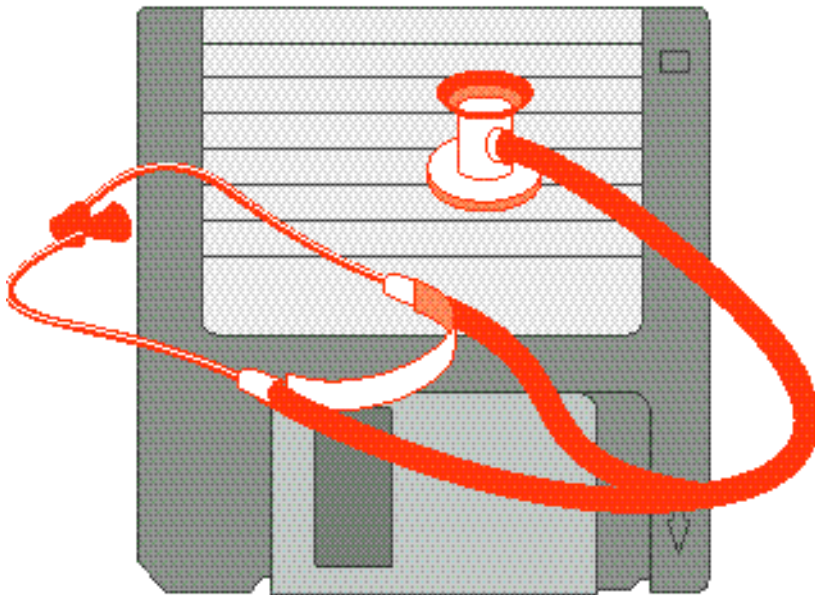


MANAGEMENT PRACTICE™

Presents the first annual industry analysis and seminar on the

EMERGING ELECTRONIC MEDICAL PUBLISHING INDUSTRY



A comprehensive industry analysis and seminar for:

1. Publishers of medical texts, journals and on-line services
2. Executives of managed care organizations
3. Executives of pharmaceutical companies
4. Executives of professional software companies

The report covers the state of the industry today and the factors which will determine its future. Learn the size, shape and growth characteristics of the market; define the terms; assess the risks; estimate the costs.

Report to be published in March 1996
Seminar to follow in April 1996

FORMAT

*CD-ROM,
Diskette,
Internet,
Videodisk,
On-Line,
Handheld,
Palmtop*

MARKET

*Doctors,
Hospitals,
Nurses,
Students,
Libraries, etc*

CONTENT

*Text,
Journals,
Pictures,
Video,
Audio, etc.*

DISTRIBUTION

*Direct Mail,
Wholesalers,
Dedicated
Sales Force,
Telephone,
Coax Cable,
Wireless
Transmission*

USES

*CME,
Patient
Education,
Drug
Interdiction*

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MPI provides preliminary indication of what to produce for what market."

ED BOLGER,
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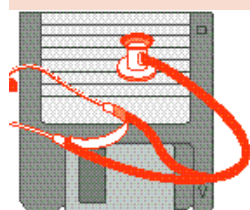
An excellent portrayal of the medical publishing industry."

MARY COWELL,
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MPI's seminar Trends' in conjunction with the Book Industry Study Group was timely and useful."

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Some reasons why you should become a charter subscriber:

1. Cheaper than having one or two on your payroll to research the same issues.
2. As professional researchers, MPI will be unbiased and impartial. MPI will not be influenced by corporate politics or hidden agendas.
3. The moment for substantial investments is near: Lower the uncertainty and reduce the risk.
4. Receive guidance on what titles and services to produce.
5. Research the distribution alternatives. The current wholesalers of medical texts may be inappropriate for digitally based product.
6. Identify the size and growth characteristics of the potential market.
7. Use as a briefing book for recently appointed executives and new hires, benchmarks for corporate management, and facts for stockholder reports.
8. Tracks the market changes induced by managed care.
9. Organizes facts upon which to build your strategies.

RESEARCH REPORT PRELIMINARY AREAS OF EXPLORATION

TOPIC 1 Industry Questions

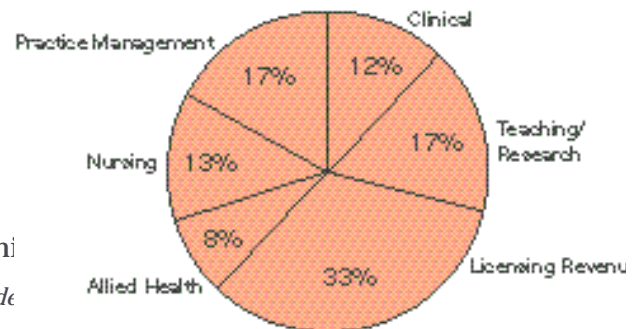
- What is an electronic medical product?
- What is the size of the electronic market?
- In dollars, in units?
- How important is interactivity?
- How fast is the market growing?
- Who are the players?
- What is the industry structure?
- How important is true multimedia?

TOPIC 2 How is the environment changing?

- The march to managed care
- The requirements of HMOs, PPOs, etc.
- Impact of government funding
- Informatics at medical schools
- The restructuring of medicine
- Efficiency in medical research
- The number, location and capacity of PCs, Modems and CD-ROM players

TOPIC 3 Who is the market?

