

NEWS RELEASE

For Release on May 11, 2009

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Healthcare Executives Find SmartDraw a Smart Alternative to Microsoft Visio®

SmartDraw Sparking a Visual Communications Revolution in Healthcare

San Diego, CA. May 11, 2009 –SmartDraw.com, maker of SmartDraw, the software that helps you work smarter by communicating visually, is sparking a visual communications revolution in healthcare, according to enthusiastic reviews the software garnered at the recent Health Care Compliance Association’s 13th Annual Compliance Institute.

Among the most popular exhibits, SmartDraw demonstrated its easy-to-use software to hospital CEOs, compliance officers, IT managers, performance improvement teams and others eager to find a more user-friendly, less expensive alternative to Microsoft Visio® to visually document and standardize processes across hospital departments in order to meet regulatory requirements.

“We received so much support and enthusiasm for SmartDraw at the show from those responsible for documenting processes within a health system—many of whom are currently using MS Visio for flowcharting,” said Todd Savitt, Chief Sales Officer for SmartDraw.com. “The fact that SmartDraw is much easier to use than Visio, draws for you (which Visio does not) has more functionality and templates than Visio, and costs far less than Visio convinced many people to choose SmartDraw for their health system.”

SmartDraw is important for health systems because visual processes are more easily remembered and understood, with studies proving that people remember 10 percent of what they hear, 2 percent of what they read, and fully 80 percent of what they see and do. SmartDraw enables anyone from the IT department to nursing to translate complex processes into compelling, professional-quality process flows, organizational charts, and other diagrams in minutes and without any special training.

More than 1,400 hospitals and healthcare systems across the U.S. depend on SmartDraw's flowcharts and organizational charting functionality to:

- Simplify, clarify and standardize healthcare processes
- Efficiently and effectively document an organizational structure
- Prepare and educate staff for surprise compliance inspections
- Improve compliance with regulatory bodies and accreditation programs

SmartDraw (www.smartdraw.com) works seamlessly with Microsoft Office, allowing one-click export to MS PowerPoint®, Word®, Excel® and other applications, making it easy to share graphics with others in plans, reports, and presentations.

"SmartDraw has ignited a visual communications revolution in healthcare," added Savitt. "We appreciate the opportunity to make a positive difference in the way healthcare systems communicate important processes."

About SmartDraw.com

SmartDraw.com is the creator of SmartDraw, software that helps you work smarter by communicating visually. Because people are six times more likely to retain and understand information presented to them visually, SmartDraw helps businesses increase their bottom line by improving communication, refining operations, completing projects on time, and successfully implementing their plans. Whether it's a flowchart to explain a business process, a Gantt chart to show a project schedule or an organizational chart, SmartDraw is unique because it draws more than 40 different types of visuals for you, including timelines, maps, charts, decision trees and floor plans, resulting in presentation-quality visuals in just minutes. The company's customers include more than half of the members of the Fortune 500, 2,000 K-12 schools and universities, and thousands of law firms, police departments, health systems and private enterprises of all sizes. In fact, SmartDraw is downloaded more than 3 million times each year. Founded in 1994, SmartDraw.com is a privately-held, San Diego, CA-based company and is part of the Working Smarter Network. For more information or to download a free trial version, please visit www.smartdraw.com.