EBSCO Publishing and Dowden Custom Media Partnership Integrates Consumer Health Information and Website Development
~Hospital Marketers and Digital Strategists Immediately Benefit from Combining Evidence-Based Consumer Health Information with Website Development Services~

IPSWICH, Mass. — March 25, 2011 — A new partnership between EBSCO Publishing (EBSCO) and Dowden Custom Media (Dowden) now offers hospital marketers and digital strategists evidence-based health content along with website development services. This new partnership brings the expertise in website development and integration of Dowden’s in-house Web development team, eCrossings Media, together with evidence-based consumer health information from EBSCO’s Health Library™.

The Web development team from Dowden Custom Media helps hospital marketers simplify their online strategy and implementation process. The partnership with EBSCO enables Dowden to include Health Library’s valuable evidence-based consumer health information within the hospital websites being developed. Including Health Library means healthcare providers can enhance their Web presence by providing valuable condition and treatment information for patients and their families while including links to their related specialists and services.

Health Library is an evidence-based database, providing comprehensive coverage of health, wellness, and other medically related topics. Content is presented in an easy-to-understand manner that helps consumers make appropriate choices about healthcare. The database also features a comprehensive complementary medicine resource that includes an extensive range of natural and alternative treatments. All of the content is written by experienced medical writers, independently reviewed by medically credentialed experts and updated on a regular basis to reflect the most recent information and research available.

Dowden Custom Media is a leading provider of online brand development, best practices-based Web design and development, and full-service technology solutions for healthcare organizations. Dowden Custom Media President Sid Gokhale says the partnership with EBSCO Publishing
brings valuable content into the website development process. “Dowden Custom Media’s expertise in building and enhancing online brands is a natural fit for Health Library website integration. By integrating Health Library with hospital websites, hospitals can promote their specialties and unique offerings while differentiating themselves from the competition. It will also drive traffic, increase awareness, and enhance wellness within a given community.”

Dowden Custom Media also provides print, content marketing, and custom editorial services offering hospital marketers fully integrated communication campaigns and initiatives. With the new EBSCO and Dowden partnership, hospital marketers will be able to further streamline their digital and print communications with a trusted provider.

About EBSCO Publishing

EBSCO Publishing is the world’s premier database aggregator serving the content needs of corporations, associations and organizations of all types. EBSCO offers a suite of nearly 300 full-text and secondary research databases providing content from tens of thousands of full-text journals, magazines, books, monographs, reports and various other publication types from renowned publishers. Databases provide information for areas ranging from research & development and corporate learning to departmental and industry-specific topics. EBSCO’s product lines include proprietary databases such as Business Source® Corporate, Business Book Summaries™, Learning Centers™, Business Basics™, Academic Search® R&D, Nonprofit Organization Reference Center™, and Health Library™ as well as dozens of leading licensed databases. Databases are powered by EBSCOhost®, the most-used for-fee electronic resource in libraries around the world, and may be integrated into corporate intranets, portals and learning management systems. For more information, visit the EBSCO Publishing Web site at: www.ebscohost.com or contact: information@ebscohost.com.

EBSCO Publishing is a division of EBSCO Industries Inc., one of the largest privately held companies in the United States.

About Dowden Custom Media

Montvale, New Jersey-based Dowden Custom Media, a leading provider of marketing and communication services in the healthcare industry, is a division of Dowden Health Media, Inc. Dowden’s services include custom publications, physician education programs, content development and online solutions such as websites, e-newsletters and new media tools. Together
with its in-house interactive team, eCrossings Media, Dowden helps marketers engage consumers by strengthening their brands, broadening community outreach and driving clinical encounters. eCrossings Media uses high-end design, new media, cutting-edge technologies and a rigorous focus on building relationships to help its clients develop strong brands and drive synergies among customers, employees and partners. Dowden Health Media, Inc. specializes in online initiatives for the healthcare and pharmaceutical industries.

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