

FDA TAPS THE HEALTH TELEVISION SYSTEM (HEALTHTV) FOR PROJECT CONSULTANCY

NEW YORK December 8, 2004....The Health Television System Inc. (HTS) has been contracted to evaluate the Food and Drug Administration's Patient Safety News (PSN) – a specialized web broadcast for hospital-based healthcare professionals..

HTS's established relationships with hospitals will be utilized to conduct on-site surveys to assess the value of FDA PSN to front-line healthcare professionals.

Patient Safety News, produced by FDA Center for Devices and Radiological Health (CDRH) is designed to provide current information to hospital-based healthcare professionals on new products, safety notifications, medical devices, recalls, and patient safety issues. The FDA goal is for HTS to provide a clear understanding of how FDA PSN is received and perceived by practicing clinicians, risk managers, educators, safety officers and pharmacy managers and facilitate feedback toward meaningful refinements.

With hospital-based healthcare professionals harder to reach than office or community based, the FDA selected HTS for its ability to engage multi-disciplinary risk assessment team members across all hospital units, including cardio/cardiovascular; oncology, general medical and surgical.

The FDA/HTS collaboration combines the credibility and expertise of two complementary services toward improved patient-provider communications and improved patient care.

The Health Television System owns and operates Healthtv™ – North America's premiere direct-to-patient television network. Healthtv™ is supported by a comprehensive staff training and communications strategy that has resulted in relationships within all hospital units.

Established since 1993 and utilized in top-ranked University-affiliated hospitals across North America, Healthtv™ client hospitals include Johns Hopkins, UCLA, Rush St. Luke's, NY Presbyterian, Baptist System (Florida).

The Health Television System Inc is a privately owned company with offices in Buffalo NY and Toronto, Canada.