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***For Immediate Release***

## **OnKua, LLC LAUNCHES PHASE ONE OF “PHYZOOM” A PHYSICIAN MARKETING AND SOCIAL NETWORKING PRODUCT**

### **PHYZOOM OFFERS PHYSICIANS THE RESOURCES TO GROW NEW BUSINESS THROUGH WEB-BASED STRATEGIC COMMUNICATIONS AND CUSTOMER RELATIONSHIP MANAGEMENT**

December 3, 2008 - Columbus, OH - OnKua, LLC announced today that it has launched Phase I of their new product called Phyzoom, a suite of web-based physician business development tools. For physicians, Phyzoom offers numerous free practice marketing and communication products including a detailed practice profile, easy to use blogging tools and social networking options. For consumers, Phyzoom provides easy access to Phyzoom's detailed physician profiles and links to physician news feeds. “We wanted to create something for today’s physician that took the mystery out emerging communication and business development processes like social networking, RSS feeds and blogging,” said Mike Suddendorf of Phyzoom. “Phyzoom makes it easy for them to strengthen their current relationships with their key business referral resources and patients and while growing new business through the consumer directory and news feeds.”

Physicians interested in utilizing Phyzoom should go to [www.phyzoom.com](http://www.phyzoom.com) and follow the prompts to create their profile. To ensure the integrity of the listings, physician information will be confirmed with state licensing organizations. Once confirmed, physicians will receive notification that their profile has been launched and that they can now use the strategic communication and social networking tools. “Phyzoom delivers a simple, easy to use option for physicians and their practice managers to push out strategic communications regarding their capabilities to targeted audiences,” said John Goff, OnKua, LLC CEO. “In today’s fast-paced market, if a physician practice isn’t capitalizing on social networking and blog posting opportunities to communicate, they’re missing out on several critical marketing strategies. That’s where Phyzoom can help.”

For hospitals and health systems with large numbers of employed physicians Phyzoom provides relief for physician relations and marketing staff accountable for supporting the business development for these practices. Health system administrators can access a dashboard for each employed physician and systematically deploy marketing and communication strategies on their behalf to other physicians in the market who present referral opportunities. “Health systems are using the physician employment model to secure business for their hospitals and ambulatory networks but they don’t always have the internal resources to support the physician’s ongoing marketing needs,” said Goff. “In those situations, Phyzoom can be easily customized and integrated into the health system’s existing marketing, business development and brand management programs.”

The same holds true for community hospitals and large multi-specialty physician group practices who are fighting for market share in a highly competitive environment. Phyzoom’s customized marketing and communication campaigns combined with the social networking platform essentially level the playing field by providing the products necessary to compete without breaking the bank. Physician groups, hospitals and health systems interested in using the customized Phyzoom marketing campaign applications need to schedule a consult with Phyzoom’s strategy and business development specialists to create their individual road map for success.

For more information on Phyzoom contact: John Goff, OnKua Founder and Chief Executive Officer at 614-224-2343 or via e-mail at [jgoff@phyzoom.com](mailto:jgoff@phyzoom.com).

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