

## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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[www.Cincinnati.MD](http://www.Cincinnati.MD) partners with the Academy of Medicine (Hamilton County Medical Society) to increase the transparency of Healthcare in Cincinnati.

[www.Cincinnati.MD](http://www.Cincinnati.MD) has another supporter in the Cincinnati healthcare market – The Academy of Medicine of Cincinnati. The Academy of Medicine is recommending to physicians in the greater Cincinnati market to consider utilizing [www.Cincinnati.MD](http://www.Cincinnati.MD).

“The Academy of Medicine recognizes [www.Cincinnati.MD](http://www.Cincinnati.MD) as an innovative service that may help physicians with their practice and increase transparency in the healthcare system,” said Donna Gilliam, Acting Executive Director of the Academy of Medicine.

“We are really excited to have the support of the Academy of Medicine to reach physicians in Cincinnati through this new partnership. The Academy is helping to move Cincinnati healthcare a giant step forward for both the physicians and patients”, said Joe Benza, Jr., CEO of Directories.MD. “For physicians, [www.Cincinnati.MD](http://www.Cincinnati.MD) provides a *proven* turnkey service to attract new patients and keep current patients more satisfied. Our service helps to increase the communication between the patient and physician through our feedback process, which provides a mechanism to allow for better patient care without any additional cost to the patient.”

Increased communication and healthcare transparency are becoming very important as patients are being asked to pay a higher share of their insurance premiums and co-pays. To help make better decisions with their healthcare dollars, patients are looking for more information, like the information found on [www.Cincinnati.MD](http://www.Cincinnati.MD). To date, hundreds of Cincinnati healthcare professionals are using [www.Cincinnati.MD](http://www.Cincinnati.MD) to help improve the quality of care they deliver and the transparency of their practice.

The Academy of Medicine of Cincinnati, founded in 1857, is a not-for-profit, professional association for the physicians of Hamilton County, Ohio that clearly recognizes this new trend. The mission of the Academy of Medicine is to advance the practice of medicine and promote optimal health for citizens of Greater Cincinnati through education, advocacy, and communication.

The [www.Cincinnati.MD](http://www.Cincinnati.MD) site is the only local website offering consumers a free, healthcare resource that provides comprehensive information, including ratings and word of mouth feedback, on over 6,900 medical professionals in Greater Cincinnati which aids in the search for a great doctor. The site also provides a medium for physicians to better communicate with patients and gain insight into their patient's satisfaction of their services to help improve the quality of care delivered. There is no .com in [www.Cincinnati.MD](http://www.Cincinnati.MD) only healthcare. [www.Cincinnati.MD](http://www.Cincinnati.MD) is owned by Directories.MD.

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