

New Media firm to launch cutting edge Diabetes Education initiative first quarter 2004

Pilot Program seeks qualified partners to help break new ground in patient education

The TEACH:diabetes Pilot Program is designed to allow organizations to experience the full benefits of computer-assisted learning at a significantly discounted cost, and without any long-term commitments. Your patients will receive a robust and comprehensive introduction to diabetes self-management based on up-to-date American Diabetes Association guidelines. Your organization's educator will have full access to the educational and administrative features of TEACH, including the ability to manage users, track individual and group progress, profile student populations, create customized education sessions, schedule future educational sessions, and produce individual and population reports.

Please review the following details and requirements. If you feel that your organization is a candidate for enrollment in the Pilot Program, fill out the application on the next page and return it by U.S. mail or fax using the information below.

Flipside Media, Inc.
TEACH:diabetes Pilot Program
1050 Saxonburg Blvd
Glenshaw, PA 15116

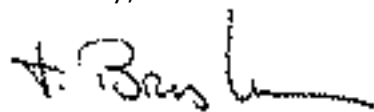
Fax: (412) 492-8750

Details and Requirements

- Kiosk hardware must be purchased from Flipside Media. Multiple hardware platforms are available to meet your needs.
- Organizations that are selected for the pilot program are eligible for the discount subscription rate of \$250/month. This is a 75% savings from regular subscription prices.
- Pilot programs last three months and the organization is required to commit to the program for the full three months. After the conclusion of the pilot program, organizations can keep their hardware and enroll in the standard commercial program at a discounted rate.
- Organizations must have available a computer/IT person who is capable of basic computer and printer maintenance (using the operating system and replacing printer toner cartridges).
- An average minimum patient throughput of 50 sessions or 20 unique patients per month must be maintained for the duration of the pilot program. There is no maximum patient limit.
- Satisfaction surveys will be conducted periodically by both patients and the educator(s).
- De-identified summary and usage data generated during the course of the pilot program will be used for improvements and future development of the TEACH:diabetes system.

Thank you for your interest in the TEACH:diabetes Pilot Program. As a result of your participation, your feedback will help us improve future versions of the program and better address the diverse needs of today's educators. We look forward to working with you to provide the highest level of patient self-management education today and for years to come.

Sincerely,



J Brad Ummer
President, Flipside Media, Inc.

TEACH:diabetes Pilot Program Application

Contact name: _____ Organization: _____
Position/role: _____ Address 1: _____
Phone number: _____ Address 2: _____
Email address: _____ City, State, Zip: _____

Please answer the following questions as accurately as possible.

Does your organization currently have a formal diabetes education program? Yes No

If your organization DOES currently have a formal diabetes education program, please answer these questions:

Is the program ADA certified? Yes No

How many full-time educators does the program have? _____

What is their certification? (CDE, RN, Ph.D., etc.) _____

How many part-time educators does the program have? _____

What is their certification? (CDE, RN, Ph.D., etc.) _____

How many new diabetes diagnoses does your organization see in a month? _____

How many new diabetes diagnoses receive formal (scheduled) self-management education for the first time during an average month? _____

How many total (new and existing) diabetes patients receive formal (scheduled) self-management education in a month? _____

What percentage of patients receive education individually, and what percentage receive education in a group setting? _____% indiv _____% group

How many patients do you envision using the TEACH:diabetes system in an average month? _____

Does the diabetes program or your organization obtain any insurer reimbursement for self-management education? Yes No

Does your organization provide any other patient education programs? Yes No

If you answered 'Yes', please list: _____

If your organization DOES NOT currently have a formal diabetes education program, please answer these questions:

Does your organization currently provide any form of diabetes education? Yes No

How many diabetes patients does your organization see in a month? _____

How many patients do you envision using the TEACH:diabetes system in an average month? _____

What materials does your education program currently use? (overheads, video tapes, computer software, etc.)

Please give a brief description of your organization and provide any additional information:

