

The logo for preOp.com features the text "preOp.com" in a black, lowercase, sans-serif font. The letter "O" is replaced by a blue circle with horizontal white lines, and a black outline of the letter "O" surrounds it. A trademark symbol (TM) is located at the top right of the text.

preOp.com™



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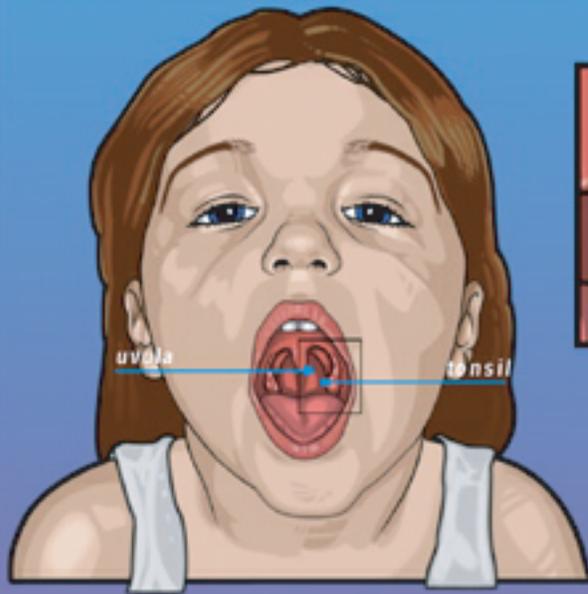


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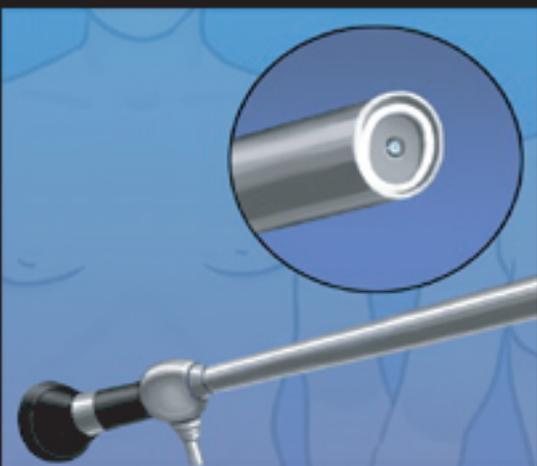
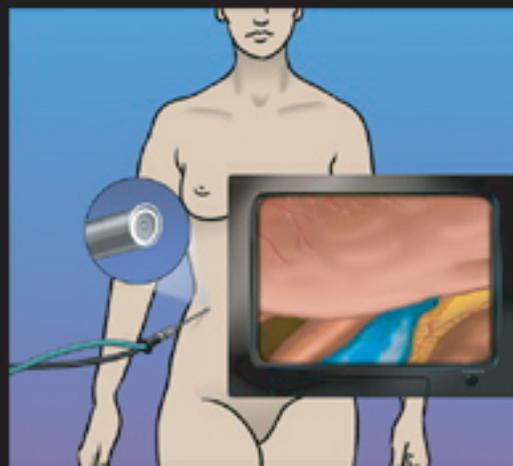
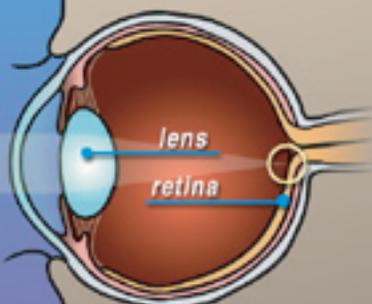
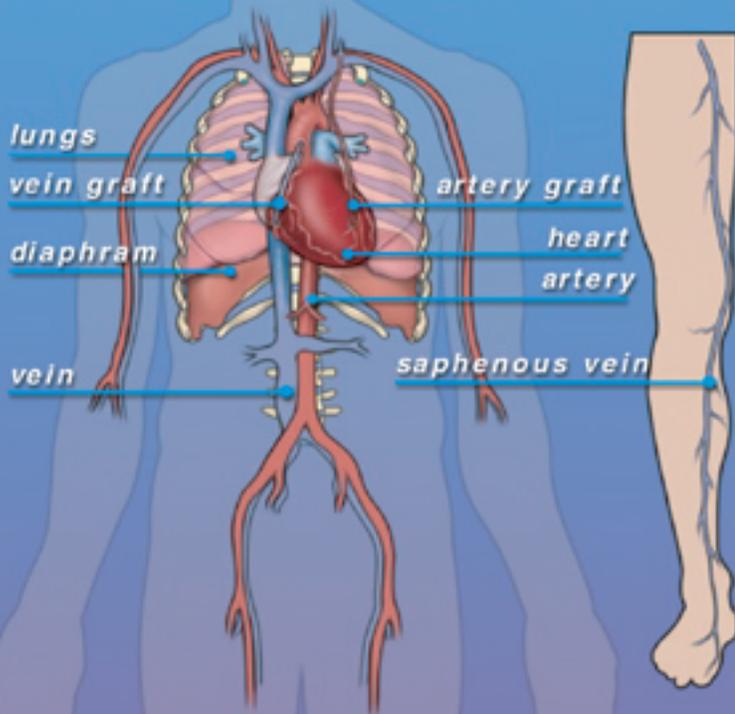
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Company & Service

