

Initiative donates .md domains to physicians

June 2, 2006

NEW YORK — The **.md** Online Medical Advancement Council announced the **.md** Circle of Care initiative and the donation of **.md** Internet domain packages tailored for individual physicians in the oncology community. This new initiative reinforces the interdisciplinary disease management of individuals diagnosed with cancer, and augments the team care approach of oncologists, oncology nurse practitioners and other allied healthcare providers.

The technology powered by **.md** is a critical element that better enables physicians to complete the "circle," surrounding oncologists with interactive tools and solutions that optimize patient care, streamline communication and enhance peer interaction through secure HIPAA-enabled email — in and out of the **.md** network.

"Oncology may be the one of the most complex of the clinical areas because there are so many different types of cancers, all with their own diagnostic and treatment protocols, which is why we chose to launch the **.md** Circle of Care initiative for the oncology community first," said Venkat Gullapalli, MD, director of the **.md** Online Medical Advancement Council and chief medical officer for MaxMD. "Additionally, we have plans to expand the **.md** Circle of Care initiative to include other practice areas that can benefit from improved continuity of care. Our ultimate goal is to foster the growth of online medical education and communication through a forum dedicated to the specific needs of physicians."

The **.md** Circle of Care initiative provides participating oncologists with simple and secure ways to apply the Internet in their practices to bridge communication gaps and enhancing the quality, effectiveness, and efficiency of cancer care. Each physician will be enrolled in an educational program which includes a **.md** domain name, a professional website, access to clinical information and resources, and secure HIPAA-enabled email that can be easily and securely accessed via any Internet-enabled device. This complimentary offer will be the online entry point to an oncology-specific medical desktop. Participating oncologists can gain access to a wide variety of clinical and professional education resources and practice tools.

The **.md** Medical Desktop[™], available this summer, will provide oncologists with important access to the latest scientific and clinical information about drug therapies, evidence-based treatment guidelines, oncology CME programs, customizable medical news and more.

"The **.md** Internet domain packages combined with the upcoming **.md** Medical Desktop empowers oncologists and creates a new dynamic in online communication and collaboration," continued Gullapalli. "By offering oncologists free enrollment, the **.md** Online Medical Advancement Council is providing participating oncologists with the latest information, clinical resources and communication tools to provide the best care possible."

The oncology community has a unique set of challenges: from managing toxicities and multiple treatment regimens to handling dosing and treatment administration as well as adverse event management. Those directly involved in the care of cancer patients address chemotherapy treatments and deal with supportive care issues that arise from such therapies.

Another challenge is the fragmented nature of cancer care. Although the modalities of cancer treatment-chemotherapy, radiation, and surgery are applied across all cancer diagnoses, how they are applied varies tremendously. Various treatment strategies are used in different countries and geographical areas, resulting in varying levels of consensus among multiple treatment standards. Less populated areas often do not receive the same level of information as those in urban environments. Moreover, patients frequently select physicians or specialists outside their local area, creating a greater need for online communication. Collectively, factors such as these increase the need for a secure online platform where the oncology community can share best practices and communicate securely with peers and patients.

For more information about the **.md** Circle of Care initiative, the **.md** Medical Desktop, or the **.md** Online Medical Advancement Council, visit www.omac.md, www.max.md, or www.medcouncil.md.