



PRESS RELEASE

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NURSE EDUCATOR LAUNCHES CLINICAL IMPLEMENTATION FIRM TO SUPPORT CLINICAL END USERS WITH MEDICAL TECHNOLOGY ADOPTION

AUGUST 27, 2008 (Raleigh, NC) –Clinical Inservices Solutions, LLC today announced the opening of its national office in Raleigh. Founded by Registered Nurse and Businesswoman Debra Braun, Clinical Inservices Solutions provides implementation and training support to clinical end users, as well as change management strategies and workflow efficiencies that aid in increasing adoption of medical technologies.

“There is a tremendous gap between medical technology implementation support and the clinical personnel using the products,” says Braun. “Typically a product vendor will send a technical specialist to train hospital personnel and they find it difficult connecting with the clinical audience. We work with technology vendors to provide experienced nurse educators who understand the patient-care environment and clinical workflow. Our peer-to-peer connections and knowledge of the clinical environment allow us to work more effectively with ends users than sales-driven implementation solutions.”

Braun is CEO of Clinical Inservices Solutions, which provides implementation and training support to clinical end users, as well as change management strategies and workflow efficiencies that aid in increasing adoption of medical technologies. Clinical Inservices Solutions is currently under contract with several national medical technology vendors who provide hospitals and healthcare systems with Patient Protection Systems, Electronic Medical Records, Voice Activated Charting, Nurse Call Systems and Asset Tracking Systems.

Braun is a Registered Nurse who has worked in emergency medicine and clinical education for more than 20 years. She has also worked in corporate IT, delivering medical technology implementation and training solutions. She is a member of the Healthcare Information & Management Systems Society (HIMSS) Nursing Informatics Group, the RFID in Healthcare Consortium, American Trauma Society, Emergency Nurses Association, and serves on the National Faculty for Trauma Nursing.

About Clinical Inservices Solutions, LLC

Clinical Inservices Solutions, LLC delivers education, training and implementation support for medical technologies. Using clinically-focused methodologies, product implementation training strategies and change management efficiencies, Clinical Inservices Solutions works with technology vendors to maximize product utilization by clinical end users. To learn more visit www.cis4training.com.

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