



## AMERICAN COLLEGE OF GASTROENTEROLOGY

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EMBARGOED FOR RELEASE

Monday October 26, 2009 11:00 am EDT.8:00 am PDT

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### American College of Gastroenterology to Revolutionize Scientific Exchange on Within3

**Launches online collaborative community – *ACG GI Circle* – enabling gastroenterologists to discover and discuss new science presented at the Annual Scientific Meeting year-round**

**SAN DIEGO—October 26, 2009**—The [American College of Gastroenterology](http://www.acg.gi.org) today launches the ACG GI Circle at their Annual Scientific Meeting, becoming the first medical association to expand into a year-round [Within3](http://www.within3.com) online collaborative community. Meeting attendees, authors and presenters can, for the first time, not only view abstracts, but also actively discuss the latest breakthroughs in clinical gastroenterology during--and well after--the San Diego meeting.

“The *ACG GI Circle* introduced today is a groundbreaking online resource that will help the College and its members advance GI science and enhance GI clinical practice,” says Eamonn Quigley, MD, FACP, ACG President. “One of the most innovative features is the ability to upload and share breaking research, journal articles, and poster presentations. We hope this will dramatically shorten the time it takes for emerging science to be reflected in improved patient outcomes.”

The ACG GI Circle is an exclusive online community built for and managed by ACG, and powered by Within3 technology. It was designed to foster ongoing scientific discussion and provide dynamic referral and networking, all of which meet the growing need for collaboration among today’s healthcare professionals.

As a result, ACG is able to offer its members a secure social network to foster communication and collaboration within the GI specialty. The ACG GI Circle community will enable busy health professionals to stay connected to the latest developments and issues in gastroenterology, and to stay connected to each other.

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The College invested its time and resources into the development of ACG GI Circle with partnership support from AstraZeneca.

“AstraZeneca is proud to continue its longstanding support of the gastroenterology community by helping bring ACG members together in this unique and creative way,” said Douglas Levine, MD, FACG, Executive Director, Clinical Research, AstraZeneca. “We believe this type of interaction helps both the profession and patients.”

“Within3 is pleased to work with ACG designing this exclusive online community, the ACG GI Circle,” said Within3 CEO Lance Hill. “This community showcases how a medical association can transform an annual meeting into an ongoing, year-round engagement. Enabling ACG’s members to conveniently collaborate and leverage each other’s collective expertise will result in enhanced scientific discovery and smarter clinical decision making at the patient’s bedside.”

### **[About the American College of Gastroenterology](#)**

Founded in 1932, the American College of Gastroenterology (ACG) is an organization with an international membership of more than 11,000 physicians from 80 countries. The College is committed to serving the clinically oriented digestive disease specialist through its emphasis on scholarly practice, teaching and research. The mission of the College is to serve the evolving needs of physicians in the delivery of high quality, scientifically sound, humanistic, ethical, and cost-effective health care to gastroenterology patients. [www.acg.gi.org](http://www.acg.gi.org)

### **[About Within3](#)**

Within3 develops and cultivates secure, online collaborative healthcare communities for health and life science institutions including hospitals, professional associations, pharmaceutical companies and physician or other healthcare groups. Our solution combines deep experience in healthcare strategy and professional community building services with a best-of-breed social technology platform specifically designed for the unique regulatory requirements of healthcare. The vastly improved collaboration between health professionals accelerates scientific discovery, improves clinical decision-making, and ultimately fosters more intelligent healthcare. [www.within3.com](http://www.within3.com)

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