



FOR IMMEDIATE RELEASE

Contact:

Ingrid Kuegeman
STEMworks, LLC
678-999-0266

ingridk@threesquared.com

- or -

Monica Byrne
communications 21
404-814-1330

mbyrne@c21pr.com

STEMworks CREATES BRACHYTHERAPY EDUCATIONAL PROGRAM

*Company Integrates Operative Procedures with Animation
to Help Physicians Learn Surgical Techniques*

Atlanta – November 15, 2005 – STEMworks, an Atlanta-based online healthcare strategy, training and education company, recently completed a multi-media educational program on brachytherapy, or the implantation of radioactive seeds used in the treatment of prostate cancer. The 45-minute program entitled, “Dynamic Intraoperative Prostate Brachytherapy for Early Stage Prostate Cancer” was presented by the New York Prostate Foundation in September.

STEMworks created the program to both help train physicians and surgeons in the technique of implanting radioactive seeds and to help prostate cancer patients better understand the treatment process. The program was funded by an educational grant from C. R. Bard, Inc., a leading multinational developer, manufacturer and marketer of innovative, life-enhancing medical technologies.

“The integration of operative technique with ultra-sound readings and computer based images can be challenging. A real-time media rich program, using surgical footage and animation helps doctors better understand the intricacies of the seed implantation technique,” said Louis Potters, M.D., FACR, and Medical Director with the New York Prostate Institute, and Associate Director of the Department of Radiation Oncology. “Following the presentation, STEMworks will repurpose the visual elements of this particular course to help further educate our patients and their families about their treatment regimen,” he added.

“Our ability to effectively communicate with diverse segments within the healthcare industry, including hospitals and doctors as well as manufacturers is key to STEMworks’ success. If we don’t understand the process and tools, then we can’t communicate them effectively through rich media. Our diverse healthcare industry experience allows us to develop content that resonates with multiple audiences regardless of the delivery medium,” said Shane King, media and development partner with STEMworks.

- more -



STEMworks Creates Brachytherapy Education Program/Add One

“With the enormous improvements in broadband and the consumer demand for quality healthcare information online, the healthcare industry is looking to incorporate substantive content, intellectual capital and marketing through integrated media. STEMworks was created to meet that exact need, and projects like the brachytherapy education program will continue to increase,” said Ken Morselander, training and education partner with STEMworks.

About STEMworks

Atlanta-based STEMworks was founded in 2004 in response to the overwhelming need for quality, integrated media and online marketing within the healthcare community. Built on more than 30 years of experience with some of the most notable healthcare organizations in the world, STEMworks works directly with hospitals, physician groups and medical product manufacturers to envision and execute media-rich training and educational strategies. Clients include CR Bard, Floyd Medical, New York Prostate Institute, Dornier, Resurgens Orthopedics and Life Sera (a division of Life Therapeutics). For more information on STEMworks, visit www.stemworks.com.

###