



## **Revolutionary Desktop Application for Recruitment and Distribution of CME/CE Activities**

*Revolutionary, cross-platform (Mac and PC), desktop application for distribution of continuing medical educational activities to healthcare professionals.*

New York, NY, October 02, 2008 --(PR.com)-- iQueue announces the launch of its' revolutionary, cross-platform (Mac and PC), desktop application for distribution of continuing medical educational activities to healthcare professionals. This application creates a new paradigm for medical professionals who no longer have to search to find activities related to their practice; the activities find them based on their pre-selected preferences.

iQueue automatically gathers activities (including live, print and rich media), based on pre-selected preferences, and delivers them to the user's desktop for future use online or offline. Medical professionals can search for activities organized by geographic location, specialty, therapeutic categories of interest, past participation and peer recommendations and ratings.

iQueue hosts a variety of activity types such as live meeting registration, monographs, and interactive case-based programs. Over 700 activities from various sponsors and grantors, in a variety of therapeutic areas are currently available. More will be added as additional grantors, medical education companies, and associations become aware of the application.

Advertisements for iQueue have been running in various professional journals over the last few months. The application has been direct mailed to over 700,000 medical professionals via CD-ROM and is available via a free download at [www.iQueueOnline.com](http://www.iQueueOnline.com).

iQueue is projected to have an install base of 250,000 end users by the end of 2008 - making the application the largest distribution vehicle for CME/CE activities. The application is free to download and medical education companies and associations pay a nominal fee to post activities. In addition to CME/CE activities, the application also includes association information and the entire electronic Monthly Prescribing Reference (eMPR).

iQueue is affiliated with an award-winning multimedia agency, that offers innovative educational and promotional tools, tailored to the healthcare industry.

Download today at [www.iqueueonline.com](http://www.iqueueonline.com).

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**Contact Information:**

iQueue  
Kimberly Giese  
646-823-1737  
kgiese@iqueueonline.com  
www.iqueueonline.com  
212-727-2750

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