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SpectraCell Launches Web-Based Marketing Initiative

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Houston, TX- November 25, 2009. SpectraCell Laboratories has formally launched a new web-based marketing initiative to better serve their growing and technologically savvy client base. The goal of the program is to offer immediate and pertinent educational materials for both medical personnel and the general public, including the following:

- Interactive web-based seminars by doctors
- Video/ audio presentations of practitioner interviews
- Easy electronic access to the latest medical research
- Easy electronic access to forms and logistical information
- Clinical updates on hot medical issues

The new program benefits both clients and non-clients as much of the web-based marketing material is available to the general public. As part of this launch, SpectraCell is investing in the education of its staff, especially management, on the web-based and electronic technologies that are available. SpectraCell's Director of Marketing, Heather Vorce, recently completed the multi-course certification program offered by the Online Marketing Institute in conjunction with Wharton Interactive Media.

"We've found that a growing number of our clients wanted to get educational materials and even logistical help from our website, instead of always having to call on their local rep. We certainly strive to preserve the personal relationship, but if doctors or their staff want immediate information or help, we are equipped to do that as well. That's what this new program is all about." says Heather Vorce, Director of Marketing for SpectraCell Laboratories.

SpectraCell plans to commit resources in 2010 and beyond for implementation of the latest technology in their sales and marketing efforts. The company's number of employees has more than doubled since 2005 and SpectraCell now serves over 3,500 physician clients in 42 states.

About SpectraCell Laboratories – SpectraCell is a CLIA accredited laboratory that services healthcare providers nationwide by providing advanced diagnostics with micronutrient testing and the Lipoprotein Particle Profile™ (LPP).

SpectraCell's micronutrient testing is an innovative assessment of a patient's nutritional status. Unlike traditional serum, hair and urine tests, SpectraCell's testing measures how an individual's white blood cells function in specific nutritional environments. Over 31 vitamins, minerals, amino acids and antioxidants are evaluated. As a result, individual differences in metabolism, age, genetics, health, prescription drug usage, absorption rate and other factors are taken into consideration.

SpectraCell's Lipoprotein Particle Profile™ is the most advanced lipoprotein test available. Unlike traditional cholesterol tests, SpectraCell's LPP™ directly measures both the size (density) and number of several classes of lipoprotein particles, providing an accurate assessment of cardiovascular risk.
