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FOR IMMEDIATE RELEASE

The Progressive Physician – Formerly MedTech Journal – Joins The CIO Healthcare Summit as a 2010 Partner

January 8, 2010 – The CIO Healthcare Summit team is pleased to announce that *The Progressive Physician*, formerly *MedTech Journal*, has partnered with the 2010 IT gathering for healthcare CIOs and thought-leaders. With a recent name change, and a renewed mission and initiatives for their audience, *The Progressive Physician* will support the CIO Healthcare Summit as a valued media content partner. The CIO Healthcare Summit will be held May 9-12, 2010 at the Phoenician Resort in Scottsdale, Arizona.

“We couldn’t be more thrilled to have *The Progressive Physician’s* support for the 2010 CIO Healthcare Summit. They stand out as reliable news source for healthcare practitioners and executive leaders. In this time of transition at the publication, the editorial has renewed their commitment to their audience and expanded their editorial coverage. We have a similar commitment to provide purposeful opportunities and agenda content to our event participants,” said Glenn Willis, CEO, CDM Media and acting EVP CIO Healthcare Summit.

The CIO Healthcare Summit is a gathering for C-suite executives and industry thought leaders to discuss IT challenges currently facing the healthcare industry, including improving patient care, controlling costs and meeting government regulations. With a renewed focus on decreasing healthcare costs, the Obama administration’s goals for the healthcare industry have created buzz. CIOs are looking to utilize available resources, improve efficiency and find new IT solutions.

The Progressive Physician editorial mission is to help physicians and practice administrators understand how technology can help them better manage their practice and provide quality care. *The Progressive Physician* provides insights and guidance about practice technology, application reviews, management features, tech tips, regulatory updates, Q&A with industry leaders and news that is relevant to our audience from around the Web.

For more information about the CIO Healthcare Summit, please visit www.ciohealthcaresummit.com or call +1 808.694.3600.



About CIO Healthcare Summit

The SBS Division of CDM Media has a very credible reputation for delivering strategically positioned, content-driven events to C-level clientele from the Fortune 1000. With experience in more than 20 different vertical markets and international experience on delivering intimate, effective business summits, CDM Media will gather where executives to develop great business ideas and lasting relationships with their peers and colleagues. The CIO Healthcare Summit will be hosted May 9-12, 2010 at the exclusive Phoenician Resort in Scottsdale, AZ. The summit is designed to gather business leaders from the most technologically advanced and innovative companies within North America's healthcare industry to debate and network on the most critical business technology issues that their industry is facing today.