



**SPECIALISTS ON CALL™**  
*The Leader in Clinical Telemedicine*

**FOR IMMEDIATE RELEASE**

## **Specialists On Call Closes Out Year With Record Growth**

*Private Telemedicine Company Expands Clinical Reach, Customer Base  
and Company Roster in 2010*

**Westlake Village, California – January 12, 2011** – Specialists On Call, Inc. (SOC), the nation’s leading provider of clinical telemedicine services, celebrated a number of milestones in 2010, including the delivery of more than 11,000 emergency consultations, record customer and company growth as well as the completion of over 3,500 licensing applications to credential affiliated physicians to treat patients in 12 states. These organizational milestones strengthened SOC’s ability to effectively collaborate with hospitals to connect their patients to highly-trained specialists nationwide.

“Looking back on the past year, it makes me proud to see the hard work and dedication put forth by the team, from our world class affiliated physicians to all of the employees at Specialists On Call. We are committed to improving patient care and providing physicians with a better work life balance,” said Dr. Joe Peterson, CEO of Specialists On Call. “As we look ahead to 2011 and beyond, this elite team of people will continue to grow and shape clinical telemedicine into a must-have service in every hospital.”

In neurology, SOC’s largest specialty, the company’s 45 affiliated neurologists completed more than 11,000 consults in 2010 and administered more than 600 doses of the clot busting drug, tPA to eligible patients suffering from acute stroke. This clinical achievement is remarkable because it is more than any other medical organization in the world.

Additional milestones from the past year include:

- Implementing clinical telemedicine service in more than 40 new hospitals nationwide
- Opening and outfitting a new operations center in Leesburg, Virginia
- Over 25% employee growth
- Commencing the expansion into new specialties, including psychiatry and pediatrics
- Completing the initial closing of Series D preferred stock financing

As the leader in clinical telemedicine, SOC’s affiliated physicians collaborate via state of the art videoconferencing technology with hospital physicians, nurses, patients and their families in a manner that closely resembles a bedside consultation. SOC’s board certified, fellowship trained

academic specialists use an evidence-based approach and adhere to strict standards of practice when discussing, diagnosing and recommending treatment options to hospital staff and patients.

Specialists On Call provides clinical telemedicine services to more than 100 hospitals in twelve states and has conducted over 20,000 emergency consultations via telemedicine since the company's inception. SOC's reliability and performance has earned it both a leadership position within the telemedicine industry as well as The Joint Commission's Gold Seal of Approval.

### ***About Specialists On Call***

*Specialists On Call, Inc. (SOC), is a Joint Commission-accredited organization that is changing emergency medicine. As the leading provider of emergency telemedicine consultations, SOC gives hospitals vital 24/7/365 access to more than 45 board certified, fellowship trained academic specialists, each with a minimum of 10 years experience. With operations on both coasts, SOC provides more than 1,000 emergency consultations per month for hospitals nationwide and hospital systems such as Vanguard Health Systems, HCA, Inc. and Tenet Healthcare Corporation.*

For more information please visit [www.specialistsoncall.com](http://www.specialistsoncall.com)

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