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## **Pri-Med Patient Education Center Wins 7 National Health Information Awards**

Millstone Township, NJ. (August 11, 2009) – Today, Physician's Weekly, LLC announces that its Pri-Med Patient Education Center won seven awards from the Health Information Resource Center, recognizing the program for its outstanding content in patient education materials.

The 16<sup>th</sup> Annual National Health Information Awards (NHIA) selected seven of Pri-Med Patient Education Center's booklets and posters from over 1,000 entries this year. In the Booklet/Brochure/Pamphlet category, the 'Irritable Bowel Syndrome' brochure won a Bronze Award. The 'Breast Cancer,' 'STDs,' and 'Stroke' brochures each won a Merit Award. Further, in the Poster category, the 'Memory Loss & Alzheimer's Disease' poster won a Silver Award and the 'Colorectal Cancer' and 'Preventing Strokes' posters both won Merit Awards. Judged by a panel of health information experts, the entries were rated based on health information content, creativity, and overall excellence.

"We are thrilled that so many of our patient education materials have been recognized by the National Health Information Awards this year," said Anthony L. Komaroff, MD, Professor of Medicine, Harvard Medical School and Editor in Chief, Harvard Health Publications. "This represents a substantial increase over our two awards last year. Along with our dedicated partners at Pri-Med, we are constantly striving to improve our patient education materials and provide greater national access to reliable medical information."

The Pri-Med Patient Education Center is a service provided to medical group practices and their patients by [Harvard Medical School](#), [Physician's Weekly](#), and the [Medical Group Management Association](#) (MGMA), the nation's principal voice for medical group practice. Since 2006, the Pri-Med Patient Education Center has provided health care consumers nationwide with multimedia access to timely medical topics at and beyond the point of care. The website, [www.patienteducationcenter.org](http://www.patienteducationcenter.org), features updated content and a searchable database of over 500 diseases and conditions. Additionally, printed monthly posters are distributed in conjunction with health and wellness booklets to over 4,500 primary care waiting rooms nationwide, reaching over 90 million patients each year.

"Our mission is to promote doctor-patient dialog, resulting in optimal patient treatment," said Joe Rusko, Director of Editorial Operations at *Physician's Weekly*. "The multimedia platform starts with our website to prepare patients for their visit, and continues as in-office therapeutic information delivered via posters and

brochures to encourage interaction with the physician. Finally, our pamphlets can be taken home, giving patients easy access to relevant resources post-visit.”

### **About Pri-Med Patient Education Center**

The mission of the Pri-Med Patient Education Center is to provide patients with multimedia access to reliable medical information at and beyond the point of care. It is a service provided to medical group practices and their patients by [Harvard Medical School](#), [Physician's Weekly](#), and the [Medical Group Management Association](#) (MGMA), the nation's principal voice for medical group practice. The editorial content of the Pri-Med Patient Education Center is created by Harvard Medical School faculty and is distributed in partnership with the MGMA. To view the complete list of materials produced by Pri-Med's Patient Education Center, please visit [www.patientedu.org](http://www.patientedu.org).

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