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FOR IMMEDIATE RELEASE

CTeL Launches Industry's First Telehealth Commercial

Washington, DC (March 21, 2012): The Robert J. Waters Center for Telehealth & e-Health Law (CTeL) will be hosting a reception on April 30th from 5:30-7:30 PM (PST) at the Hilton San Jose to celebrate the launch of the industry's first-ever legal and regulatory telehealth commercial. The event will also showcase CTeL's newest state-by-state publications on the topics of privacy, tele-pharmacy, and medical devices to add to its already extensive library.

The commercial features Dr. Miles Ellenby, a pediatric intensivist at Oregon Health & Science University's Doernbecher Children's Hospital and medical director of the OHSU Telemedicine Network. Ellenby was instrumental in establishing the telemedicine program that saved the life of an infant from Seaside, Oregon. Dr. Ellenby and the mother of the little girl give a detailed account of the day the infant's life was saved by telemedicine. Dr. Ellenby states that "Telemedicine is a unique tool that that brings patients and providers together in acute care situations, when geography and time would otherwise prevent access to specialty care." Dr. Ellenby explains that there are many laws that impact the utilization of telemedicine. These laws, written for the old model of delivering medical care, create barriers to wider utilization of telemedicine.

"CTeL provides expert analysis of these laws to both large and small telehealth programs around the world. This expertise allows providers to focus on delivering medical care instead of fighting regulatory battles on their own. Put quite simply, telemedicine would not be able to reach its potential without organizations like CTEL. They kept telemedicine alive when legal and regulatory issues were threatening it's very existence," states Ellenby.

NOTES TO EDITORS

Cameo Content, a California based media production company specializing in global commercial branding and entertainment, filmed and directed this commercial. Their clients include well-known names, such as: Google, Coca-Cola, Babies R Us, Nokia, and PetSmart. For more information on Cameo Content, please visit their Website at <http://www.cameocontent.com/>.

CTeL is a legal and regulatory telehealth non-profit organization based in Washington, DC. It was established in 1995 with the mission to provide expert advice and research information to telemedicine programs around the globe. Fortune 50 companies, health systems, and international entities rely on CTeL for their expertise in the areas of: Internet and telemedicine prescribing; international telemedicine; physician and nurse licensure; Medicare, Medicaid, and private payer reimbursement; credentialing and privileging; FDA and medical devices; and HIPAA and privacy laws. For more information on CTeL, please visit our Website at www.ctel.org.