Thomson and A.D.A.M. Partner to Provide Best-in-Class Consumer Health Information for Healthcare Organizations

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Leading Healthcare Information Providers Collaborate to Develop an Integrated

Consumer Offering Designed to Help Patients Navigate Today's

Consumer-Driven Healthcare Environment

GREENWOOD VILLAGE, Colo., Jan. 8 /PRNewswire-FirstCall/ -- Thomson Micromedex, a Thomson healthcare business (NYSE: TOC; TSX: TOC), and A.D.A.M., Inc. (Nasdaq: ADAM), a leading provider of consumer health information, announced today that the companies have formed an alliance to provide consumer-oriented health, drug, and lab information to hospitals, health plans, health web portals, and pharmaceutical companies.

The companies will co-develop new integrated solutions that combine the best of A.D.A.M.'s award-winning health information with evidence-based drug information from Thomson to help patients better understand medical conditions and treatments. The terms of the agreement were not disclosed.

"Recent statistics reveal more than 60 percent of consumers have searched for information to help make treatment decisions in the last year, and about one-third of them indicate this information has affected either their treatment decisions or choice of facility," said Jay Katzen, senior vice president of marketing and business development at Thomson. "By combining A.D.A.M.'s suite of multimedia health information and health risk assessments with authoritative drug information and treatment option tools from Thomson, we are providing healthcare organizations with resources to improve the quality and delivery of educational information that consumers rely on to proactively manage their care."

"We're excited about our partnership with Thomson," said Greg Juhn, A.D.A.M.'s senior vice president, product development. "This alliance will result in a comprehensive, one-of-a-kind health information platform that will meet the industry's growing demand for solutions that enable patients to effectively participate in today's consumer-driven healthcare climate. With this knowledge in hand, consumers will have the ability to make smarter health choices, which will ultimately lead to more efficient utilization of healthcare services, lower costs and improved outcomes."

Available first quarter, the health education information resource features the most comprehensive illustrated health and drug encyclopedias, a drug interaction checker, personalized health risk assessment tools, and interactive treatment option tools. Healthcare organizations can integrate these solutions with web portals and hospital information systems and customize them to reflect their unique brand identity.

About A.D.A.M.

A.D.A.M. (Nasdaq: ADAM) is a leading provider of high-quality health information and benefits management solutions to healthcare organizations, employers, consumers, and educational institutions. With an industry-leading employee and HR benefits management platform and one of the largest consumer health information libraries in the world, A.D.A.M. empowers consumers to get smart about their health and wellness, while reducing the costs of healthcare and benefits administration. For more information, visit www.adam.com or call 1-800-408-ADAM.

The Thomson Corporation

The Thomson Corporation (www.thomson.com) is a global leader in providing essential electronic workflow solutions to business and professional customers. With operational headquarters in Stamford, Conn., Thomson provides value-added information, software tools and applications to more than 20 million users in the fields of law, tax, accounting, financial services, scientific research and healthcare. The Corporation's common shares are listed on the New York and Toronto stock exchanges (NYSE: TOC; TSX: TOC).

SOURCE Thomson Corporation; A.D.A.M.
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