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Dialog Medical Announces Affinity Program Partnership with the American Urological Association

*Association members now enjoy a discount on the new Web-based version
of Dialog Medical's automated informed consent application*

ATLANTA, May 24, 2010 — Dialog Medical, the leading provider of informed consent and patient education systems for physician practices and hospitals, today announced that it has become the newest Affinity Program Partner of the American Urological Association (AUA). This partnership will include assistance from the AUA with communicating the benefits of Dialog Medical's iMedConsent™ application to its members, as well as preferred pricing for members on the iMedConsent practice edition.

iMedConsent includes procedure-specific consent forms for more than 2,100 medical and surgical procedures; patient education documents for thousands of diagnoses and treatments; pre- and post-procedure instructions; and an extensive anatomical image gallery that allows the physician to simplify complex topics for the patient. In addition, the web-based, Dialog Medical-hosted, practice edition of the application requires only a simple internet connection for any physician office to have immediate access to easy-to-understand, procedure-specific consent forms in both English and Spanish.

"Urologists have been our most innovative clients for many years," said Tim Kelly, vice president of Dialog Medical. "Those physicians have thoroughly studied our application and their research includes the finding that 96 percent of urologic surgery patients prefer the electronic consent process to the more traditional informed consent process. Dialog Medical is excited to be an Affinity Program Partner of the AUA."

"The American Urological Association and its members consider informed consent integral to providing appropriate medical or surgical care," said Peter Plourd, Associate Executive Director, Information and Communications. "We are pleased to be able to offer a new member benefit that can standardize and enhance this critical process."

About Dialog Medical

Dialog Medical is a leading provider of informed consent and patient education systems for physician practices and hospitals. The company's iMedConsent™ application is currently used by more than 15,000 physicians in over 185 hospitals and physician practices nationwide. For more information on Dialog Medical and its products, visit www.dialogmedical.com.

About the American Urological Association

Founded in 1902 and headquartered near Baltimore, Maryland, the American Urological Association is the pre-eminent professional organization for urologists, with more than 16,000 members throughout the world. An educational nonprofit organization, the AUA pursues its mission of fostering the highest standards of urologic care by carrying out a wide variety of programs for members and their patients. For more information on the AUA, visit www.auanet.org.

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