- Doctors, Dentists, Nurses
- Pharmacists
- Medical Societies
- Allied Health Professionals
- Nutritionists
- Physical Therapists
- Students, Libraries, Hospital Admini



Illustrative examples of the charts to be included are shown throughout this outline.

TOPIC 4 What is the content? What is likely to sell?

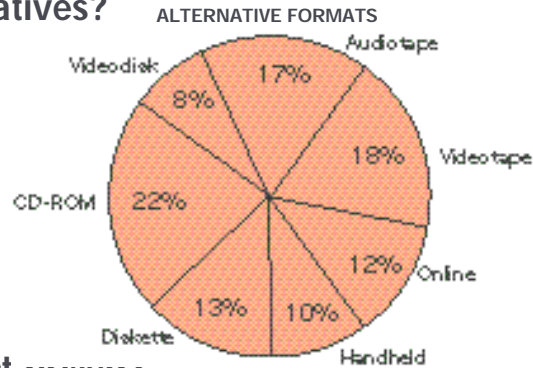
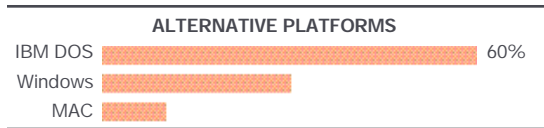
- Continuing medical education
- Patient education
- Clinical research, etc.
- Etc.
- Drug awareness and training
- Practice management
- Student education
- Patient records

TOPIC 5 Who are the largest and "most likely to buy" specialists? How much are they likely to pay?

- Radiologists
- Cardiologists
- Psychiatrists
- Family practitioners
- Primary physicians
- Etc.

TOPIC 6 What are the format alternatives?

- CD-ROM, diskettes, on-line
- Internet, videodisk
- IBM-DOS, Windows, Windows-95, Mac
- Handheld, palmtop



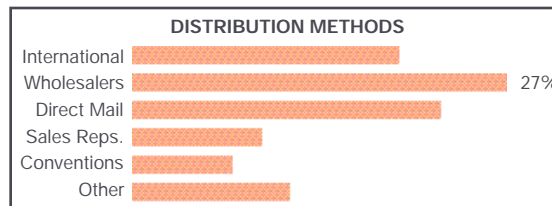
TOPIC 7 How is an electronic product priced?

- Single unit price
- Renewable subscription
- Site and LAN fees
- CD-ROM lock out



TOPIC 8 How is electronic medical product distributed?

- Direct to end user
- Direct to retailers
- Wholesalers
- Bundled with texts or journals
- At conventions
- Bundled with computers, PDAs



TOPIC 9 How about the international market?

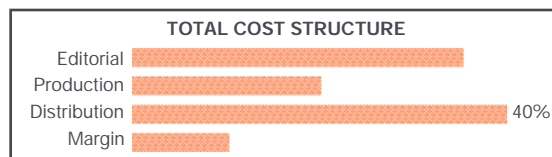
- English language only
- Use of local distributors
- Guarding the copyright
- Timing the rollout

TOPIC 10 What is the impact of the Internet?

- On commercial "for profit" professional information
- As an alternative distribution method
- As a way to broaden the market beyond professionals
- As a highway to the international community

TOPIC 11 What are the economics of electronic medical publishing?

- Size of revenue streams
- Nature of expenses; investment required
- Price elasticity
- Added-value to the medical practitioner



TOPIC 12 Who are the major industry participants?

- McGraw-Hill
- Mosby
- Medical Economics
- Franklin Electronics
- Lippincott-Raven
- Simon & Schuster
- A.D.A.M. Medical
- Mindscape
- Scientific American
- Teton Data Systems
- IVI Publishing
- Silver Platter
- Little Brown
- Williams and Wilkins
- W.B. Saunders
- And many more

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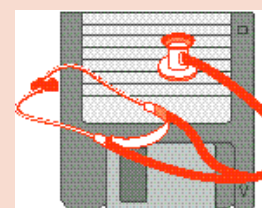
Simon & Schuster

Harper-Collins

Random House

International Thomson

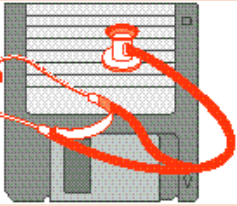
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ABOUT MPI

Management Practice Inc., is a 27-year old marketing and strategy consulting firm specializing in market assessment, new market development, and refinement of products to meet evolving consumer and business needs. MPI produces quarterly benchmarking surveys for higher education and medical publishing. In 1993, MPI completed the first assessment of electronic publishing opportunities for the American Medical Publishers Association. This research builds on, deepens, and updates this report.

REASONS

To purchase report and attend seminar:

1. Assess investment risk before pursuing the electronic dream
2. Avoid missing the boat when the time is right
3. Evaluate sharing the risk with alliance partners
4. Meet industry experts to share and exchange "best practices"
5. Acquire benchmarks to measure your company's progress

BECOME A CHARTER SUBSCRIBER!

ISSUES

To be addressed in research report and seminar

1. Does managed care change the demand for electronic medical publishing?
2. When will electronic medical publishing become profitable?
3. Is the market large enough to justify the cost of multimedia?
4. Is pharmaceutical advertising a possibility on-line?
5. Can one product satisfy the patients as well as the doctors?
6. Are alliances better than going it alone?
7. Are doctors catching lawyers and accountants in cyberspace?
8. Will drug infomercials drive sales of CD-ROM?

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