Introduction

Patient education is an essential solution in the effort to preserve healthcare quality while decreasing healthcare costs. Since 1991, when the Joint Commission on Accreditation of Hospitals and Association (JCAHO) mandated a patient education standard, hospitals have searched for effective and innovative ways to meet and exceed JCAHO expectations. In the past several years, hospitals have begun developing **web-based patient education programs**. MedSelfEd, Inc. ("MSE") understands that healthcare organizations and medical professionals want to make high-quality patient education materials available to their patients in the pre-operative and post-operative continuum of care. MSE's extensive production experience and our proprietary technology enable us to offer high-quality products at remarkably low cost.

The Importance of Patient Education

Medical studies have shown that formal educational materials can communicate important medical information to inform patient decisions and help set realistic expectations about outcomes. Taken together with the widespread trend among patients to assume more responsibility for their medical decision-making, these factors all create strong demand for high-quality, patient education materials. That **60% of web users seek healthcare information** online clearly indicates that, in the future, patient education will be web-enabled. Good patient education delivered via web sites may become a source of significant savings in unnecessary emergency room and doctor's office visits.

MedSelfEd, Inc.

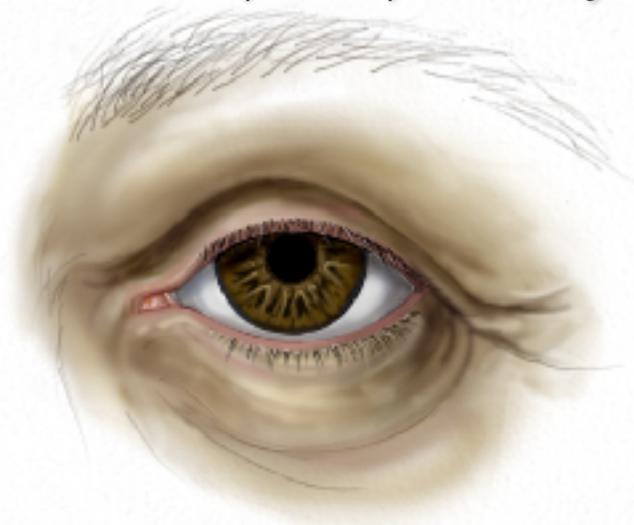
MedSelfEd, Inc. of Newton, Massachusetts offers high production quality and outstanding content for patient education. MSE offers two primary products, the **PreOp™ Surgery Centers and PostCare™ Series**.

PreOp™ Surgery Centers

MSE's PreOp™ Surgery Center is a collection of patient education programs intended for the pre-operative patient, titled by surgical procedure and grouped into categories. Health systems may choose to regroup the procedures according to their own clinical operations and individual needs. MSE's PreOp™ Surgery Centers is comprised of a basic module of approximately 20 procedures as well as the following 4 modules:

- Cardiac Center (6 procedures)
- Women's Center (14 procedures)
- Minimal Surgery Center (10 procedures)
- Oncology Center (15 procedures)
- Orthopedic Center (8 procedures)

All **50 plus titles** are available for annual licensure from MSE either individually or as a package.



PostCare™ Recovery Series

MSE's PostCare™ Recovery Series is a collection of patient education programs (35 titles) intended for education of the post-operative patient on the essentials of self-care. All titles are available for annual licensure from MSE either individually or as a package.

