



**For Immediate Release:**

## ***CMPMedica Announces the Health Empowerment Initiative***

Norwalk, CT, USA (May 27, 2009)

CMPMedica announced today that it has developed the [Health Empowerment Initiative](#)—a dynamic and innovative online healthcare education program for patients and their caregivers.

“As many studies have shown, a lack of ‘adherence’ to therapy can lead to poor outcomes,” said CMPMedica CEO, US, Sally Shankland. “Identifying patient knowledge gaps and providing patients with educational information to bridge those gaps can improve adherence and outcomes. While patient education information has become ubiquitous, in fact, it’s not as effective as it could be. We offer a new science-based approach to patient education that stems from the same rigor we apply to educating physicians. CMPMedica understands how to identify specific learning gaps, how to close those gaps, and how to leverage the connection between education and behavior. And our programs apply rigorous outcomes analytics to demonstrate success.”

CMPMedica has conducted research to identify specific areas in which patients’ understanding of their medical condition is lacking. These “knowledge gaps” are barriers to patients better managing their condition—whether this involves taking a medication as prescribed, eating a well-balanced diet, or altering behaviors. CMPMedica’s research revealed some alarming facts about patients’ perceptions of medical conditions such as hypertension, high cholesterol, and congestive heart failure.

One of the key findings of this study is that many patients appear to underestimate the potential consequences of their condition, even though many believe themselves to be well informed about the risks. For example, 60% of respondents do not know that hypertension is an important risk factor in the development of complications from diabetes.

CMPMedica’s research also confirms the importance of the Internet in patient education. In fact, the research found that the Internet is second only to the person’s physician as “the most helpful” source of health-related information. Accordingly, the Health Empowerment Initiative’s education programs include interactive Web sites that expand the participants’ understanding of specific healthcare topics and help motivate them to take steps to improve their own health.

CMPMedica is a recognized leader in medical education; in medical publishing; and in online media, including e-learning and Web site design and production. The company has combined its expertise with in-depth understanding of adult learning principles to develop online education programs that not only provide valuable healthcare information, but also:

- Engage participants so they learn more effectively, and help build and maintain commitment.
- Test and certify knowledge gained, and measure outcomes.
- Improve the overall effectiveness of healthcare.

For more information on the [Health Empowerment Initiative](#) ([www.healthempowermentinitiative.com](http://www.healthempowermentinitiative.com)), contact Amy Sklar at [amy.sklar@cmpmedica.com](mailto:amy.sklar@cmpmedica.com) or 508-416-3431.

## **About CMPMedica**

Addressing today's healthcare information needs, [CMPMedica](#), a division of [United Business Media Limited](#) (UBM.L), delivers strategic, integrated communications solutions and comprehensive reach—online, in print, live, and via custom programs. Improving the effectiveness of healthcare through information and education, CMPMedica provides unbiased clinical, practical, and business information for physicians, providers, payers, and patients around the world. Through journals, magazines, directories, drug databases and other electronic databases, Web sites, face-to-face meetings, and other valuable resources, CMPMedica also delivers comprehensive communication solutions for the pharmaceutical and related industries. US websites include [PsychiatricTimes.com](#), [CancerNetwork.com](#), [DiagnosticImaging.com](#), [ConsultantLive.com](#), [PhysiciansPractice.com](#) and [SearchMedica.com](#). Employing more than 1,400 people with offices in 29 countries, CMPMedica is headquartered in London. For more information, visit [www.CMPMedica.com](http://www.CMPMedica.com).