



**Pathway Alliance Premieres Workshop at
Chicago Conference
Getting it Right: Experts Explore Best Practices
in Convenient Care**

San Diego, CA, July 2007 – Pathway Alliance announces its premiere conference, *Getting it Right: Experts Explore Best Practices for Convenient Care*. This Convenient Care Clinic workshop is designed for new retailers, hospitals and clinic operators as well as groups who have been in the market over some time. If you fall into any one of these categories, you cannot afford to miss this event.

The Pathway Alliance is presenting this workshop with a focus on strategies and decision points for Convenient Care Clinic operation and marketing. The half-day workshop is scheduled on Monday September 17, 2007 as part of the *Consumer Healthcare On Demand Conference*, which includes a full track on Retail/Convenient Care.

This consulting-level workshop program is designed to identify the decision process and best practices for successful clinic operation and will cover issues like permitting, continuity of care, productivity and utilization, how best to partner with your retail host and clinic operator, billing efficiencies, how to take best advantage of your electronic medical record, inventory control management, health and wellness within the in-store clinic environment, medication therapy management services and much, much more.

Leaders in the Convenient Care Industry will be speaking at this workshop.

Concurrent with the *Consumer Healthcare On Demand Conference*, two additional healthcare marketing events are being presented; *Boomers Business: The Healthcare Super Segment*, and *Marketing to the New Healthcare Consumer* (including a track on Women as the Healthcare Decision Maker)

For full information and to register for the September 17th workshop and the full conference, visit www.ConsumerHealthWorld.com, click on Registration, complete the form and enter Special Discount Code **MPFKMVOCJD**. Also, make certain to visit us at exhibit *booths 409 and 410*.

Some of the tracks and panel participants include...

Here are some of the Tracks and participants specific to our workshop...

1. Traditional Convenient Care vs. Convenient Care Expanded Business Model

Moderator: Michael Rubenstein (Executive Director, Pathway Alliance)

Participants: **Robert Murphy (Vice President Marketing, iMetrikus)**
Chris Kersey (Chief Medical and Business Development Officer, RediClinic)
Mark Kajdos (President and CEO, Pragmate)

2. Creating a Proper Pro-Forma, Construction and Design Issues and Understanding the Complexities of How to Combine Best Practices with an Efficient Operating Methodology

Moderator: Michael Rubenstein (Executive Director, Pathway Alliance)

Participants: **Mark Kajdos (President and CEO, Pragmate)**
Bryan Williamson (President and CEO Medex Clinic Solutions)
Donna Mikulecky (President and CEO Christus Medical Group)
Howard Moskowitz (President and CEO, Pacific West Construction)

3. Getting the Most Out of Your Convenient Care Clinicians

Moderator: Michael Rubenstein (Executive Director, Pathway Alliance)

Participants: **Mark Kajdos (President and CEO, Pragmate)**
Lynn Maiden (ANCC, Clinical Director, Pragmate)
Juliet Santos, (President and CEO, Early Solutions Clinic)

4. The Importance of Continuity of Care

Moderator: Michael Rubenstein (Executive Director, Pathway Alliance)

Participants: **Mark Kajdos (President and CEO, Pragmate)**
Tim Hatch (Director of Strategic Planning Intermountain Medical Group)
Jason Donahoe (Director of Retail Health Division, Raintree Systems)

5. The Importance of Making a Determination About How Your Business Model is Linked to Your Overall Mission

Moderator: Michael Rubenstein (Executive Director, Pathway Alliance)

Participants: **Bryan Williamson (President and CEO, Medex Clinic Solutions)**
Neil Hoyt (Principal, Hoyt Highland)
David Mandelkern (President and CEO Quick Health)
Harry Travis (Senior Vice President Clinic Operations)

About Pathway Alliance

The Pathway Alliance was formed as an official entity in May 2007. Prior to that, the group of seven various solution providers partnered with one another to provide turnkey solutions to a variety of healthcare vertical markets including, but not exclusive to, convenient care, employers, bariatric surgery / bariatric physician practices, retailers, medical spa operators, plastic surgery centers, urgent care facilities, hospital and health systems, employee assistance programs, and the occupational medicine market.

As a single entity Pathway Alliance is comprised of:

- Hoyt Highland Partners: a “best of class” market intelligence and targeted marketing firm, focused on consumer marketing disciplines, specializing in customized marketing analytics and site location analysis
- iMetrikus, Inc.: a chronic condition monitoring and Personal Health Record offering for medication therapy management services
- MEDEX: a full service consulting organization that offers assistance with Planning, Startup/Implementation and Practice Management, including contracting/credentialing and billing services.
- Pacific West Construction / GranDesign Studio : a combined national architectural design and construction firm that actively builds out free standing and internal store-based convenient care clinics, pharmacies, and medical facilities across the United States
- Pragmate: an Internet-based productivity, quality assurance and utilization tool
- Raintree Systems: an EMR / Practice Management tool complete with billing, scheduling, EMR, reporting, and inventory control management capabilities

Pathway Alliance has relationships with hundreds of entities in the convenient care market and thousands of healthcare providers, various healthcare investors, retailers, employers, and pharmacies that are all very much a part of the new order facing healthcare today. Many of these relationships are

comprised of the thought leaders who are paving the way for free enterprise and its positive impact on America's healthcare system.

Pathway Alliance includes the country's premiere technology companies and organizations striving to make a difference in healthcare while prioritizing the patient above all else.

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