

## FOR IMMEDIATE RELEASE

### PRACTICELINK ANNOUNCES ACQUISITION OF *UNIQUE OPPORTUNITIES* MAGAZINE

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**Hinton, WV & Louisville, KY-- May 21, 2009** -- Ken Allman, Founder & CEO of PracticeLink - *The Online Physician Job Bank*, headquartered in Hinton, West Virginia, announces the addition of *Unique Opportunities* magazine to the PracticeLink family. Based in Louisville, Kentucky, *Unique Opportunities* (UO) has an 18-year history in the physician recruitment arena and is widely respected among physicians and physician recruiters alike for its singular niche focusing purely on non-clinical, career development articles.

"While PracticeLink and the Internet are now both significant sources of physician recruitment and placement activity, the challenge remains to build awareness and drive traffic to our website and to our clients' job postings. I believe that *UO* magazine provides PracticeLink with the most optimal way to educate physicians about career related issues, *PracticeLink.com* and our clients' physician job opportunities," said Allman. The publication and distribution capabilities of *UO* will greatly enhance the visibility of *PracticeLink.com* with physicians, resulting in broader exposure for clients.

*UO* owner/publisher, Barbara Barry, will assume a new role as creative director of PracticeLink in addition to remaining publisher of the magazine, which will now be titled *Unique Opportunities - Powered by PracticeLink*. "We highly value the publishing experience, creative expertise and knowledge of the physician recruitment industry that Barbara and her staff bring to PracticeLink," Allman said.

The acquisition of *UO* will enable PracticeLink to increase the reach and effectiveness of *PracticeLink.com*, while providing informative articles to physicians and physician recruiters — both in print and digitally. Leveraging the strength of two companies' resources will also have a positive environmental impact. *UO* will now be published quarterly. "By transitioning from six to four issues yearly, we can publish more content within each issue, yet print 165,000 fewer magazines per year," said Barry.

Allman summarizes, "The strategic fit of PracticeLink and *UO* will combine the best of Web technology and the best of print media, strengthening our ability to provide a seamless, physician-friendly solution for physician recruitment. Visit [www.practicelink.com](http://www.practicelink.com) and [www.uoworks.com](http://www.uoworks.com).

#### **About PracticeLink®**

Established in 1996, *PracticeLink – The Online Physician Job Bank*, was created to bring physicians together with practice opportunities. Each year more than 1,000 hospitals, medical groups and other organizations utilize *PracticeLink* to connect with over 18,000 Residents, Fellows and practicing Physicians. Candidates can easily locate posted practice opportunities throughout the U.S. at [www.practicelink.com](http://www.practicelink.com) and respond to those opportunities in a matter of minutes. *PracticeLink PRO – Physician Recruitment Optimized* features recruiter services beyond the Internet including *In Depth*, *In Person* and *In Print*. *PracticeLink* has an excellent reputation among physicians and physician recruiters alike and is recognized throughout the United States as a leading company in the field of physician recruitment.

#### **About Unique Opportunities®**

Published bimonthly since 1991, *Unique Opportunities* is a career development magazine for physicians, providing hospitals, health systems, and physician groups with an engaging editorial environment in which to present practice opportunities to targeted physician readers. *UO* is distributed to 80,000 physicians in all specialties, including junior and senior Residents and Fellows. *UO*'s comprehensive website, [www.uoworks.com](http://www.uoworks.com), includes an online edition of each issue, plus extensive archives where physicians can research from hundreds of articles and departments on topics relating to the business side of their career and practice.

#### **Media Contacts**

Deb Evans, PracticeLink, Ltd. [deb.evans@practicelink.com](mailto:deb.evans@practicelink.com), 800.776.8383  
Kathy Kotcamp, UO, Inc. [kathy@uoworks.com](mailto:kathy@uoworks.com), 800.888.2047