

DIME's iPointOfCare Simplifies Knowledge Search

CHICAGO (Sept 15, 2010) – DIME announced iPointOfCare (iPoC), a simple, direct, web-based browser that puts state-of-the-art medical information as close as a computer, laptop, or web-enabled mobile device. iPoC lets physicians quickly search a variety of relevant sources, bring answers right to the point of care, earn CME credit, and save their searches in *My Library* for future use.

iPoC was designed with professionals' time constraints in mind. Patrick Richard, DIME's Vice President for Digital Strategy, said, "Clinicians want knowledge tools that get right to the point. That's why we were careful not to overdesign iPoC and load it up with unnecessary bells and whistles. Healthcare professionals have a limited amount of time—especially time to spend online—and iPoC helps them make the most of it."

iPoC cuts through the vast quantities of online information and goes straight to what's relevant at the point of care for diabetes, cardiovascular disease, and neuromuscular disease. Clinicians, science writers, and other experts select and review iPoC information and add new resources regularly. DIME plans to add other specialty areas.

A clinician earns CME credit after completing a search and determining that the content added value at the point of care. A user can continue a search over a period of time, and then claim credit later. iPoC reminds users about their CME credit status.

The My Library feature makes iPoC searches as valuable later as they are right now. Saving search information—journal articles, abstracts, clinical trials reports, patient handouts—lets users turn My Library into a unique, personalized resource, filled with knowledge to use later for research or share with colleagues and patients.

Commenting on iPoC's ease of use, Richard says, "iPoC's was designed to simplify the search for knowledge. That's what makes it a powerful tool."

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About DIME

DIME is an independent healthcare continuing education provider with 17 years of experience. Based in Chicago, the company serves physicians, physician assistants, nurse practitioners, nurses, pharmacists and other healthcare professionals across the US through a variety of educational formats. DIME is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. It was the first medical education company to receive Accreditation with Commendation from the ACCME under its 2006 Updated Criteria for Accreditation. DIME's areas of expertise include autoimmune diseases, cardiovascular and cardiometabolic diseases, gastrointestinal diseases, pain, and women's health.

DIME is also accredited by the Accreditation Council for Pharmacy Education and is an approved provider of continuing nursing education by the Illinois Nurses Association. DIME uses both digital and face- to face -formats to deliver education that meets the needs of physicians and other healthcare professionals. DIME is part of the Publicis Healthcare Communications Group. For additional information, please visit www.DIMedEd.org.