

# Press Release

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FOR IMMEDIATE RELEASE  
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## **MSP FORMS AGREEMENT TO EXPAND THE DISTRIBUTION AND ENHANCE FEATURES OF THE UNIQUE POMIS KNOWLEDGE BASE**

**AUSTIN, TX – July 28, 2006** – Jewson Enterprises, a dedicated competitive intelligence firm offering market research and analysis to the physician office management/medical information system (POMIS) industry, and Medical Strategic Planning, Inc. (MSP), a Lincroft, NJ, well-known, gold-standard market intelligence firm that developed the Reality™ family of medical device and information system knowledgebases, have signed a definitive marketing agreement.

MSP will market The POMIS Report and related competitive reports to its customers. Jewson Enterprises, in turn, will continue to maintain the POMIS Knowledge Base and participate in promotion and enhancements of products of both parties. “This agreement combines the healthcare market intelligence capabilities of two firms with compatible expertise that will share some intellectual property and collaborate on POMIS surveys. For the nation to achieve pervasive adoption of electronic health records (EHRs) - especially in ambulatory care settings, physician organizations and POMIS vendors must become partners in developing a body of reliable, impartial, EHR product information that healthcare providers can depend upon when making vendor selection and procurement decisions. The MSP and Jewson Enterprises collaboration will produce objective information, interpretations, insights, and impressions for both the buyer and seller of information technology solutions”, said Vinson Hudson, Founder of Jewson Enterprises.

“This intellectual property addition is another step in transforming the MSP website, [www.medsp.com](http://www.medsp.com), into a single independent, impartial source that combines EHR market and product information useful to EHR buyers and developers alike. We are pleased to work with Jewson Enterprises to supplement the well-known Reality™ Knowledgebase market information and data from the Andrew & Associates EHR Survey (now in its 12<sup>th</sup> year), with the equally well-respected POMIS report. This report heavily leverages Vinson’s extensive network of expert industry contacts, and provides yet another approach to developing market information of outstanding quality”, said Arthur Gasch, CEO/Founder of Medical Strategic Planning, Inc. Both firms base competitive intelligence reports on independent analysis by objective analysts; neither company endorses, medical device or information system vendors, nor markets their solutions.

Since 1973, Jewson Enterprises has been investigating and analyzing POMIS industry physician organizations and vendors based on multiple research sources in the U.S. The firm performs raw research and reliable secondary research. Vinson J. Hudson is President of Jewson Enterprises, an independent market research and analysis firm specializing in the Physician’s Office Management & Medical Information Systems (POMIS) industry. He has authored The POMIS Report for more than 30 years, a comprehensive analysis of the POMIS industry, as well as being the author of several reports and articles in national journals. He holds a Masters of Science in Electrical Engineering and Medical Electronics from Stanford University and a Bachelors of Science in Electrical Engineering from San Jose State University.

Since 1992, MSP has been tracking North American inpatient and alternative care setting medical device and information system markets, based upon surveys of the entire installed base. This solid, highly-granular approach has established MSP data as the “gold standard” for accuracy in determining market share, installed base and market demographics, resulting in its used in numerous due diligence reviews and government anti-trust assessments, as well as by hospitals, group practices and medical product developers.

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