

**NEW YORK PHARMA FORUM PROGRAM**  
**WEDNESDAY, JANUARY 26, 2000**

**SPEAKERS:** Dr. Holly G. Atkinson, CEO, New Media Div., **HealthAnswers, Inc.**  
Mr. William P. Doyle, President and CEO, **MetaLogics, Inc.**  
Mr. Raymond G. Falci, Managing Director, **Bear Stearns & Co.**  
Mr. Craig Timmons, President, **US Medical Network LLC**

\*Please see information about speakers on the second page.

**TOPIC:** *How "e-Health" Will Shape Health Care Interactions and Relationships Among Providers, Payers, Patients and the Pharmaceutical Industry*

The growing number of Internet pharmacies is only the tip of the iceberg when it comes to the effect of the Internet on the pharmaceutical industry. Doctors, patients, hospitals, managed care organizations, clinical researchers, pharmacists, employers and sellers of health care supplies and services are all being connected in new ways by the Internet. The wired world could revolutionize many aspects of the pharmaceutical and health care industry, creating new business opportunities, perhaps better health care, but also new challenges.

This program will feature a panel of speakers who will discuss many sides of the e-health phenomenon:

- online dispensing of ethical drugs
- the global effect of an explosion of online consumer health care information
- continuing medical education and live medical conferences over the Internet for physicians
- use of the Internet for disease management and patient case management
- online access by physicians to patient medical records and professional practice management tools
- and last, but not least, Internet promotion of ethical drugs to consumers ("Internet DTC")

This extremely important program may reshape the way you think about how your company should be doing business - not in five years, but in 2000.