeb, Staten Island, NY
Healthcare News Network, Cape Coral, FL
Healthy Humans, Wayne, PA
OneClickMed, Mesa, AZ
PatientImpact, Evanston, IL
RemedyMD, Sandy, UT

At Innovators Showcase, you will hear from companies that are:

- creating and transforming content to provide better sources of healthcare information to consumer markets;
- creating infrastructure and integrating data with applications to improve the flow of information between stakeholders;

and

- capitalizing on the trend toward personalized medicine.

The value-added health care information and decision tools produced by these innovators are transforming the market for health care information used by all stakeholders in the health care industry, including hospitals and physician practices, medical and clinical researchers, consumers/patients, pharmaceutical companies, patient advocates and other intermediaries.

Of special note, OneClickMed is making its debut at **Health Content08** and Infovell is announcing its new name and brand identity: DeepDyve™.

The full program is available at: www.healthcontent08.com, with detailed schedule at: <http://www.healthcontentadvisors.com/2008/11/05/schedule-for-health-content08/>.

ABOUT HEALTH CONTENT ADVISORS

Health Content Advisors provides consulting services to consumer and business health content companies and serves as an industry connector and arbiter of best practices and trends. It continually monitors and interprets shifts in information usage in all sectors of the healthcare market to guide publishers in their current business and identify opportunities. Its blog, *Health Content in Perspective*, is issued every week and can be accessed at www.healthcontentadvisors.com/blog. More information about Health Content Advisors is available at www.healthcontentadvisors.com or by calling 781-356-1766.