The PreOp™ Surgery Centers and Post Care™ Recovery Series offer the following features and benefits:

MSE Features:

- Detailed medical illustration
- Informative animation
- Mass-audience-targeted text
- Clear narration
- Web-based option (streaming-content rich-media)
- Media-based option (video, CD)
- **Improved patient compliance**
- Distinguished medical advisory board

Customized Content

MSE offers customization of content for both the PreOp™ Surgery Centers and PostCare™ Recovery Series.

Organizations will normally choose to "co-brand" the presentations to help in consumer recognition.

An exciting innovation is MSE's proprietary Content Management System, a technology that allows great flexibility in customizing the content according to user input. MSE's Content Management System enables **on-the-fly personalization** of the patient education presentation according to a patient profile that may include narration and text in a foreign language or content illustrated for a particular age group, sex,

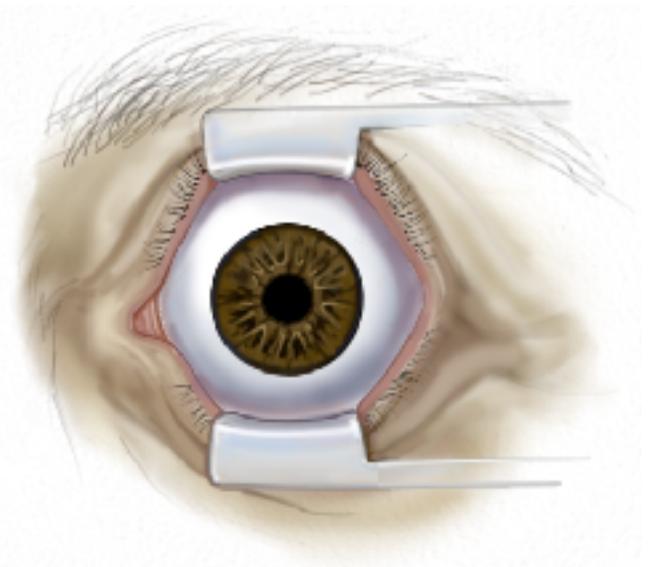
MSE Benefits

- Savings in physician time for patient education
- Reduction of patient anxiety
- **Improved JCAHO compliance**
- Improved perceived quality
- Reduced readmission rate

MSE Credentials

MSE has recently won recognition from the most credible critics of Internet health content, including Yahoo Life Magazine, COR Health's Medicine on the Net, **The Advisory Board Company**, Washington D.C. and consistently garners high praise from thought leaders in the medical and patient education communities.

MSE patient education materials are currently available via the Internet and video-tape libraries at two major Boston hospital networks. Beth Israel-Deaconess Medical Center, a prestigious Harvard University teaching hospital and a partner in the **CareGroup Healthcare System**, for example, is in the process of deploying both the PreOp™ Surgery Centers and the MSE PostCare™ Recovery Series to the entire CareGroup hospital network (1,000 doctors and 700,000 patients).



Media Flexible Content™

by MedSelfEd, Inc.



Digital content creation produced by the motion picture community & teaching hospitals.



Closed Circuit TV "video on-demand" programs offered by your CCTV vendors.



Videotape - vhs for library viewing or loan, stand-alone videoplayer tv, prep area.



Website branded with facility logo, linked to the facility website, by internet/intranet.



Kiosk interactive for stand-alone JCAHO compliant motion picture patient education.



