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## **checkMD Connects Healthcare Marketers Efficiently and Directly With Targeted Consumers**

*Free Online Social Healthcare Network Builds Transparency, Lasting Relationships*

**LEHI, Utah (November 2008)** —Nearly 116 million people are using the Internet to find healthcare information, but only 14% of Americans have seen and used [comparative information on hospitals and doctors](#). To that end, [checkMD](#) has created a free online social network and medical resource that gives healthcare marketers the ability to increase awareness of their services, enhance the transparency of their practice, share information and connect directly with patients.

At checkMD, healthcare marketers can quickly and easily create a physician or hospital professional page and [upload videos](#), podcasts and pictures and [create blogs](#) and profiles. Once a professional page is created, healthcare marketers can then target and directly interact with consumers, thereby building a trusting relationship.

For example, a marketer that represents a doctor specializing in cardiovascular services can participate in relevant blogs and [forums](#) such as “treatment options.” In addition, the marketer can maximize the physician’s professional page on the site to ensure it highlights their specialty area, present information such as whitepapers giving tips to maintain a healthy heart, and upload a video that delivers the physician’s personal message to those suffering with heart conditions.

In addition to the social networking capabilities, marketers can verify the basic information like maps, addresses, phone numbers and e-mail address that is available to consumers. Further, specific information like insurance and credit cards accepted, pricing, languages spoken, hospital affiliations, and discounts, coupons and special offers can be added, all which helps simplify a consumer’s hospital or doctor choice.

“Consumers are actively seeking information online to make informed healthcare decisions,” said checkMD CEO Jon Black. “At checkMD, healthcare marketers can easily and cost effectively control their messages, increasing trust, confidence and visibility with current and prospective patients.”

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In addition to the benefits to healthcare marketers, checkMD's comprehensive healthcare social network features unique healthcare content, live chat, healthcare videos, forums, user generated blogs, physician and hospital directories and more.

### **About checkMD**

checkMD.com is an online social community and medical resource that unites and promotes interaction between consumers, physicians, hospitals, pharmaceutical companies, pharmacies and the afflicted. Featuring free, quality information aggregated from hundreds of national databases, people can research doctors, hospitals, and disciplinary actions to make more informed healthcare choices. With fully interactive forums and features like videos, podcasts, live chat and blogs that allow site visitors to share experiences, make recommendations, research providers and connect directly with others, checkMD empowers people to take personal responsibility in healing the healthcare community. For more information visit [www.checkMD.com](http://www.checkMD.com)