



FOR IMMEDIATE RELEASE

Penny George Institute for Health and Healing Partners with Emerson Ecologics

Emerson Ecologics' New ELink Program Enables the George Institute to Focus on Patient Care

BEDFORD, N.H. - August 24, 2010 -- Emerson Ecologics, LLC, the leading provider of professional-grade nutritional supplements to the healthcare practitioner market, announces a new relationship with the Penny George Institute for Health and Healing of Minneapolis, MN. The Penny George Institute (PGI) chose to integrate Emerson's new ELink™ service platform into their operations because of its full service benefits, including a quality assurance program for their medical practitioners in making supplement recommendations, reduced administrative burden, and most importantly, increased practitioner time with patients.

The Penny George Institute, the largest of its kind in the U.S., provides an innovative model of integrative medicine at Abbott Northwestern Hospital, blending the best of conventional medicine with holistic healing therapies. Focused on developing a proactive model of care which promotes the interdependent nature of healing through strengthening the bonds of caregivers with patients and their families, the George Institute needed to streamline business practices so their practitioners are able to focus on what they do best—providing high-quality, personal care to patients and their families.

Emerson Ecologics' ELink service platform allows for efficient on-site management of nutritional supplements and other clinic products, as well as provides remote access to supplements by enabling patients to order their recommended supplements on-line. With the availability of the Emerson Quality ProgramSM (EQP), an industry-leading manufacturer quality assurance program, practitioners at PGI now have the reassurance that the supplements they recommend have gone through a rigorous quality verification process, ensuring their patients are receiving the best products available.

"It is an honor to help develop this innovative program to drive practitioner efficiency, patient wellness, and quality of care," remarked Lori Knudson, Executive Director of the Penny George Institute. "We plan to fully integrate ELink within the hospital networks' infrastructure to include patient kiosks for supplements and a customized virtual dispensary that resides on our website so patients can order from the convenience of their homes."

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“We are proud of our new affiliation with the Penny George Institute and of our role in supporting their mission. Our shared goal is to assure that the PGI practitioners get the highest quality, most efficacious products available for their patients, when and where they need them,” said Fran Towey, President of Emerson Ecologics. “Successfully managing this important role within their network means we need to continually reaffirm the confidence the PGI team has in us, so they can truly focus their time and resources on providing optimal patient care.”

About Emerson Ecologics

Emerson Ecologics, LLC is the leading provider of products and services to the professional integrative healthcare community servicing Naturopathic, Chiropractic and Medical Doctors, Licensed Acupuncturists, Dieticians, Nurses, and more. The company distributes over 20,000 products from hundreds of industry leading manufacturers. As a result of their broad product offering, e-commerce capabilities, and commitment to the industry’s focus on safety and quality, Emerson Ecologics serves as the one-stop source of products, services and educational solutions for the integrative healthcare practitioner. Emerson Ecologics is GMP registered by NSF. For more information, visit the company’s website at www.emersonecologics.com.

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