

## **NEWS RELEASE**

### **1-800-DOCTORS® Gains Early Success with its New Licensing Program for Hospitals**

Woodbridge, NJ – June 25, 2008 – Today, 1-800-DOCTORS, Inc. announced the successful launch of its exclusive license program for hospitals. The company serves the hospital market by licensing the 1-800-DOCTORS® vanity telephone number and service mark in exclusive territories to hospitals for their local, regional or statewide marketing use. Charter Members of the service include a number of health systems with an aggregate total of more than 20 hospitals.

The premier vanity telephone number, arguably the most recalled and memorable telephone number in healthcare, dramatically increases response rates from consumers looking for physicians or various other hospital services. The program has also demonstrated that it strengthens the relationship and loyalty between the hospital and its admitting physicians.

Included in the population-based License Agreement is a tool kit that includes a wide range of media and creative materials, enabling the hospital to begin implementation within weeks. Hospitals that join the 1-800-DOCTORS Hospital Network are provided the right to use the phone number on all their marketing and promotional materials thereby increasing the volume of calls to their call center service.

According to Jerry Brager, CEO of 1-800-DOCTORS, Inc., “Because of the exclusive nature of the license agreement, only one hospital enterprise per service area will benefit from those consumers who call the 1-800-DOCTORS number. With our initial hospital clients, we have seen a significant improvement in the total number of callers, the number of callers seeking specific service line information, improved relationships between hospitals and their affiliated physicians, as well as a significant increase in the use of both inpatient and outpatient services. In today’s hospital environment, the ability to quickly grow top line revenue by attracting more patients to the hospital and their house staff or attending physicians carries a great deal of value, and the 1-800-DOCTORS

license program does just that. Ninety percent of healthcare transactions still occur over the phone, we just make it easier for consumers to reach our hospital partners”

**About 1-800-DOCTORS:**

1-800-DOCTORS, Inc. plans to become “America’s Healthcare Concierge” which will provide consumers with the most comprehensive and accurate information system about healthcare providers; including physicians, hospitals, hospital services as well as disease or treatment information. The company’s mission is to help consumers make better healthcare decisions by providing them a simple and easy to use / easy to access system which provides more relevant information and facilitates their communications with a number of healthcare constituencies. Today, the company provides hospital partners the right to use 1-800-DOCTORS, the most recalled and memorable premier vanity telephone number in the healthcare industry, as a part of the hospital’s local, regional or statewide marketing plan. The company licenses its premier vanity telephone number and service mark to hospitals on an exclusive, population-based territory area basis. The company also provides creative materials and other marketing support services that help hospital clients more effectively and efficiently reach targeted consumers. The easy-to-remember 1-800-DOCTORS telephone number dramatically increases the hospital’s marketing response rates from consumers looking for physicians and hospital services thereby making “1-800-DOCTORS the one number the consumer needs to know”

Learn more at [www.1800doctors.com](http://www.1800doctors.com).

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