



New Service Press Release

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Purpose: Introduction of *ByDoctor*® *OnDemand*_{sm}

*Announcing **ByDoctor**® **OnDemand**_{sm}*

Communications Media, Inc. (CMI) and Compas, Inc. have introduced *ByDoctor OnDemand* as the latest addition to their list of proprietary service offerings.

ByDoctor OnDemand is an online, media research auditing and planning tool that examines the specific promotional exposure habits and preferences of individual target audience members "on-demand." It can be applied to any target audience segment(s)--professionals, managed markets, patients, caregivers, etc.

ByDoctor OnDemand can quickly, efficiently, and accurately determine exposure, readership, viewership, etc. and show which tactics will produce the best results for a brand.

ByDoctor OnDemand allows CMI and Compas to create the most accurate, comprehensive and fully-integrated online and offline media plans for their clients.

Communications Media, Inc. (CMI) and Compas, Inc., working together, offer clients the ultimate in the strategic planning, buying, and evaluation of professional, direct-to-patient, and related healthcare media...including fully integrated broad-based and targeted, traditional, interactive, and emerging promotional media opportunities...including online

For more specifics on *ByDoctor OnDemand* call Ken Jones @ 856-667-8577.

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