

For Immediate Release

HouseCall123 Launches Insomnia123.com An Innovative Approach to Patient Education

Hosted by a practicing physician, and featuring interactive tools, community, and video scenarios, Insomnia123.com provides patient education with a personal touch.

Philadelphia, Pa (October 21, 2008) – HouseCall123, a provider of online education and tools that empower patients, today announced the launch of Insomnia123.com. This new site provides unbiased, easy-to-understand information to help people with insomnia manage the condition. Hosted by Dr. Mike Steinberg, a practicing physician, the site brings a friendly face to the delivery of health information on the web.

Insomnia123.com helps patients to (1) learn about insomnia, (2) talk effectively with their doctors, and (3) live better with the condition. Innovative features of the site include:

- “Islay Mist” sleep music with guided imagery is available as a free download
- The “You Play the Doctor” segment is an interactive simulation that allows patients to see things from the physician’s perspective by playing the role of a physician to assess a sleep problem
- The interactive “Sleep Diary” allows users to track their sleep over time, and identify factors that improve or interfere with sleep

“Over 50 million people in the US suffer from insomnia, but seven out of ten never talk to their doctors about it,” said Christine MacAdams, President of HouseCall123. “Now with just a few clicks, people can learn about the condition from a real doctor, download relaxation music, and even chart their progress with an interactive sleep diary.”

About HouseCall123:

HouseCall123 provides education, tools and peer connections that empower patients and facilitate effective physician-patient interactions. Each of our condition-specific websites is independent and unbiased, hosted by a practicing physician, and easy to understand. Interactive tools, community features, and video-based examples provide a variety of ways for patients to gather the information they need to help them take charge and manage their health conditions.

###

MEDIA CONTACT:

Georgia Voegler
267.299.8829 ext. 702
georgia@housecall123.com