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**ATLANTA-BASED STEMworks TO SPEAK AT 9TH ANNUAL
HEALTHCARE INTERNET CONFERENCE**

Company Improves Healthcare Education and Marketing Through Rich Media

Atlanta – October 15, 2005 – STEMworks, the Atlanta-based online healthcare strategy, training and education company, was recently recognized and selected to speak at the 9th Annual Healthcare Internet Conference taking place, November 7 – 9 in Las Vegas. The conference, which will focus on the Internet's impact on relationships between consumers, physicians, hospitals and healthcare systems, is widely recognized as healthcare's most respected marketing and Internet conference.

STEMworks, which was created in response to the overwhelming need for quality, integrated media and online marketing within the healthcare community, is presenting "Using Rich Media to Engage and Retain Site Traffic." Ken Morselander, STEMworks partner of Training and Education and Shane King, partner of Media and Development, will be presenting to hundreds of healthcare executives from hospitals, health systems, group practices, integrated networks and health plans from around the country. The two-day conference is dedicated to helping these executives pinpoint the technologies, strategies and solutions that best position their respective organizations for a consumer-driven future.

"Healthcare companies, like any other business, want to drive traffic to their Internet sites. While healthcare audiences are different from general consumers, they still encounter similar issues of locating relevant content. "The use of sound, motion and video helps end users grasp scientific and clinical content more easily," said Morselander.

According to King, "We know that rich media has the ability to grab visitors, and provide accurate and timely information. However, there is a fine-line in doing this properly for those visiting healthcare sites since you must both educate and maintain a high level of credibility. We are honored to have been invited to speak and are looking forward to sharing case studies of work we have already completed with companies in the healthcare community."

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STEMworks To Speak at Healthcare Internet Conference/Add One

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.

For more information on the 9th Annual Healthcare Internet Conference, visit www.healthcarestrategy.com.

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