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### The Doctor Is In...

#### **On-Site Physicians Aren't Just For Manufacturing Companies Anymore New Approach to an Old Concept Gaining Ground in Service Industries Too**

**Akron, Ohio, February 14, 2007** - For years on-site physicians were a function of the manufacturing industry where on-the-job injuries are a daily occurrence. Not anymore. Fueled by rising healthcare costs, on-site medical care is gaining rapid acceptance as a way for many non-manufacturing companies to better manage health issues and reduce health care expenses.

...And it's not just for mega corporations like Pepsi and Goodyear anymore. Smaller companies like InfoCision Management Corporation in Akron Ohio, who went self-insured two years ago, recently added an on-site physician to its health and wellness program menu.

"We saw our insurance costs rise by more than 12 percent every year and we knew we had to do something about it. But besides the cost, we are concerned with the total well being of our employees. The bottom line for us is keeping our employees healthy," said Carl Albright, President and CEO, InfoCision Management Corporation.

In January, InfoCision hired Dr. James Eley to provide on-site medical services ranging from physicals to blood work to stitches – basically any medical issue a primary care physician handles. Currently Dr. Eley has an office at the company's corporate headquarters where he sees employees in the morning and afternoon between 8-9 a.m. and 4:30-5:30 p.m. Dr. Eley also has a private practice in Barberton where patients can be seen.

"Searching for the right doctor was an intensive process. The goal was to find someone who could be that family doctor of days gone by. Someone who would know your name if they passed you in the hallway," said Albright.

#### Reducing Cost

InfoCision is banking on the program reducing the number of visits employees make to their physician's office or hospital emergency room, which are a huge expense. Also, by having a physician on-site, employees can better manage any chronic health conditions and improve their health. In turn this will lead to less sick days and time spent away from their job at doctor's appointments, thus reducing absenteeism costs.

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For example, InfoCision employees, on average, visit their doctor 3.8 times a year and pay a \$20 co-pay each visit with InfoCision picking up the rest of the co-pay. However, by visiting the on-site physician, the employee only pays a \$10 co-pay and InfoCision picks up the remaining, much smaller, co-pay balance - a cost saving for both the employee and InfoCision.  
Another Added Benefit

InfoCision decided to pursue an on-site physician to provide an added convenience to employees to keep them happy, healthy and working. The program allows employees to better meet their professional and personal obligations. Instead of having to take four hours out of their day for a doctor's visit they can take the elevator to the lower level and be back to their desk in 20 minutes.

And, there is no wait to see the doctor. If they wake up with a sore throat they can see the doctor that morning when they get in to work instead of having to wait, perhaps days, to see their primary care physician.

Another level of service and convenience InfoCision will be offering is on-site pharmaceuticals.

#### Identifying cost savings

Helping identify opportunities for cost-savings is another plus of the on-site physician program. For example, if it is noticed there is a high incidence of diabetes, the company can implement a program to educate employees about the benefits of a proper diet and exercise. InfoCision already offers an on-site workout facility, on-site health and wellness coordinator, a smoking cessation program, cholesterol monitoring, plus many more programs.

In the month Dr. Eley has been up and running, employees and InfoCision have already reaped benefits. An employee suffered a severe asthma attack at work and instead of having to go to the hospital she went down to Dr. Eley's office and received breathing treatments until her attack was under control. He has also performed minor surgery and removed stitches.

#### About InfoCision

Founded in 1982, InfoCision Management Corporation is the world's third largest privately held teleservice company and is a leading provider of inbound and outbound marketing for nonprofit, religious and political organizations. InfoCision is also a leader in customer care services, commercial sales and marketing for a variety of Fortune 500 companies and smaller businesses. InfoCision operates 28 call centers at 12 locations in Ohio, Pennsylvania and West Virginia. In 2006 InfoCision was named one of the ten best places to work in Ohio by the state chamber of commerce. The firm is celebrating 25 years in business in 2007.