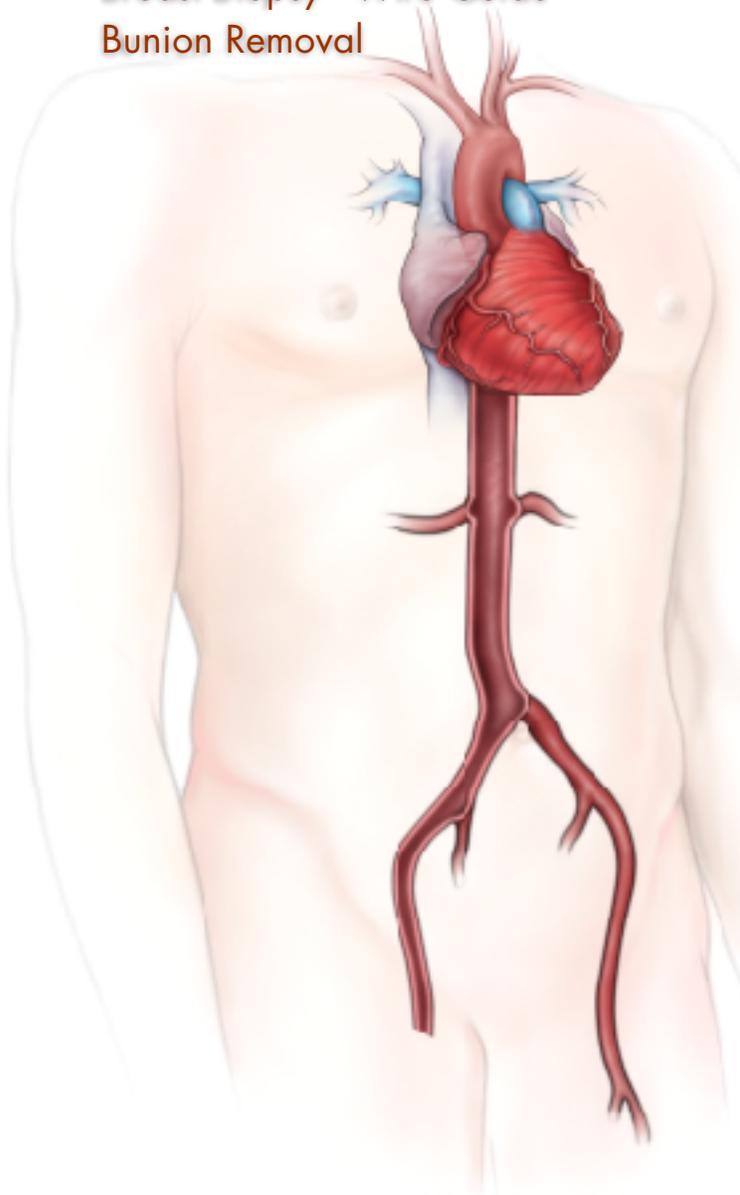
Print On-demand directly from internet, in-hospital intranet, personal computer.

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PreOp™ Surgery Centers

Abdominal Fibroid Removal
Abdominal Hysterectomy
(Fallopian Tubes & Ovaries)
Achilles Tendon Repair
Anti - Reflux Laparoscopy
Arthroscopy, Knee - Meniscus Repair
Balloon Angioplasty (PTCA)
Breast Biopsy – Incisional
Breast Biopsy - Needle
Breast Biopsy - Wire Guide
Bunion Removal

Cardiac Catheterization (Angiography)
Carpal Tunnel Syndrome Repair
Cataract - Large Incision
Cataract - Small Incision
Coronary Artery Bypass Graft (CABG)
Cystoscopy, Female
Cystoscopy, Male
Dilation & Curettage of Uterus
General Biopsy
General Laparoscopy
General Open
Hernia - Hiatal Laparoscopic Repair
Hernia - Inguinal
Hysterectomy - Removal of the Uterus
Laparoscopic Cholecystectomy
Laparoscopic Hassan Trocar
Laparoscopic Inguinal Hernia Repair
Laparoscopic Splenectomy
Laser-In-Situ Keratomileusis (LASIK)
Lower Endoscopy of Large Intestine
Modified Radical Mastectomy
Myringotomy
Open Hiatal Hernia Repair
Permanent Pacemaker Implantation
Photo refractive Keratectomy (PRK)
Radical Mastectomy
Stent Implantation (Angioplasty)
Tonsillectomy
Total Mastectomy
Upper Endoscopy of Small Intestine
Vaginal Fibroid Removal
Vasectomy



