



## **Scope eKnowledge Center releases new whitepaper – “Health content through mobile: emerging trends and opportunities”**

Chennai, India, November 30, 2009: **Scope eKnowledge Center** has launched a new whitepaper titled “*Health content through mobile: emerging trends and opportunities*”. This is the second whitepaper from the company’s STM series of thought leadership initiatives.

With the advent of PDAs, palms and smart phones, there has been a paradigm shift in the way mobile devices are viewed, from mere recorders of personal information to a medium to create and deliver content. This shift is more profound in the healthcare domain. Health information providers are taking the lead in spearheading this new wave of mobile information delivery.

R. Sivadas, CEO of Scope eKnowledge Center, says “**Continuing with our thought leadership program, and in view of the phenomenal success of our previous whitepaper on ‘Semantic Enrichment’, we are pleased to present our latest whitepaper on content for emerging mobile healthcare industry.**”

The whitepaper provides an insight on the key drivers of this transformation of content in the healthcare industry, key application areas for mobile content, existing offerings of mobile content and the key challenges publishers face. Further, it explores the key imperatives for m-Health content provision, which will determine the success of STM and other information service providers in this area, as well as define the mass-market potential of this emerging segment.

### **About Scope eKnowledge Center**

Scope eKnowledge Center, a Quattro group company, is an award-winning provider of knowledge processing services, offering a range of content development, semantic enrichment and database enhancement services to global customers. In operation for over 22 years, Scope’s clientele includes eight out of the ten largest STM publishers and information service providers in the world. The company also assists health information providers with their content requirements for mobile delivery.

Scope is also the publisher of *Knowledgespeak*, the authoritative, complimentary news service exclusively for the STM information industry. *Knowledgespeak* provides a wide range of information about the industry, including news alerts, a calendar of events, a comprehensive directory of STM publishers, blogs, articles, whitepapers and interviews.

Headquartered in Chennai, India, Scope has sales and support offices in Philadelphia, Chicago and Richmond, VA in the USA as well as in London, Brussels and Amsterdam.

### **About Quattro**

Quattro is a BPO company founded by Raman Roy, who leads a team of highly experienced professionals. Quattro focuses on pioneering new service lines, geographies and business models in Business Process Outsourcing. The company provides a range of vertical and horizontal service offerings which are targeted towards global clients in North America, Europe and Asia.

### **For more information, please contact:**

**Elizabeth Donohue**  
Associate Vice President – Content Consulting  
**Scope eKnowledge Center**  
217 Sproul Road  
Broomall PA19008  
USA  
+1 813-892-4752  
[bdonohue@scopeknowledge.com](mailto:bdonohue@scopeknowledge.com)  
[www.scopeknowledge.com](http://www.scopeknowledge.com)

**Hector Bolanos**  
General Manager – Business Development  
**Scope eKnowledge Center**  
10 Margaret Street  
London W1W 8RL  
UK  
+44 20-7096-0493  
[hector@scopeknowledge.com](mailto:hector@scopeknowledge.com)  
[www.scopeknowledge.com](http://www.scopeknowledge.com)