

**Paul F. Levy, President & CEO of Beth Israel Deaconess Medical Center,
to Keynote 2007 Healthcare Communications Forum**

Presentation Will Link Clear Communications to Quality Care and Patient Safety

Boston, MA (July 19, 2007) – Insight Forums, LLC today announced that Paul F. Levy, President and CEO of Beth Israel Deaconess Medical Center, will deliver the keynote address at the 2007 Healthcare Communications Forum. Levy's presentation will discuss how clear communications can directly support quality care and patient safety, and will take place on November 5, 2007 at The Conference Center at Harvard Medical in Boston.

Now in its third year, the Healthcare Communications Forum is dedicated to helping senior managers improve the production efficiency, informational clarity, and response rates of their payer, provider, and patient communications. Levy will be followed by other speakers who will address other pressing issues including:

- Personalization, Privacy, Technology & Culture: Key Ingredients to Weigh & Balance
- Communications as an Agent of Change: Pitney Bowes' "Health Care University" and New Culture of Health
- Meeting the Technology Challenge: ROI, TCO & Other IT 'Gotchas'
- Brand Design for Health Care Business Advantage: Communications as a Strategic Lever

The Healthcare Communications Forum is sponsored by a consortium of leaders in health care communications; current supporters include Art Plus Technology, Exstream Software, Healthx, and NEPS LLC, and together they will help give attendees exclusive insights into the management best practices and technology innovations they need to improve their state of the art. Among the scheduled sessions is a special luncheon ceremony at which the winner of the Insight Award for Customer Advocacy in Health Care will be announced and honored.

Forum program information is available online at www.insightforums.com/hcf.php or by calling Susanne Bartz at 617.646.4100. For sponsorship information, please call Marianne von Nordeck at 617.646.4162.

ABOUT INSIGHT FORUMS

Insight Forums produces focused collegial events that bring marketing, technology, compliance, and operations professionals together to present and discuss methods for improving shareholder communications. Additional information is available on the Web at www.insightforums.com or by calling Steve Weissman at 617.646.4140.