

For Immediate Release

Contact:
Rick Kennison
847-563-9520

**PeerPoint Medical Education Institute Wins
Medical Marketing Association's In-Awe Award for Excellence**

"TeamCFCARE" recognized for power strategy, killer creative and measurable results

Evanston, IL – The PeerPoint Medical Education will be taking home a prestigious IN-AWE award for excellence from the Medical Marketing Association's award ceremony on June 7 in San Francisco. The winning entry, "TeamCFCare," is a unified themed, multi-media educational initiative.

TeamCFCare is comprised of live and recorded web-conferences, self-directed course materials and other practice improvement tools – all hosted on a home base ePortal, www.teamCFcare.org. It provides free, live faculty-lead web conferences on clinical issues and numerous "on-demand" courses for clinicians 24 hours a day.

"We are extremely pleased to be recognized by our colleagues and peers for the quality and ingenuity of our work in the healthcare community," said Kennison, president and general manager of PeerPoint. "The In-Awe Awards strive to keep the industry creative and fresh and we are honored to be chosen one of the winners from a pool of 800 entries representing 160 companies."

According to Kennison, cystic fibrosis is among the most common life-threatening genetic diseases in the United States with more than 30,000 people struggling from it and over 10 million Americans carrying the gene unknowingly. "Our goal with TeamCFCare is to facilitate communication among healthcare teams and educate clinicians so they have the ability to help those suffering with the disease." he said.

TeamCFCare is supported by an unrestricted educational grant from Genentech, Inc. More than 400 clinicians have participated in recent web-conferences hosted on the ePortal with nearly 400 TeamCFCare ePortal users since 2006. The latest cystic fibrosis web-conference, "Solving the Adherence Puzzle: How Can CF Teams Improve Adolescent Adherence?" will launch in late May.

About PeerPoint

Headquartered in Evanston, IL, the Peer-Point Medical Education Institute, LLC, is an ACCME-accredited provider of continuing medical education to physicians and an independent, fire-walled subsidiary of Med•Point Communications, Inc., a pioneer and worldwide leader in medical web conferencing. Peer-Point also develops certified educational programs for nurses, pharmacists, dietitians, and other healthcare professionals through its solid partnerships with many accredited, professional organizations and with the support of leaders in the biopharmaceutical industry.