



SOURCE: The Next Phase[®], Inc.

Seeking to gain or sustain a competitive advantage? MedIntelliBase[®] has A Better Way[™].

REDMOND, WA—April 24, 2008 — Medical industry executives who rely on timely market intelligence now have two smarter alternatives. **MedIntelliBase[®] Custom Alerts** and **MedIntelliBase Custom MarketTracks[™] Databases** help biotech, medical device and pharmaceutical companies gain and sustain a competitive advantage.

MIB Alerts and **MarketTracks**, **MedIntelliBase Market Intelligence Tools**, are two from a toolbox of many customized services. Fully hyperlinked, **MedIntelliBase Tools** instantly send the intelligence you need - whenever and wherever you are.

MedIntelliBase Custom Alerts, tightly focused search reports, cover a wide variety of abstracts and news-worthy announcements on clinical research, technology, regulatory, legal and medical industry developments. **MIB Alerts** are pushed to you via email or RSS feeds on a schedule you specify. Your customized **MIB Alerts** reports and abstracts are archived and fully searchable for your easy reference.

MIB Alerts are:

- Customized to Your Specifications – get exactly the news you need in your industry segment
- Tightly Focused and Precisely Targeted – no need to wade through irrelevant news
- Pushed to You – never miss an important development again
- Archived and Searchable – always accessible; you never lose an abstract or news item

MedIntelliBase Custom MarketTracks Databases are online summaries of clinical trials and registries, medical product technologies and companies you specify. **MIB MarketTracks** thoroughly cover medical developments of greatest interest to you – these customized databases are regularly updated and fully searchable, with updates pushed to you on your schedule. All industry sectors are covered - medical devices, drugs and biologics.

“**MedIntelliBase Market Intelligence Tools** give you ‘*A Better Way*’ to access timely medical market information critical to your success,” according to Vicky Hunsicker Sanko, CEO of The Next Phase, Inc., publisher of **MedIntelliBase Alerts** and **MarketTracks**. “The pace of business and competition in the medical industry is constantly increasing. You cannot afford to miss industry developments because you are traveling or busy or unaware. With **MIB Alerts** and **MarketTracks**, you can focus on your business knowing critical news and information will be delivered to you - anytime, anywhere.”

You can try "A Better Way" at no risk or cost...[visit the MedIntelliBase website](#) to schedule a **MedIntelliBase** demo, then get a free, hands-on 3-week trial - visit [MedIntelliBase.com](#) or e-mail us at ABetterWay@MedIntelliBase.com .

About the publisher: The Next Phase, Inc. serves the biotech, medtech and pharmaceutical industries with delivery of precise, customized market intelligence by Internet subscription.

Contact:

The Next Phase[®], Inc.
Victoria Hunsicker Sanko, (425) 869-8724
ABetterWay@MedIntelliBase.com

The Next Phase and MedIntelliBase are registered trademarks, A Better Way and MarketTracks are trademarks of [The Next Phase Consultancy, Inc.](#)

© 2008 The Next Phase Consultancy, Inc.