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Healthcare Organizations Benefit from Web-based, Self-Service Appointment Scheduling

TimeTrade's Upcoming Webcast Features Matria Healthcare and THINKstrategies

Will Highlight Strategies to Improve Healthcare Customer Satisfaction, Streamline Administration and Lower Costs

Bedford, MA, January 29, 2008 -- [TimeTrade Systems](#), the leader in self-service appointment scheduling, will host a complimentary Webcast on February 14, "Cure Scheduling Headaches and Please Patients with Web Technology." The event will feature Matria Healthcare (NASDAQ: MATR), a leading provider of integrated comprehensive health enhancement programs to health plans, employers and government agencies, and THINKstrategies, a prominent on-demand, strategic consulting services firm.

[Matria Healthcare](#) transformed their biometric screening services to web-based, self-service scheduling to avoid long wait times for customers and reduce the administrative hassles of paper-based scheduling. With a focus on helping employers improve the well-being of their employees and manage healthcare costs, biometric screening is designed to measure blood pressure, glucose, triglycerides and other indicators to identify any health issues early.

[THINKstrategies](#) tracks the market trends, technological developments and business benefits shaping a new generation of Web-based, on-demand solutions to help organizations rethink their business strategies and achieve business objectives.

"Many healthcare organizations are faced with the same challenges in managing the time and resources of their staff," said Ed Mallen, CEO of TimeTrade Systems. "By leveraging TimeTrade's Web-based solution to appointment scheduling, Matria has reduced customer wait times, freed up staff that was handling scheduling previously for more productive activities and importantly made their customers lives easier with self-service scheduling to these important screenings. During this upcoming discussion, we look forward to sharing best practices as well as considerations in leveraging on-demand services to increase revenue and productivity."

Attendees at the free February 14 Webcast will receive a complimentary white paper "How Self-Service Scheduling Drives Business for Appointment-Based Operations," authored by Jeff Kaplan, Managing Director, THINKstrategies

WHO: Eric Samaniego, Director, Wellness Strategy, Matria Healthcare;
Jeff Kaplan, Managing Director and Founder, THINKstrategies;
Ed Mallen, CEO, TimeTrade Systems

WHAT: Webcast: "Cure Scheduling Headaches *and* Please Patients with
Web Technology"

WHEN: Thursday, February 14, 2008, 1 p.m. ET/10 a.m. PT

To register: [Click here.](#)

About TimeTrade Systems

TimeTrade Systems is the leading provider of self-service appointment scheduling. The privately held company's more than 300 customers comprise some of the largest brand names in financial services, retail and healthcare, as well as a strong presence in government agencies and education. Customers include David's Bridal, Department of Homeland Security, NJ Motor Vehicle Commission and PETCO. TimeTrade Systems can be reached at www.timetrade.com.

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