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FDA Update
& Product News

Epocrates Announces New Publishing Partners for Clinical Messaging Service

Epocrates Inc. announced earlier this year that selected content from peer-reviewed sources including *Journal Watch* and the BMJ Publishing Group (publishers of *BMJ* and 22 specialty journals, including *Gut*), will now be delivered to healthcare professionals through the Epocrates DocAlert messaging service. Epocrates helps keep more than one in four of the nation's physicians up to date by delivering medical news alerts to their mobile devices. The addition of these new publishing partners will broaden the range of peer-reviewed articles and medical news that Epocrates currently provides to its users.

"We recognize that today's physicians face the overwhelming challenge of keeping up to date on medical news and best practices," said Kirk Loevner, Chairman and Chief Executive Officer of Epocrates. "By working with esteemed publishers and news providers for the DocAlert service, including the U.S. Food and Drug Administration's MedWatch and HealthDay, we are helping our more than 500,000 healthcare professionals stay current, and in turn, make more informed clinical decisions."

These messages are a complimentary service delivered to Epocrates' users featuring the latest news, medical advances and insightful commentary. Clinicians may receive up to four alerts each time they synchronize their mobile device. Alert headlines are prominently displayed on the device's screen and users have the option to read the news brief, save it to reference at a later date, or request more detailed information, such as full articles or studies, via e-mail.

Epocrates' messages cover a wide variety of medical topics, including the following:

- Safety alerts from the FDA and the Institute for Safe Medication Practices;
- Evidence-based findings and commentaries courtesy of InfoPOEMs and *Journal Watch*;
- Medical news from general health and medical content providers, including Reuters Health and HealthDay;
- Journal abstracts from leading peer-reviewed journals.

Epocrates Inc. is a California-based company that provides innovative clinical solutions at the point of care and leading-edge technologies that enable communication. For more information about Epocrates, visit www.epocrates.com.

—Based on a press release from
Epocrates Inc.