



C R E D I T • V A L L E Y
THE CREDIT VALLEY HOSPITAL

For immediate release:

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**A North American Hospital-First!
24-HOUR IN-HOSPITAL NEWS CHANNEL LAUNCHED AT CREDIT VALLEY**

Mississauga, ON (CVH) - *'The Credit Valley Current'*, North America's first and only 24-hour in-hospital information channel, was officially launched today to provide news and information to Credit Valley's staff, patients, and greater community via television and the internet.

The Current's enriched information screen can be viewed throughout Credit Valley on closed circuit televisions providing six simultaneous and continuous streams of information for staff, patients and visitors. In conjunction with a continuous loop of video presentations, *The Current* delivers perpetually updated need-to-know information at a glance including preventive health information, hospital and international news, weather, sports and alerts.

The project, the first of its kind in any health care facility in North America, is a joint venture between The Credit Valley Hospital, Capital Networks and Infomedica Inc. Today's launch comes at the end of a four-month trial period.

"Credit Valley is proud to be an early adopter of a technology that extends our present communications strategies to a broader audience," said Wayne Fyffe, president and CEO of The Credit Valley Hospital. "The Current will be an essential tool in a crisis situation when instantaneous broadcast of live or text messages is critical to emergency management."

"Credit Valley is uniquely positioned to use this cutting edge technology to its full potential," said Graham Vincent, president of Infomedica Inc. "The success of 'The Current' through its trial period has laid the groundwork for other hospitals to develop their own internal news channels."

"Capital Networks is pleased to see its multi-zone news channel technology being used in this unique and effective manner, said Bill Trainor, president, Capital Networks. "The is the first application of this kind in any health care setting in Canada or the United States. We are confident that the success our systems have realized with our broadcast partners can be replicated on an internal system such as the one that has been developed here at Credit Valley."

'The Current' can be viewed in common areas of the hospital such as the Skylight Restaurant and inpatient waiting areas throughout the hospital as well as in every patient room. The next phase of 'The Current' will provide the information channel, including multicultural and accessibility messaging, on the hospital's public website and on all employee desktops.

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About The Credit Valley Hospital:

The Credit Valley Hospital is a modern, dynamic community hospital providing leadership in the delivery of primary, secondary, and tertiary health care services to the people of Mississauga, Ontario and the surrounding region. Since opening in 1985, the Hospital has earned an international reputation for combining the latest in technology with the utmost in professional and compassionate care. The hospital's culture facilitates and promotes innovation.

About Infomedica Inc.:

Infomedica was developed by a group of industry professionals to service the communications needs of physicians, clinicians, patients and healthcare professionals. We partner with our clients to improve the measurement, administration and delivery of patient treatments utilizing a variety of specialized information and education tools.

About Capital Networks:

Capital Networks is a privately-held company based in Markham, Ontario. Established in 1991, it provides advanced multi-media systems to leading communications companies engaged in cable, broadcasting, direct-to-home, and placed-based media.

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