

For Immediate Release

Journal Breaks Medical Management Mold
Physicians Practice launches new brand, runs physician contest

BALTIMORE – October 3, 2005 – Physicians are running million-dollar businesses that affect the health of billions of Americans, but business magazines for physicians tend to look depressing and have an uninspired voice.

Last month, Physicians Practice, America's Leading Practice Management Journal, introduced a new look, brand, and contest committed to giving physicians what they need to run more efficient medical practices. Circulated to more than 300,000 community-based physicians in the United States, the journal is now more modern, more professional, and more to the point.

The journal makeover is just part of the company's larger re-branding effort. A new logo, new office space, new exhibit booths, new cultural guidelines, and new hires all add up to create a new Physicians Practice.

"This is a group of people willing to take on the status quo, and set a new direction for themselves and American healthcare," says Ruth Otte, a branding consultant who also worked on branding issues with Coca-Cola, MTV, and the Discovery Channel. "The journal Physicians Practice is just the most visible part of a true re-branding process for Physicians Practice, the company."

To boost awareness of the overhaul, and help physicians relax in their downtime, the company launched "It's Your Time," a contest whereby readers can flip through the September, October, and November/December issues of the journal or visit www.PhysiciansPractice.com to locate prize icons, and register to win a plasma TV, BBQ grill, or massage chair.

"Most physicians don't get enough time for themselves. Our content helps physicians work smarter, so they can get home earlier, and have a chance to relax with something like a massage chair," says Catherine Bretz Mullaney, VP of Marketing and Strategic Development for Physicians Practice.

About Physicians Practice

Physicians Practice, an innovative healthcare media and education company, creates content to help physicians strengthen their practice operations through its award-winning journal, Physicians Practice(R), America's Leading Practice Management Journal, popular Web site, audioconferences, newsletters, satellite television programs, and live seminars. Visit www.PhysiciansPractice.com for additional information about its highly acclaimed educational solutions.

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