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Dialog Medical Names Two Additional Territory Managers

Company continues to expand its sales force in order to meet market demand for innovative patient safety solutions

ATLANTA, December X, 2004 — Dialog Medical, the leading provider of informed consent and patient education systems for hospitals and physician practices, today announced the appointments of Monte Ruder and Scott Gray as Territory Managers for the East and West Coast sales territories, respectively. In these roles, Ruder and Gray are responsible for selling the company's iMedConsent™ program to hospitals and physician practices in these regions.

Ruder brings more than 15 years of healthcare sales experience to Dialog Medical. Most recently, he served as regional sales director for NextGen Healthcare Information Systems, a leading provider of computer-based practice management and electronic medical records systems for medical and dental group practices. During his time with NextGen, Ruder exceeded his annual quota for seven straight years and was named Regional Sales Director of the Year four times.

Gray also brings a wealth of sales experience to his new role with Dialog Medical. He most recently served as the vice president of sales for Omaha, Nebraska-based PocketMD, a handheld medical software provider, where he helped initiate and develop a commercial and government offering for the healthcare market that generated \$1.5 million in new sales within five months.

"More and more healthcare organizations are reevaluating the informed consent process and exploring how it can be enhanced to create a safer healthcare environment," said Michael Burke, president of Dialog Medical. "As a result, the demand for our iMedConsent™ program has really taken off. Monte and Scott's knowledge of the healthcare industry and experience with selling software products to these organizations will help us capitalize on this growing demand."

Before a patient undergoes a medical treatment or procedure, providers must first explain the patient's diagnosis, discuss the risks and benefits of the recommended course of treatment, review any treatment alternatives and obtain the patient's consent. These communications comprise the informed consent process.

Dialog Medical's iMedConsent™ program provides a unique system that facilitates standardizing, enhancing and documenting that informed consent process, including the production of patient and procedure-specific consent forms and patient education documents. The program features a complete library of template documents and editing tools that allows healthcare organizations to easily customize documents in a way that addresses the consent requirements specific to an individual institution. Patient education documents for thousands of diagnoses and treatments are also included in the program, as well as an extensive image gallery that allows the physician to annotate images and simplify complex topics for the patient. Once the patient encounter is complete, the program automatically generates a progress note in the patient's electronic medical record documenting the informed consent discussion.

About Dialog Medical

Dialog Medical is the leading provider of informed consent and patient education systems for hospitals and physician practices. The iMedConsent™ program is currently used by more than 10,000 physicians, and employed by more than 30 hospitals, nationwide. For more information on Dialog Medical and its products, visit www.dialogmedical.com.