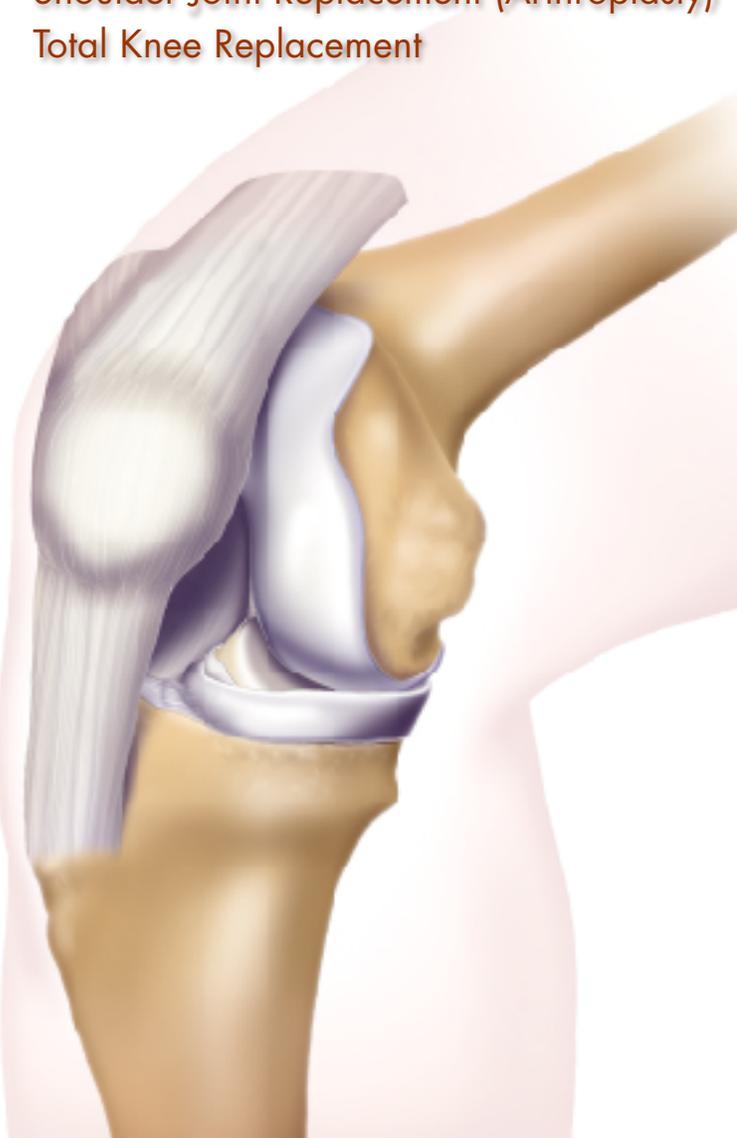
PreOp™ & PostCare™

PreOp™ Surgery Centers (continued)

Open Rotator Cuff Repair
Colostomy
Off-pump CABG
Laminectomy
Shoulder Joint Replacement (Arthroplasty)
Total Knee Replacement

