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NEWS RELEASE

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(For immediate release)

Phyzoom's Medical Association Program Starts with DOs

Medical Association pilot launched to strengthen communication between leadership and members, catapulting online Osteopathic collaboration.

Columbus, Ohio, August 17, 2010 – OnKua, LLC, provider of the healthcare marketing platform Phyzoom®, announced today the pilot launch of its new Medical Association Program with the Columbus Osteopathic Association (COA) as its anchor participant. The program is designed to deliver enhanced collaboration between medical associations, their members and the healthcare community.

Phyzoom is a web-based solution strengthening physician-to-physician collaboration, medical practice marketing and communication with media and community resources. For more than 60 years, the Columbus Osteopathic Association has delivered healthcare to its 19-county area of central Ohio, and is currently the largest local affiliate of the Ohio Osteopathic Association.

“We’re excited to participate in the Phyzoom Association pilot program,” said COA President Paige Gutheil Henderson, DO. “The Phyzoom platform demonstrates a significant step toward meaningful collaboration, not only within the Association, but among osteopathic physicians nationwide.”

Osteopathic medicine is a complete system of medical care with the philosophy of treating the whole person holistically, not just symptoms. It emphasizes the interrelationship of structure and function, and the appreciation of the body’s ability to heal itself. Nationwide, there are nearly 60,000 DOs in active practice who collectively treat more than 100 million patients annually. By 2015, there are projected to be over 90,000 DOs practicing in the United States.

“The projected growth of DOs nationally highlights a continued need for Association advocacy, and we are delighted to offer our platform, at no cost to medical associations, as another avenue to reach current and future members,” said John Goff, OnKua’s Founder & CEO. “At the same time, a web-based solution allows physicians to stay connected with colleagues they might only see a couple times a year, while also joining in active discussions about healthcare changes and initiatives.”

Through this program, medical associations can also provide their members access to Phyzoom’s self-service marketing tools and strategies for promoting their own practice. Phyzoom also offers users a single point for peer networking, local, regional and national provider collaboration, and outbound marketing like press releases, blogging, community outreach and media connections. With Phyzoom’s web tools, member associations will receive access to customized forums, calendars and event management capabilities, in addition to being able to stream content from blogs into their own association websites and social media outlets.

OnKua, developer of the Phyzoom platform, is an independently owned healthcare marketing and business development firm headquartered in Columbus, Ohio. Phyzoom’s services and solutions benefit Physicians, Medical Associations, Hospitals and Healthcare Consumers. Phyzoom is a registered trademark of OnKua, LLC. To learn more visit www.phyzoom.com/medical-associations.

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