

For immediate Release:

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PEERPOINT MEDICAL EDUCATION INSTITUTE NAMES ARTHUR SPALDING
DIRECTOR OF BUSINESS DEVELOPMENT

Evanston, IL (April xx, 2008) – The PeerPoint Medical Education Institute recently announced that Arthur Spalding has joined the company as Director of Business Development. Spalding will be responsible for expanding PeerPoint’s brand awareness and will help to identify and establish new customers and partnerships with insurers, associations, pharmaceutical companies and medical education consultants and providers.

“We are pleased to have a seasoned professional like Art join us,” said Rick Kennison, president and general manager of PeerPoint. “PeerPoint is a proven leader in providing quality medical education and as we move into the QI arena, we believe the experience he brings will make him an asset in enabling us to become a leader there as well.”

Prior to PeerPoint, Spalding directed managed markets and trade relations at Columbia Laboratories. Among his accomplishments during his four year tenure were negotiating and establishing agreements with top wholesalers; achieving formulary status at every major PBM and most insurance companies in the US; contracting with the largest infertility specialty pharmacies in the US; and developing a model to assess the impact of every contract on unit costs; and developing a model to accurately predict factory sales.

For three years prior to Columbia Laboratories he was with Solvay Pharmaceuticals as a regional account manager. Before that, he worked for Parke-Davis for 11 years in specialty sales, hospital sales and managed care. While there, he received the Masters, MVP and Eagle Award for sales leadership.

Spalding resides in Marietta, Georgia and is a member of the Academy of Managed Care Pharmacy and Georgia Bio. He holds a BS in chemistry from Union College and a MBA in Health Administration from Temple University.

Headquartered in Evanston, IL, the PeerPoint Medical Education Institute, LLC, (www.peerpt.com) is an ACCME-accredited provider of continuing medical education to physicians and an independent, fire-walled subsidiary of MedPoint Communications, Inc., a pioneer and worldwide leader in medical web conferencing. PeerPoint 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.