



## Physicians Interactive's COO, Stuart Scholly, Wins ITA's "Spotlight Award" for Technology Contributions



LIBERTYVILLE, Illinois (April 29, 2010) – Stuart Scholly, Chief Operating Officer at Physicians Interactive, won the Illinois Technology Association's CityLIGHTS "Spotlight Award" for his leadership and outstanding contributions in the application of technology.

Mr. Scholly has more than 18 years of health care IT and life sciences experience in product development and design, sales and marketing, customer support, quality assurance, and consulting at companies such as Allscripts, MasterChart, Abbott, and Blue Cross Blue Shield of Illinois.

Prior to joining Physicians Interactive, Mr. Scholly worked for Allscripts where he served as Vice President of Strategic Relationships and was responsible for eHealth strategies and partner relationships. He also served as Vice President of Product Management from 2000 to 2004 and was responsible for the development of Allscripts award-winning TouchWorks electronic health record and electronic prescribing systems. Mr. Scholly was a member of the original Allscripts design team that introduced the first wireless Windows PocketPC applications for healthcare.

CityLIGHTS is Illinois' annual celebration of vitality and innovation in the technology community. Celebrating its 11th Year, CityLIGHTS provides an opportunity to recognize some of the leading technology companies and individuals in our community whose innovation and success are driving change in Illinois.

To see the full list of winners, visit: <http://www.illinoistech.org/associationnews.aspx/489>

### About Physicians Interactive

Physicians Interactive is an unmatched digital sales and marketing partner for life sciences companies that interacts with health care professionals (HCPs) wherever they are—through their desktop or laptop, via mobile devices, and at the point of care. Physicians Interactive has developed a foundation of user-generated, proprietary and public data that powers a networked suite of transactional applications, including eSampling, interactive learning programs and mobile solutions. Physicians Interactive is owned by Perseus LLC, a merchant bank and private equity fund management company. For more information about Physicians Interactive, visit [www.physiciansinteractive.com](http://www.physiciansinteractive.com).

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