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HP Exstream to Participate in CIO Healthcare Summit

February 21st, 2012 – The CDM Media team announced today that Hewlett-Packard Imaging and Printing Group’s HP Exstream software will be participating in the upcoming CIO Healthcare Summit, March 11th-14th 2012 at The Ritz-Carlton, Phoenix, AZ.

HP Exstream is customer communications management software, empowering business users to make the most of every customer touch point throughout every stage of the customer life cycle. Today, more than 700 enterprises worldwide are personalizing customer communications with HP Exstream, while saving millions of dollars annually, building loyalty, forming long-lasting customer relationships and driving top line revenue growth.

The CIO Healthcare Summit brings together CIOs and leading technology executives face to face to develop and share business ideas across a variety of platforms. The executive summit allows IT executives to discuss the latest business technology issues and learn about current solutions in this technology event.

HP Exstream will be leading a Thought Leadership presentation on how to improve patient engagement, while reducing hospital re-admissions and administrative costs. The presentation will focus on how to avoid reduced reimbursements from Medicaid and private insurers by providing detailed transition-of-care documents and discharge summaries in the patient’s preferred language for virtually any delivery channel, such as email, SMS, web portal and more.

“HP Exstream’s business offerings are impressive because they support all customers – from consumers to enterprise organizations – better manage their customer relationships. We have a variety of organizations that will be represented on site, and HP Exstream will offer relevant solutions to all,” explained Mark Southam, Event Director of the CIO Healthcare Summit.

For more information about the summit, please visit, www.ciohealthcaresummit.com. To see a complete 2012 CIO Summit schedule, go to www.ciosummits.com.

About CDM Media

CDM Media is a leading B2B technology marketing and media firm; they specialize in technology summits that center around one-on-one business meetings with high-level executives from Fortune 1000 companies. CDM Media creates custom marketing packages that utilize both online and offline channels, addressing clients' marketing challenges and providing high-quality technology leads for their organization. For more information, please visit: www.cdmmedia.com.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and healthcare. As the world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at www.hp.com.

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