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FOR IMMEDIATE RELEASE:

ISMPP Launches New Website

Briarcliff Manor, NY, February 7, 2011: 2011 heralds the launch of the *new* ISMPP website located at <http://www.ismpp.org>. Our new site—complete with significantly improved functionality—has been expanded to allow more content to accommodate the needs of our growing organization, membership of which passed the 1000 mark in December 2010. In addition, technical refinements will make e-mail communications to members more effective, by allowing links to specific locations on the website rather than the home page. The new site is html-based and will be maintained by ISMPP staff to allow more timely information updates to all members.

The new website reflects the diverse levels of technical and visual expertise represented by the members of the Website Development team, jointly led by Tim Bacon, owner of Medicine in Practice, and Michele Kantrowitz, ISMPP Director of Member and Technical Services. Additionally, BioCentric, Inc. worked with the team to provide design assistance. “The result is a more sophisticated platform that allows those visiting to access in-depth information on various society initiatives, or to glean an accurate snapshot of what ISMPP is all about,” noted Kim Goldin, ISMPP Executive Director. “The team has committed many hours to its creation and their dedication shines through. This is a website we can all be proud of.”

One added communication enhancement is the rotating billboard on the home page, making it simple for viewers to see critical announcements and initiatives that are time-sensitive. The premier use of this new feature highlights the February 15th application deadline for the March CMPP exam, the quick link to the 7th Annual Meeting of ISMPP (April 4-6, 2011 in Arlington, VA, USA) and ISMPP’s first Government Day (concurrent to Annual Meeting).

To join ISMPP, go to <http://www.ismpp.org/about/join.html> to open our secure membership page, where you will be able to complete your application to become a member of ISMPP.

About ISMPP

The International Society for Medical Publication Professionals is an independent nonprofit professional association with members from the pharmaceutical, medical device, and biotechnology industries; publication planning and medical communications companies; academia; and medical journal staff, including editors and publishers. Its goals are to support the education needs of publication professionals and to develop best practices that ensure the rigorous maintenance of all ethical standards for reporting the results of medical research. Additional information about ISMPP is available by contacting the organization’s Executive Director, Kimberly Goldin (phone 914-945-0507, e-mail kgoldin@ismpp.org), or online at www.ismpp.org.