

**Seven Finalists Announced for 2007
Insight Award for Customer Advocacy in Healthcare**

Winner to be Unveiled at Healthcare Communications Forum, November 5, Boston

Boston, MA (October 9, 2007) – Insight Forums, LLC today announced seven finalists for the 2007 Insight Award for Customer Advocacy in Healthcare. Sponsored by Art Plus Technology and first presented in 2006, the Award recognizes communications initiatives that provide information customers of health care services need to make fully informed choices and successful purchase decisions.

This year's finalists are:

- Aetna's Health Savings Account Online Video
- EMC's Health Care 2007 initiative "Driving Partnership in Health"
- ForeSite Publishing's "ForeWard" newsletter for clinical research sites and sponsors
- Health Dialog's Web site "Health Crossroads"
- The National Institute on Aging's booklet "Stay Safe in Cold Weather"
- Summit Eldercare's 2008 Massachusetts PACE Calendar
- Wellpoint's MyAnthem Lumenos and MyHealth@Anthem online tools

The Award winner will be announced at a special luncheon at the 2007 Healthcare Communications Forum, which will be held November 5, 2007, at the Conference Center at Harvard Medical in Boston, MA. For more information about the Award and the Forum, please visit www.insightforums.com.

ABOUT INSIGHT FORUMS

Insight Forums produces focused collegial events that bring marketing, technology, compliance, and operations professionals together to present and discuss methods for improving communications strategy and production. Reflecting its focus on business and technical best practices, it presents Insight Awards to winners in both financial services and health care. Additional information is available on the Web at www.insightforums.com or by calling Steve Weissman at 617.646.4140.