



## NEWS RELEASE

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## E2: PDM Healthcare Expo 2002 – Endorsed by the Government Leaders, Surpasses Last Year's Record!

PDM Healthcare's Second Annual Medical Conference and Exposition, E2: PDM Healthcare Expo 2002, June 7-9 at the International Exposition Center in Cleveland, Ohio, was a great success!

"Compared to our first expo last year, exhibitor participation increased two-fold and attendee participation increased three fold," says Ms. Irene Jurca, Expo Manager. "PDM's goal in the past year was to involve the entire healthcare community in our programs, and I am very proud that E2 attendance, sponsorships, and endorsements reflected the achievement of this goal."

In addition to PDM members, E2 attendees represented all facets of the healthcare community, including physicians, pharmacists, and nurses from Greater Cleveland and the surrounding area. "I am very impressed with the caliber and breadth of vendor exhibits; I could see the latest product lines from all major pharmaceutical and medical/surgical supply manufacturers," says attendee Dr. Ajit Shah (ENT Surgeon).

E2 began with a golf outing on June 7 at Avon Oaks Country Club co-sponsored by AmerisourceBergen. Events continued that evening with a kick-off reception and exhibits at the I-X Center. Following exhibits, attendees and exhibitors were treated to a special performance by comedian Tim Clue, a sitcom writer and former partner to Jerry Seinfeld.

The Opening General Session on HIPAA by Susan Scheutzow, Esq., an attorney at Ulmer & Berne and also general counsel for Southwest General Health Center on June 8<sup>th</sup> attracted a diverse audience of attendees and exhibitors. Afterwards, attendees participated in educational forums on cardiology, oncology, nutrition, and practice and legislation given by top medical researchers and practitioners.

E2 was endorsed not only by attendees, but also by national and local political leaders, including Governor Bob Taft, Senator Jeffrey Armbruster, and Cleveland Mayor Jane Campbell, who all issued official proclamations in recognition of E2.

"I am so pleased that our efforts to bring medical conventions to the City of Cleveland have been recognized by Cleveland's Mayor Campbell, Sen. Armbruster and Governor Taft. We all know that it may take years to build a good and consistent attendee base for these events, but they all share our vision and see the ultimate benefit and recognition our expo will bring to the community, vendors and also to our supporters. I am glad that our vendors took the opportunity to showcase their products to Cleveland's healthcare community and bring more business to the City of Cleveland and the State of Ohio," says Mr. Ash Chawla, MS, RPh, PDM's Founder & President.

PDM Healthcare is very proud that E2 generated such a significant interest from community leaders, the industry, and healthcare professionals and plans to continue offering its healthcare services not only to its members and vendors, but also to the entire healthcare community.

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