



Compass Healthcare Communications President, CEO Peter Nalen Judges eHealthcare Leadership Awards

PRINCETON, N.J., July 11, 2006 – Peter H. Nalen, president and CEO of Compass Healthcare Communications, will be a judge for the eHealthcare Leadership Awards, which recognize the Internet’s role in achieving an organization’s business objectives and honor outstanding health Web sites.

Nalen will serve on an independent panel of judges chosen for their professional expertise who will select the winners in nearly a dozen distinct categories. The judges will evaluate Web sites for health content, interactivity, medical care support, integration with the organization’s operations, as well as design and ease of navigation.

Through his work guiding Compass Healthcare clients to a more effective use of the Internet for marketing pharmaceutical, biopharmaceutical and medical device brands, Nalen has gained extensive experience in developing effective online marketing programs, including those for patient education and patient compliance. He has written articles for leading pharmaceutical marketing publications on trends in Web-based communications, search engine marketing and search engine optimization. His advertising and online marketing background ranges from the launch of new brands to the support of mature products and devices.

“The Internet has become an essential element and powerful force in healthcare marketing,” said Nalen. “I am honored to participate in this awards program that celebrates the hard work it takes to create outstanding Web sites as part of an overall integrated online marketing strategy.”

Winners will be recognized at the Tenth Annual Healthcare Internet Conference to be held Nov. 6-8 in Atlanta. Award winners also will be recognized in a future issue of eHealthcare Strategy & Trends and on its Web site.

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Based in Princeton, N.J, Compass Healthcare Communications (www.compasshc.com) is an online marketing agency serving the pharmaceutical, biopharmaceutical and medical device industries exclusively. The Compass team helps healthcare clients achieve their marketing goals through effective use of the Internet.

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