



Medical Directions Inc.®

Medical Education That Works®

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Medical Directions, Inc. - Company Information

What We Do

Founded in 1995, Medical Directions, Inc. is a digital medical education publishing and consulting company that provides innovative education solutions to healthcare professionals and healthcare organizations.

We offer a growing library of sophisticated and effective online education programs for medical professionals, particularly physicians and physicians in training.

We also offer a range of cost-effective services to help other organizations develop, deploy, and evaluate online professional education programs. Online education is available 24/7. We specialize in medical education that works well and works continuously.

Our Products

Since 1995 we have developed a number of online programs that meet broad educational needs of physicians. Many of these programs were developed with federal funding and have been shown in randomized, controlled trials to be educationally effective and enjoyable to physicians. All programs are interactive and problem-based, with extensive self-assessment exercises. Visit The Virtual Lecture Hall®, www.VLH.com, for a complete list of our online CME programs. Some of MDI's current programs are:

Title	Author(s)	CME Credit(s)	Date Released	Last Revision
An Introduction to the Practice of Palliative Medicine	Ellyn Lee, MD	1 AMA/PRA Cat. 1	January 2010	January 2010
Current Management of Domestic Violence - Responding to IPV	Zita Surprenant, MD, et al.	16 AMA/PRA Cat. 1	October 2004	May 2010
Delivering Culturally Competent Care: Managing Type 2 Diabetes in Diverse Populations	Randa Kutob, MD, et al.	9.0 AMA/PRA Cat. 1	October 2008	October 2008
Improving Outcomes in Chronic Pain	Charles Chabal, MD, Bennet Davis, MD, Thomas Elliott, MD	14.5 AMA/PRA Cat. 1	January 2006	January 2010
Infection Control for Physicians	Stephen Klotz, MD	2 AMA/PRA Cat. 1	January 2010	January 2010
Preventing and Responding to Medical Errors	Leslie Hall, MD	2 AMA/PRA Cat. 1	February 2008	March 2010
Skin Cancer Education for Primary Care	Clara Curiel-Lewandrowski, MD; Stuart Salasche, MD	12 AMA/PRA Cat. 1	May 2001	May 2009



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Our Services

MDI can provide the complete package of services you need to offer cost-effective online education programs to health professionals. We collaborate with academic centers, government organizations, non-profits, health care delivery organizations, and educational publishers to develop medical education that works. We provide high quality:

- ➔ **Customized E-Teaching**
- ➔ **Outcomes Evaluation**
- ➔ **CME Marketing and Distribution**
- ➔ **Hosting and Support**

We can take your online medical educational program from product conception to deployment to final evaluation. If you wish to develop an online program for internal use, for distribution via our ASP platform, or for general marketing via our e-commerce Website, The Virtual Lecture Hall®, we can provide you with editing, graphics, programming, and hosting support. Because we are a medical education company, we also provide complete content expertise and review, working with recognized experts in all medical fields.

Published Research

Harris JM Jr, Sklar BM, Amend RW, Novalis-Marine C. The growth, characteristics, and future of online CME. *Journal of Continuing Education in the Health Professions*. 2010;Mar 10;30(1):3-10.

Harris JM Jr, Novalis-Marine C, Amend RW, Surprenant ZJ. Promoting free online CME for intimate partner violence: what works at what cost? *Journal of Continuing Education in the Health Professions*. 2009;Summer;29(3):135-41.

Kutob RM, Senf JH, Harris JM Jr. Teaching culturally effective diabetes care: results of a randomized controlled trial. *Family Medicine*. 2009;Mar;41(3):167-74.

Harris JM, Fulginiti JV, Gordon PR, et al. KnowPain-50: A tool for assessing physician pain management education. *Pain Medicine*. 2008;9:542-554.

Harris JM, Elliott TE, Davis BE, et al. Educating generalist physicians about chronic pain: Live experts and online education can provide durable benefits. *Pain Medicine*. 2008;9:555-563.

Short LM, Surprenant ZJ, Harris JM Jr. A community-based trial of an online intimate partner violence CME program. *American Journal of Preventive Medicine*. 2006;30:181-5.

Short LM, Alpert E, Harris JM Jr, Surprenant ZJ. A tool for measuring physician readiness to manage intimate partner violence. *American Journal of Preventive Medicine*. 2006;30:173-80.

Harris JM, Novalis-Marine C, Harris RB. Women are early adopters of on-line continuing medical education. *Journal of Continuing Education in the Health Professions*. 2003;23:221-8.

Harris JM, Kutob RM, Surprenant ZJ, Maiuro RD, Delate TA. Can Internet-based education improve physician confidence in dealing with domestic violence? *Family Medicine*. 2002;34:287-92.

Harris JM, Salasche SJ, Harris RB. The Internet and the globalization of medical education. *British Medical Journal*. 2001;323:1106.



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Harris JM, Salasche SJ, Harris RB. Can Internet-based CME improve physicians' skin cancer knowledge and skills? *Journal of General Internal Medicine*. 2001;16:50-6.

Harris JM, Salasche SJ, Harris RB. Using the Internet to teach melanoma management guidelines to primary care physicians. *Journal of Evaluation in Clinical Practice*. 1999;5:199-211.

Company Management

John M. Harris Jr., MD, MBA, Founder and President
Cheryl A. Novalis-Marine, MS, MBA, Chief Information Officer
Robert W. Amend, MEd, Director of Programs and Development

Ownership

MDI is privately owned. There are no outside investors. All company stock is owned by management.