



SPECIALISTS ON CALL™
The Leader in Clinical Telemedicine

FOR IMMEDIATE RELEASE

**Specialists On Call
Earns the Hospital Association of Southern California's
Endorsement**

Westlake Village, California – March 3, 2009 – Specialists On Call, Inc. (SOC), the nation's fastest growing private telemedicine company, announced today that they have partnered with the Hospital Association of Southern California (HASC) to increase awareness of SOC's services to member hospitals.

SOC provides access to specialty physician consultations to hospitals via telemedical link, and in 2008 provided more than 4,000 consultations for hospitals in six states and is rapidly expanding its geographic coverage. SOC's on-call services have proven to solve the worsening problem of too few on-call specialist physicians – a problem that is expanding to affect urban and suburban hospitals, including many hospitals in California. The endorsement of HASC will speed awareness of SOC's services to California hospitals, a new market for the company.

Dr. Joe Peterson, the CEO of SOC, commented, "We are very pleased to support the HASC mission of bringing valuable resources to hospitals and thereby the communities they serve. Our model brings high-impact specialist care to patients and hospitals that otherwise would likely do without, and today that means a lot of suburban and urban hospitals – this is no longer just a rural problem. We offer a solution that benefits all members of the care delivery system; patients get needed specialist input into their care, our programs materially benefit our hospital clients, and throughout we are relieving on-call burdens from busy local specialists whose practices are under greater pressure every year."

In 2008, SOC delivered emergency neurology consultations to more than 4,000 patients, many of whom were suffering from severe and acute strokes. By maintaining a roster of affiliated neurologists specializing in emergency neurology, including stroke care, a roster that includes affiliated neurologists from multiple university stroke programs, SOC's affiliated neurology practice offers the highest quality specialists. Today, SOC is expanding that neurology care to California and will soon offer 24/7 pediatric intensivist and psychiatric on-call solutions as well.

Jim Barber, the President and CEO of HASC, added, "Specialists On Call is a unique solution to a very real problem for hospitals. Our collaborative efforts will provide a much needed service to Southern California hospitals and address a long standing problem faced by our member hospitals."

Dennis Knox, the CEO and Managing Director of Southwest Healthcare System, Wildomar and Murrieta added, “Specialists On Call provides us with innovative strategies that enhance our rapid access to vital physician resources that are greatly needed by several of our facilities. With SOC, we are able to provide our patients suffering from stroke or any other neurologic emergency with immediate access to emergency neurologists and that’s invaluable.”

About Specialists On Call

Specialists On Call, Inc. (SOC), is the cost-effective solution to the specialty physician shortage. SOC provides urban, suburban and critical access hospitals nationwide with immediate 24/7 access to highly trained specialty physicians. With operational bases on both coasts of the country, SOC is the only privately funded national teleneurology provider to earn The Joint Commission’s Gold Seal of Approval.

For more information please visit www.specialistsoncall.com

Media Contacts

Melissa O’Dowd or Natalie Guzzo

Waggener Edstrom Worldwide

(617) 234-4100

SOC@waggeneredstrom.com