



PRESS RELEASE

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CLINICAL INSERVICES SOLUTIONS LAUNCHES NEW BUSINESS UNIT TO DELIVER SPECIALIZED CLINICAL MARKETING

FEBRUARY 18, 2010 (Raleigh, NC) – Clinical Inservices Solutions, LLC today announced the launch of a Clinical Marketing unit that will leverage its clinical credibility to create clinically-sound tools that serve a spectrum of needs for technology vendors, from pre-sale consultations to post-launch product performance assessments. The division will offer medical technology vendors a unique access point to multiple levels of caregivers within the hospital environment, enabling vendors to enhance prospecting initiatives and improve end user product adoption.

“Many of our healthcare technology customers have a difficult time reaching enough clinical staff to gather compelling workflow data and product adoption response,” says Debra Braun, Clinical Inservices Solutions CEO. “As nurses, our relationships with fellow caregivers enable us to work closely with the clinicians using the products. Not only can we encourage greater product adoption, but the reciprocal respect nurses share with one another allows us to delve deeper into relevant workflow data and user feedback that we can analyze and package for our technology customers.”

“Our team has clearly witnessed the divide between technology providers and clinical end users,” adds Braun. “In some cases, vendors simply do not have the resources to chase down nurses with harried schedules and limited availability. In other cases, it is difficult for technically-savvy individuals to interface with clinical individuals. We see a lot of valuable information getting lost in the middle.”

Clinical Inservices Solutions uses data to create compelling case studies and marketing collaterals that aid technology vendors in promoting installation successes to maximize new sales opportunities.

They also work with hospital administration to reveal through metrics-based data how their new technologies are impacting workflow and efficiency.

Clinical Inservices Solutions is currently under contract with several national medical technology vendors who provide hospitals and healthcare systems with Patient Protection Systems, Nurse Call Systems, Asset Tracking Systems, Wireless Technologies, Electronic Medical Records and Voice Activated Charting.

About Clinical Inservices Solutions, LLC

Clinical Inservices Solutions, LLC delivers education, training, implementation support and clinical marketing solutions 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 and enhance clinical workflow. To learn more visit www.cis4training.com.

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