

PRESS RELEASE

FOR IMMEDIATE RELEASE

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EDUCATA™ Debuts Online Learning Center for Physical Therapists

Recognized subject-matter experts, coupled with highly interactive technology, make continuing education easy and effective

(Calabasas, Calif., January 14, 2009) — EDUCATA, an online continuing education resource for physical therapists and other medical professionals, debuts today.

Designed for professionals to stay on top of their field as well as earn credits for state license renewal, www.educata.com provides a rich interactive environment that makes learning convenient, cost-effective and fun.

“Physical therapists want to offer the best care to their patients. However, too often the process of earning continuing education units (CEUs) can be arduous and expensive – and actual learning hard to measure,” said [Dr. Marilyn Pink](#), Educata’s co-founder and CEO. “Educata takes post-academic instruction to the next level, with courses approved by state licensing boards and taught by top-ranked international experts over a highly interactive, web 2.0 platform.”

Pink, a physical therapist, Ph.D. and MBA, and co-founder [Michael Weinper PT, MPH](#) leveraged their backgrounds as clinicians, educators and business people to recruit faculty from medical specializations including orthopedics, sports medicine, cardiology, medical legal/ethics, pulmonology, geriatrics, and oncology.

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Using a proprietary learning technology, Educata delivers courses in increments of one, two, or more contact hours with pause/resume capabilities and audio as well as visual presentation. The system also offers first-of-a-kind features, including the ability to establish a student's baseline knowledge to determine whether a particular class is appropriate. Learning aids such as interactive questions provide regular feedback that enhances the experience while an "Evidence of Learning at Exit" process quantifies the actual learning achieved.

"As physical therapists ourselves, we understand how important it is to integrate current scientific information, and how challenging that has become within the constraints of today's practice," says Weinper.

Global in nature, Educata enables health care professionals in Europe, the Pacific Rim, Africa, Asia – or anywhere in the world – to benefit from the latest knowledge and practices in their specialty, reaching the widest of audiences and delivering powerful content with the click of a mouse.

About Educata: Educata.com is a unique, interactive, Web 2.0 [continuing education](#) platform that delivers online learning for health professionals. Physical therapists and other medical professionals are the focus of the first launch. Subsequent launches will target additional professions requiring continuing education.

To find out more about EDUCATA, visit www.educata.com

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