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INTERWISE ENTERPRISE CONFERENCING ADVANCES U.K. NATIONAL HEALTH SERVICE MODERNISATION AGENCY'S "10 HIGH IMPACT CHANGES" INITIATIVE

Health Care Standards Unit Uses Innovative Conferencing and Collaboration Technology

CAMBRIDGE, MASS., January 31, 2005 – Interwise, the leader in true enterprise conferencing, today announced that its ECP Connect software is being used by the United Kingdom's NHS Modernization Agency in an historic endeavor to transform the UK health care and social care system. The Modernization Agency has identified ten high impact changes that organizations in health and social care can adopt to make significant, measurable improvements in the way they deliver care, and is using Interwise's ECP Connect™ software to drive the sweeping behavioral changes required to successfully implement these improvements in health care delivery.

"Using Interwise lets us disseminate information about these high-impact changes in a high-impact way. We can deliver useful and timely information electronically, quickly, and interactively," said Philip O'Rourke, HCSU Information and Communications Technology manager. "We consider web casts and web meetings to be the way forward for this type of initiative, because they let us get as much information as possible to as many people as possible in as short a time as possible; delivered by the experts on the subject."

The NHS is the largest employer in the Europe, with 1.2 million employees. Educating and motivating a group that size to change behavior is a huge undertaking. The NHS's strategy to accomplish this is to support a well-educated cadre of "Change Champions" in key positions within the health care system. The agency has identified a group of clinical and non-clinical healthcare professionals in over 700 front-line care delivery organizations and is using web-based meetings and seminars to inform and educate them about the "10 High Impact Changes." Participants can watch and hear presentations by subject-matter experts, ask questions and discuss the topics with other participants. In 2005, these champions will then work within the NHS to adopt the 10 High Impact Changes, drawing and learning from the work of the MA.

The U.K.'s Health Care Standards Unit, the organization facilitating the web cast and web meeting series for the Modernization Agency, selected Interwise based on technical criteria including ease of use and ability to easily reach the target audience – many of whom work in the field or at home and have to use low-speed, dial-up telephone lines to access the Internet.



“Our ability to blend voice conferencing, web conferencing and eLearning in one low-bandwidth solution makes ECP Connect ideal the ‘10 High Impact Changes’ initiative to the 700 different organizations that comprise the NHS,” said Interwise CEO Frank Zvi. “This type of widespread collaboration mirrors the use of ECP Connect by large enterprises in the private sector, many of which face similar behavioral change challenges when rolling out new internal systems or new products to their channel partners.”

About ECP Connect

Interwise’s ECP Connect software integrates the worlds of Web conferencing, voice conferencing, eLearning and Web seminars in a single, integrated, all-IP platform. Available as both a hosted service and on-site software, this platform integrates with a company’s existing VoIP infrastructure to accelerate massive cost-saving opportunities without requiring expensive upgrades of existing telephone handsets. Interwise’s technical strength is complemented by a business model that offers unlimited internal and external conferencing for a single, fixed price.

About Interwise

Customers come to Interwise for true enterprise conferencing when they are looking for more than simple web meetings. Interwise’s award-winning ECP Connect is an integrated data, video, and voice conferencing solution for delivering real-time multimedia eLearning, collaboration, and communications across the extended enterprise. A leading choice of Global 2000 companies, Interwise maintains a presence in more than 20 countries through a direct sales force, distributors, value-added resellers and systems integrators.

About Inroads

Inroads provide both Educational Institutions and Corporations experienced consulting services on how to best implement the Interwise solution in the Asia Pacific region. Our team is made up of seasoned managers and specialists focused on delivering complete project management, from training and support to installation. Through our premier partners, we offer the required hardware and hosting services below retail costs, giving our customers a more cost effective solution. For more details: <http://www.interwise.com/partnerpub/inroads.asp>