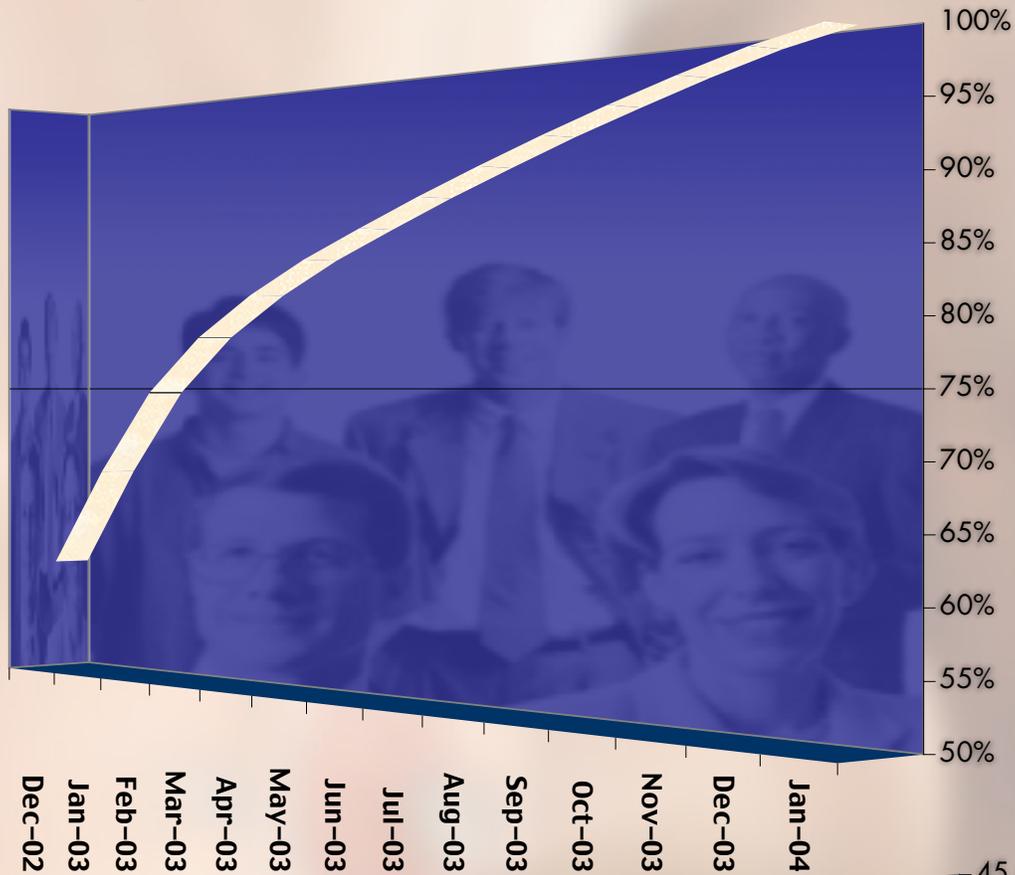
PostCare™ Recovery Series

Advanced Directives
Assist With Feeding
Assist with Medication
Assist with Tub Bath & Shower
Care of Feeding Tube
Care of Suprapubic Catheter
Care of Surgical Drain
Getting Out of Bed After Surgery
Emptying Urinary Drainage Bag
Give a Subcutaneous Injection
Give Bed Bath/Perineal Wash
Gloving
Hand Washing
Indwelling Catheter Care
Infection Control in the Home
Injecting Insulin
Intermittent Self-Catheterization
Low/High Blood Sugar Values, Signs
Male External Urinary Collecting System
Measure and Record Intake and Output
Recording Urine Output
Safety in the Home
Self Catheterization
Skin Care
Transfer Belt-Frail or Weak Person Out of Bed
Types of Insulin and their Storage
Use and Care of Urinary Leg Bag
Use of Meter Dose Inhaler
Use of Peak Flow Meter
Wound Care



PreOp™ Progress

Percentage of Procedures Completed (NCHS Most Common Procedures)



Completed Procedures vs. Population

PreOp[®] Surgery Centers

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Orthopedic Center

Anterior Cruciate Ligament (ACL)
Arthroscopy of the Knee
Hip Joint Replacement
Laminectomy ¹
Shoulder Joint Replacement
Total Knee Replacement ²

Cardiac Center

Balloon Angioplasty (PTCA)
Cardiac Catheterization (Angiography)
Coronary Artery Bypass Graft (CABG)
(CABG) off-pump
Mitral Valve Repair ²
Permanent Pacemaker Implantation
Stent Implantation (Angioplasty)

Women's Center

Abdominal Fibroid Removal
Abdominal Hysterectomy Removal of
Fallopian Tubes & Ovaries
Breast Biopsy – Incisional
Breast Biopsy – Needle
Breast Biopsy - Wire Guide
Cystoscopy
Dilation & Curettage of Uterus
Hysterectomy - Removal of the Uterus
Modified Radical Mastectomy
Radical Mastectomy
Total Mastectomy
Vaginal Fibroid Removal

General Surgery Center

General Biopsy
General Laparoscopy
General Open

PreOp[®] Surgery Centers (base)

Achilles Tendon Repair
Bunion Removal
Colostomy¹
Carpal Tunnel Syndrome Repair
Cataract - Large Incision
Cataract - Small Incision
Hernia – Inguinal Open Surgery
LASIK Eye Laser Surgery
Myringotomy
Hiatal Hernia Repair - Open Surgery
PRK Eye Laser Surgery
Tonsillectomy

Men's Center

Cystoscopy
TURP – Transurethral Resection of Prostate
Vasectomy

Minimal Surgery Center

Anti -Reflux Laparoscopy
Cholecystectomy Laparoscopic
Gastric Bypass (Roux-en-Y)
General Laparoscopy
Hernia -Hiatal Laparoscopic Repair
Inguinal Hernia Repair Laparoscopic
Lower Endoscopy of Large Intestine
Splenectomy Laparoscopic
Upper Endoscopy of Small Intestine

¹ procedure in final edit stage
² procedure in production stage

Advisors & Contributors

David M. Allan, M.D. serves as writer and consultant to MedSelfEd. Dr. Allan served in many distinguished medical and academic posts, including Associate Professor of Clinical Pediatrics and Associate Dean for Continuing Education at the University of California, San Diego.

