



Reaching Physicians in the Back Office - NCR Netkey Powers Nationwide Network of Digital Health Information for Physicians

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Healthy Advice Networks' PracticeWire™ delivers real-time, targeted healthcare information to physicians all day, every day

DULUTH, Ga., Feb 24, 2010 (BUSINESS WIRE) -- NCR Corporation (NYSE: NCR) today announced that Healthy Advice Networks, the nation's leading provider of physician office-based health education programs, is using NCR Netkey to power its PracticeWire™ service. PracticeWire delivers real-time health content to physicians throughout the United States, via wall-mounted digital screens through wireless broadband.

NCR Netkey provides Healthy Advice Networks with a centralized, Web-based digital content management solution that utilizes administration tools to schedule and deliver highly-customized educational material directly to physicians. Customizable down to the individual practice level, this content includes late-breaking news, medical information alerts and updates, as well as practice-specific information such as posting standards of care or communicating OSHA/HIPAA guidelines.

"We selected NCR Netkey as it was a highly scalable solution that streamlines content management, allowing our sponsors to directly reach physicians with timely and relevant messages," said Tom Campbell, executive vice president, Healthy Advice Networks. "It is now a vital enabler of our ability to provide valuable content and highly targeted messages to physicians."

NCR Netkey has one of the largest in-production and installed digital signage customer bases in the industry. It is proven to be effective and scalable from small installations of just a few dozen screens up to the largest installations with thousands of screens. More than one million people see a sign powered by NCR Netkey each day.

"Digital signage is an ideal medium for communicating in the healthcare industry, which is a very dynamic and fast-paced environment," said Dusty Lutz, general manager, NCR Netkey. "By delivering highly-relevant and dynamic content, Healthy Advice Networks is helping physicians provide patients with better care and make more informed decisions."

NCR offers a wide range of solutions for the healthcare industry and is the leader in self-service patient registration, with kiosk, online and mobile solutions that improve the patient experience, revenue cycle and staff efficiency.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

About Healthy Advice Networks

Healthy Advice Networks' mission is to help consumers and healthcare professionals make more informed health decisions by providing trusted, relevant and easy-to-understand health information when and where they need it. Over 53,000 primary care and specialty physicians throughout the U.S. have chosen Healthy Advice as their patient-education provider, making Healthy Advice the largest and fastest growing health-information company with programs in both the physician waiting room and exam room. The award-winning programs are sponsored by leading pharmaceutical and health and wellness brands. For sponsors, Healthy Advice provides a proven way to educate patients and physicians at the time treatment decisions are being made.

For more information, visit the web site at <http://www.HealthyAdviceNetworks.com>.

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SOURCE: NCR Corporation

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