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**Phytel Selects CPR Strategic Marketing Communications To  
Launch National Public Relations Campaign**

**Elmwood Park, N.J./Dallas, Texas-March 10, 2009** – Phytel ([www.phytel.com](http://www.phytel.com)), the leading provider of automated patient follow-up care solutions, has chosen CPR Strategic Marketing Communications ([www.cpronline.com](http://www.cpronline.com)) to provide a wide range of media relations activities.

“Based upon CPR’s experience in health care and technology, we have a high level of confidence,” says Guy Mansueto, vice president of marketing at Phytel, a company that offers technology solutions to strengthen the physician/patient relationship.

Since 1996, Phytel has been dedicated to improving care by automating the follow-up process for a practice’s patient population. As a result, the doctor-patient relationship is greatly improved, along with better patient compliance and enhanced patient health.

By automating the follow-up process, Phytel’s Proactive Patient Outreach solution improves coordination of care, specifically among patients with chronic conditions and those in need of preventive care services. Phytel’s scheduling reminders are held up to pre-existing standards among the medical community and can be tailored to meet a practice’s needs

“The Phytel model is already generating significant attention,” states Joseph Carabello, president and CEO of CPR. “We are pleased to represent a market leader.”

**About Phytel, Inc.**

Phytel was founded in 1996 to enable physicians to proactively transform patient care. Its unique services improve revenue and efficiency by actively implementing quality standards both inside and outside the practice walls, while strengthening the physician-patient relationship. Phytel's state-of-the-art registry uses evidence-based disease management and preventive care protocols to identify patients who are due for service. Phytel automatically notifies patients of needed healthcare actions and tracks patients for

compliance, while measuring quality and financial results. Phytel contractually guarantees program results within 60 days of implementation. [www.phytel.com](http://www.phytel.com)

**About CPR Strategic Marketing Communications**

Founded in 1981, CPR draws upon its firm understanding of the challenges and successes of the healthcare industry to deliver strategically guided public relations, advertising and interactive services to a wide variety of established and emerging organizations. Our solutions draw directly upon the over 100 years of combined healthcare experience of our team to provide innovative and effective corporate and product communications campaigns. For more information, please visit [www.cpronline.com](http://www.cpronline.com), or e-mail [pr@cpronline.com](mailto:pr@cpronline.com), or call 201-641-1911 x50.