

Health Networking News (LOGO)

The business biweekly of medical informatics

Mr. John Q. Sample
Chief Executive Officer
Sample Company
123 Main Street
Anytown, US 99999-0000

**Make *Health Networking News*
your business planning and decision-making
tool for today's dynamic medical image and
information management environment!**

**Track the technologies...follow the
companies...monitor the deals...and more
– starting with your FREE first issue!**

Dear John Q. Sample,

As you know, the rapid influx of computer and communications technologies in the clinical environment are revolutionizing the healthcare field.

With the technologies in place to make enterprise-wide image and information distribution a practical reality for today's health care systems, networking, hardware, software, communications and information systems vendors are rushing to make Internet-based technologies available to their customers.

Partnerships and alliances between PACS, HIS/RIS and other third party vendors are at a critical juncture. New markets, new strategies and new opportunities are emerging rapidly.

Now you can follow the companies and key players who are defining today's digital imaging technologies and integrated information management systems in every issue of –

Health Networking News **The business biweekly of medical informatics**

Here, in eight, tightly edited pages twice each month, you'll track the technologies, identify the companies, and monitor the mergers, acquisitions, partnerships, and alliances that are shaping the future of this fast-growing industry.

In *Health Networking News* you'll get valuable competitive intelligence like --

- Cisco partners with Shared Medical Systems on converged network applications.
- McKesson/HBOC acquires Abaton.com, a developer of Internet-based clinical applications
- How wireless technologies make patient information available at the point of care.
- 3Com collaborates with Siemens Medical Systems, Agfa and GE Medical Systems on enterprise-wide connectivity.

In addition, *Health Networking News* will provide all-important regulatory and standards updates...stock data and financial reports...industry research and analysis...and more.

From technology to business, you'll get the facts, the insights and the trends you need to enhance product planning and strategic decision-making with *Health Networking News* on your desk twice each month.

**From the Editors of *Diagnostic Imaging Scan* and *PACS Networking News*
-- Your Assurance of Quality!**

Health Networking News is edited by the healthcare communication experts at *Diagnostic Imaging Scan* and *PACS & Networking News* newsletters – plus a wide range of medical industry research reports – so you can be assured that every issue is on-target, accurate and relevant to your needs.

(over, please)

**Examine the next issue without risk and receive
a valuable FREE BONUS REPORT with your paid subscription!**

As a player in the medical imaging and information systems marketplace, can you really afford to be without the kind of hard core industry news you'll get in every issue of *Health Networking News*? Would you rather compete blindfolded? Of course not. And just to be sure, you can examine the first issue of *Health Networking News* for yourself, completely without obligation of any kind. Just return the enclosed Free Examination Certificate today.

In addition, with your paid subscription you'll receive a valuable 63-page report on the PACS marketplace – *PACS Market Report* – as a BONUS GIFT, (while copies last). The PACS market is growing at up to 20% per year with sales projected to more than \$576 million this year. *PACS MARKET REPORT* takes you behind the numbers to explore the technologies and identify the players driving the market for digital image management products and services. A \$297 Report, a FREE copy has been reserved in your name.

**Receive your bimonthly issues in your choice of three formats
— Plus unlimited access to the HNN archives!**

As a subscriber, you can receive your twice-monthly issues of *Health Networking News* in your choice of three formats: the regular print edition, an enhanced PDF e-mail edition, and a fax edition. Your subscription also includes exclusive unlimited free access to *HNN's* archive of back issues.

Check the format of your choice on the enclosed Free Examination Certificate, mail it in the postpaid envelope or fax it to 785-841-2624 and we'll send your first issue to examine without risk. If you decide not to subscribe, simply write "cancel" on the invoice and owe nothing. The issue is yours to keep.

100% Refund Guarantee!

If, at any future time, you decide *Health Networking News* is not working for you, simply tell us, and we'll refund 100% of the annual subscription price, not merely a "pro-rated" amount – regardless of how many issues you have received. We're that sure *Health Networking News* will become a permanent part of your business planning knowledge base.

You risk nothing by sending for your first issue. Begin your no-risk subscription to *Health Networking News* now. The Special Report is yours to keep.

Sincerely,

Kathy Kincade
Editor

P.S.: You are under no obligation of any kind by sending for your FREE first issue of *Health Networking News* and your Bonus Report – *PACS Market Report* – both packed with the competitive intelligence you need for sound decision-making. But act now. Before your competitors do.