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**Dear Reader,**

As we move into 2008 I'm excited to announce another positive change we've made to our website. We now offer the ability to contact the manufacturers directly through our private messaging tool available when you create a profile at our site. This new tool will let you get answers to questions on pricing, coding, reimbursement, device specifications, reusables, etc. Just click on the icon for live support at any of the product detail pages and you will be connected immediately when our customers are online which should be during regular business hours.

What's especially exciting is we're now offering this tool to the pharmaceutical companies as a method to respond to your questions on their products. We expect to have full participation from the top 25 pharmaceutical companies by July of this year and will probably go live before they are all on board. Please use this new tool often and let us know what you think, good or bad. We want your feedback as it is crucial to making this magazine and the POR website a more useful tool in your workflow.

In closing, I thank you, our readers for using Physicians Office Resource as your source for product information and for your continued support of our website. Because of you we're welcoming over 5,000 new visitors each month and continue to see 85% of you returning to the site frequently. We now have over 20,000 physicians, lab managers, nurses, and office staff subscribing to the website. Thank you and keep the comments and ideas coming in, because as you can see we use them.

Wishing you continued success as always,

**Andrew C. Nimmo**  
**Publisher**

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