

For Immediate Release

**Group DCA's eDetailing division, graphic details,
Wins MM&M's Gold Award for
'Best Use of Digital Marketing to Healthcare Professionals'**

Montclair, NJ – November 3, 2006 - Group DCA, a leading online healthcare communications company, today announced that its eDetailing division, **graphic details**, was awarded the top award for its innovative eDetailing program '*Unraveling the Mystery of the Partially Compliant Patient*' created for Janssen Pharmaceutica's Risperdal Consta.

Each year Medical, Marketing & Media Magazine hosts their prestigious industry awards program recognizing the best advertising, marketing and public relations work for the pharmaceutical industry. Over 70 agencies submitted work for the category of 'Best Use of Digital Marketing to Healthcare Professionals'.

Award judges saw graphic details' Risperdal eDetailing session as an ideal example and bestowed the Gold Award. "Excellent use of the interactive medium." Said one judge about the Janssen session, adding that the program "recognized that doctors are consumers, too."

The award winning session focused on communicating with psychiatrists who diagnose and treat schizophrenia and other psychiatric disorders. Mental health professionals must always be on the look out for clues as to whether or not their patients are indeed adhering to their oral medications. Since the clinician must behave as a detective, that theme was chosen for this Risperdal Contra eDetailing session. The detective theme was carried throughout the session through the use of appropriate photography, fonts, animations, etc.

As with all **graphic details** sessions, data was presented using Group DCA's unique, patented software called DIAGRAM (DIALog, GRaphics and Motion). Content is always engaging, graphics-based and presented in easy to digest segments. Rather than talking 'at' participants, this and all **graphic details** sessions immerse participants in data and an enjoyable user experience. This approach is called Active Learning, i.e. enabling participants to learn by doing by actually manipulating data. Active Learning results in approximately 75% retention of information versus passive learning, or watching, which leads to roughly 10% retention.

The single most important factor in successful interactive communication is the delivery of a superior user experience. That is the core belief around which all Group DCA company online programs are built.

Group DCA is also the recipient of the 2005 the Frost & Sullivan 2005 "Product Innovation" award.

About Group DCA companies

Group DCA is a privately owned company that was established in 1999 by pharmaceutical industry veterans Rob Likoff and Jack Davis. Group DCA is the parent company to its five divisions designed to serve the increasingly diverse communications needs of pharmaceutical companies, healthcare professionals and patients. graphic details (eDetailing), Insight Exchange (KOL-focused), Park Street Research (Online market research), iLights Publishing (Online physician forums) and C.U.E. Card (Patient adherence programs) operate under the Group DCA umbrella and serve the company's established client base, which includes 15 of the top 20 pharmaceutical corporations worldwide. Group DCA wrote the DIAGRAM (Dialogue-Graphics-Motion) proprietary software package used by each of the five companies to create interactive online programs. To date, DIAGRAM has powered over 350 interactive sessions, engaging more than 500,000 participants in more than 60 international pharmaceutical brands.

For information on Group DCA, visit www.about.groupdca.com

For information on Graphic Details, please visit www.about.gdetail.com

For information on Insight Exchange, please visit www.about.insightexchange.com

For information on Park Street Research, please visit www.about.parkstreetresearch.com

For information on iLights Publishing, please visit www.medilights.com

For information on C.U.E. Card, please visit www.cuecard.groupdca.com