Avrum Belzer, B.S., Affiliated Entrepreneur/Fellow at the Boston University Health Care Entrepreneurship Program. Avrum is an independent consultant who focuses on enterprise development and technology commercialization, specializing in health care information technology.

Wen Chao, A.M.I. served as a medical illustrator for Lahey Clinic –Boston. Wen holds a Master of Arts degree in Medical & Biological Illustration from Johns Hopkins School of Medicine, Baltimore, MD

Alfred DeAngelo, Design Director. Prior to joining MedSelfEd in 1997, Alfred has more than 20 years experience designing and creating graphics and medical illustrations. Alfred's graphic animations have appeared in programs for NOVA, the Discovery Channel, Genzyme Corporation and Boston Children's Hospital

Jeffrey Gelfand, M.D. joined the Massachusetts General Hospital, Partners Health Care System and Harvard Medical School as Senior Advisor for International Medical Affairs, Senior Attending Physician, and Visiting Professor in November 1999.

David Gordon consults with MedSelfEd regarding publishing content and related issues. He has an extensive background in developing health and medical publishing programs for consumer and professional markets, having served as a senior manager with International Thomson and Times Mirror Co

John F. Harrington A.M.I, C.M.I. is associated with Harvard Medical School and the University of San Francisco Medical Center. John holds a Master of Medical Illustration from Boston University Medical School, Medical Illustrator

Alan W. Hackford, M.D. New England Medical Center, Gastrointestinal Surgery. Dr. Hackford is advising the company with Colostomy, as well as, creating a beta pilot for information from patients undergoing a lower Endoscopy.

David S. Kaplan formerly with Temple, Barker & Sloane (now Mercer Management Consulting) and Charles River Associates, Mr. Kaplan developed corporate and functional strategies. He also holds a J.D. (cum laude) from Harvard Law School, where he won the C. Scott Porter Fellowship and John Woodruff Simpson Fellowship in Law.

John D. Halamka, MD, MS CIO of CareGroup Healthcare System; Associate Dean for Educational Technology at Harvard Medical School; Chairman, New England Health Electronic Data Interchange Network (NEHEN)

Jennifer Hicks, is a prolific medical scriptwriter who has contributed to several PreOp procedures; prior experience include Professor of English Composition, Dean of Academic Support at the Massachusetts Bay Community College – Wellesley, MA.

Vincent A. Mangili M.D., Brigham & Women's Hospital, Anesthesiology Dr. Mangili is responsible for the section on "Anesthesiology" in the PreOp Surgery Center.

Leah Moynihan, RNC, MSN department of Obstetrics & Gynecology, division of Urogynecology/Reconstructive Pelvic surgery, New England Medical Center, has written and consulted on several PostCare task dealing with indwelling catheters.

Peter M. Mowschenson, M.D. is the Clinical Professor of Surgery at Beth Israel-Deaconess Center-East. He was the primary medical advisor for several of the company's medical procedure videos.

Marcie Richardson, M.D. is an Obstetrics & Gynecology specialist with Harvard Vanguard Medical Associates. She is the primary medical advisor for several of the Company's medical procedure videos.

Anthony Ryan B.F.A. is a talented medical illustrator that came to MedSelfEd from the Rochester Institute of Technology. MedSelfEd is supporting his efforts to attain his Medical Illustrator's C.M.I. status.

Chris Schmidt, Creative Director. Chris joined MedSelfEd in November 1997 as a staff writer. He has produced numerous award-winning programs for Discover Magazine, NOVA and other PBS productions.

Steven Schwartzberg, M.D. serves as Director of the company's Board of Medical Advisors. He is Director of Surgical Research and Medical Director for the Center for Minimally Invasive Surgery at the New England Medical Center.

Amy Weickert, Director of Marketing and Sales. Amy previously served as the director of marketing communications for CIGNA HealthCare.

Colin S. Widen, held senior positions in the equity capital market division Lehman Bros. and Dillon Read & Co. Mr. Widen has more than seventeen years of experience in raising capital through public offerings, private placements, institutional distribution and money management.

Marsha Williams C.M.I. Medical Illustrator; illustrated: Susan Love's "Breast Book," Addison Wesley. Marsha holds a Master of Medical Illustration from Boston University Medical School,