



SPECIALISTS ON CALL™
The Leader in Clinical Telemedicine

FOR IMMEDIATE RELEASE

Specialists On Call Wins 2010 Innovations in Healthcare ABBY Award

Adaptive Business Leaders Organization Honors Private Southern California Telemedicine Company for Their Innovative Approach to the Delivery of Healthcare

Westlake Village, California – May 4, 2010 – Specialists On Call, Inc. (SOC), the country's leading private provider of specialty physician consultations via telemedicine, announced today that they have earned the Adaptive Business Leaders (ABL) Organization's 2010 Innovations in Healthcare ABBY Award. SOC won in the Innovative Approach to the Delivery of Healthcare category for their 24/7 teleneurology service that provides immediate access to neurologists for urban, suburban and rural hospitals nationwide.

Specialists On Call's CEO, Dr. Joe Peterson, remarked, "We're honored to receive the ABBY Award for our work at SOC. We're passionate about what we do and proud of the impact we're making on healthcare. To date, we've provided over 15,000 critical patients with access to the specialty physicians who can help them and we're inspired by a growing number of patient stories every day. We thank the ABL for this recognition and look forward to serving over 10,000 patients this year alone."

Specialists On Call was honored at the ABL Organization's 12th Annual Innovations in Healthcare Awards Event on April 28 in Newport Beach, California. The event recognized companies that are lowering the cost of quality healthcare and drew top executives from healthcare providers, information, medical and bio-technology, wellness and professional services companies. SOC won their category in the national competition after presenting the clinical and financial benefits of their teleneurology service.

About Adaptive Business Leaders

For over 25 years, the Adaptive Business Leaders (ABL) Organization has been the proven fast track for healthcare and technology CEO's to grow successful companies. The ABL's advisory-board approach provides a network of peers and expert resources to test business strategies, exchange ideas and leverage the collective wisdom of other healthcare and technology corporations in order to build smarter companies

For more information please visit www.abl.org

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

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