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STEMworks Brings New Integrated Marketing Communications Model to Healthcare Providers and Manufacturers

*Company Works With Clients to Strategically Develop & Distribute Unique Intellectual
Capital to Engage, Retain and Educate Consumers and Professionals*

Atlanta – January 15, 2005 – Atlanta – STEMworks was founded in late 2004 in response to the overwhelming need for a healthcare-specific marketing communications model that integrates rich-media, client-unique intellectual capital, and strategic distribution in a single business model. “The healthcare community is just beginning to recognize the importance of customer driven healthcare,” said Ken Morselander, partner with STEMworks. “Consumer demand for reliable healthcare information and the enormous improvement in broadband connectivity provides healthcare marketers with incredibly powerful marketing opportunities.”

“Jupiter Research consistently reports that nearly half of the internet’s daily visitors are searching for quality healthcare information. At the same time, DoubleClick profiles that 67% of those users are looking for information on specific diseases and treatments,” said Shane King, partner with STEMworks. “We see this as a marketing opportunity for healthcare providers and manufacturers to serve in a partnership role with their consumers.”

The company is made up of two distinct teams. One team is focused on the strategic side of healthcare and how content can improve online communications to visitors. This team is comprised of Internet Business Consultants, Information Architects and Healthcare Professionals. The second team is focused upon tactical development, including the creation and delivery of defined content. The development team is unique in that it is made up of both Web Developers as well as Video Production personnel.

This business model is unique in that the combined teams represent a seamless strategic continuum between the production and distribution of reliable healthcare information, advanced marketing communications technology, and consistent brand messaging.



“The big picture is all about helping Healthcare Marketers achieve measurable, cost-effective results with a customer driven marketing model,” said Ken Morselander, partner with STEMworks. “As we work with organizations, we help them from the ground-up with strategy, followed by tactical execution and development of content...while we constantly monitor and measure reach, impact and return on investment.”

“Our ability to fully understand the Healthcare Industry, along with our experience in planning, executing and delivering for the Internet medium makes us a powerful asset to our clients. We help our clients realize a higher vision for their Web properties and perhaps more importantly, we help them cut through all of the clutter to achieve measurable results,” said Shane King, 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 marketing strategies. Clients include St. Joseph’s Hospital, Floyd Medical Center, American Cardiovascular Research Institute, New York Prostate Institute, Resurgens Orthopedics, CR Bard, Dornier and Life Sera (a division of Life Therapeutics). For more information on STEMworks, visit www.stemworks.com.

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