

Skyscape(R) Launches MedStream 360 to Deliver Dynamic Medical Information Channels by Specialty

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ACP Journal Club is the latest premier offering in Skyscape's trusted medical information portfolio

MARLBOROUGH, Mass.--(BUSINESS WIRE)--Skyscape®, the worldwide leading service for trusted medical information by specialty for mobile devices, today announced its launch of MedStream 360, to deliver medical information by specialty to physicians' mobile devices. The new MedStream 360 is a critical component of the Skyscape STAT service that seamlessly integrates dynamic up-to-the-minute content with its portfolio of over 450 trusted resources.

Source: Skyscape



MedStream 360 supports a growing set of information channels, broadening the coverage of medical information that professionals can access seamlessly through Skyscape's patented context sensitive SmartLink(TM) and Knowtify(TM) technologies. With the addition of the American College of Physicians Journal Club, the service adds a critical component of evidence-based medical information.

Journal Club presents valued-added abstracts and commentaries on articles selected from over 100 of the most respected medical journals including the New England Journal of Medicine, Journal of the American Medical Association, the Lancet, and the Journal of the American College of Cardiology. The articles chosen are those requiring immediate attention from physicians looking to stay current on the most important advances in internal medicine. Journal Club joins a prestigious selection of medical channels in the MedStream 360 portfolio including InfoPOEMs, the Medical Letter on Drugs and Therapeutics, MedWatch and Drug News Weekly.

- MedStream 360 includes ACP Journal Club (Photo: Business Wire). [View Multimedia Gallery](#)

"Doctors trust ACP publications to stay up-to-date with the best of evidence-based medical literature," said Dr. Eugene Bailey, M.D., Associate Professor, Department of Family Medicine, SUNY Upstate Medical University. "I depend on Skyscape's offering of ACP's Physician's Information and Education Resource (PIER), and am pleased that I can now add Journal Club to my mobile library as well. By delivering the necessary information to physicians at the point of care, MedStream 360 makes the process of incorporating evidence-based medicine into treatment strategies almost effortless."

"As the medical community increasingly relies on Skyscape's trusted resources to meet their decision support needs, it is necessary to deliver an entire spectrum of medical information, from established

clinical and drug information to late-breaking updates on the latest research and clinical trials in prestigious journals," said Sandeep Shah, "With MedStream, we have launched a new service to stream this up-to-the-minute dynamic content to the user's platform of choice, further enhancing the overall value of the extensive portfolio we have always offered. In addition, Skyscape's support of a wide array of mobile and wireless devices, combined with our context-sensitive linking and smart update features, makes this information easily accessible and actionable at the point of care."

MedStream 360, in conjunction with Skyscape's MedAlert and MedLine 360, highlights the Skyscape STAT philosophy to provide up-to-the-minute and around the clock, on-demand delivery of any resource, anywhere, for any platform, 24/7. With Skyscape STAT, physicians have the power to improve productivity, lower costs, minimize errors and improve patient care.

"I rely on Journal Club's information to keep up-to-date with the latest research in evidence-based medicine as it relates to my practice," added Dr. Eugene Bailey, M.D., Associate Professor, Department of Family Medicine, SUNY Upstate Medical University. "Having this resource on my mobile device integrated with the rest of Skyscape's portfolio that I rely on, will make this decision-support tool even more valuable."

For additional information on MedStream 360 and other Skyscape products, visit www.skyscape.com/medstream.

About Skyscape

Skyscape® is the worldwide leading service for trusted medical information by specialty for mobile devices. Skyscape's service enables healthcare practitioners to tailor their experience from the most trusted medical information available and delivers it in an intuitive manner that supports the natural thought flow for diagnosis and treatment. Skyscape has a registered user base of over 650,000 medical practitioners. Its more than 400 trusted references cover 30+ medical specialties. All are integrated via Skyscape's easy-to-use smARTlink(TM) technology and are available on Palm OS®, Windows® Mobile and Windows® powered desktop and Tablet PCs. Skyscape is a privately held company headquartered in Marlborough, Massachusetts. For more information on Skyscape and its service go to www.skyscape.com or call 508-460-6500.

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