

## **A Centers for Disease Control and Prevention award winning physician joins advisory board of leading online STD testing company**

***[getSTDtested.com](http://getSTDtested.com) adds H. Hunter Handsfield, M.D., to medical advisory board and celebrates one-year anniversary***

**CHICAGO –July 7, 2010** - Today [getSTDtested.com](http://getSTDtested.com) (GST) announced the appointment of H. Hunter Handsfield, M.D. to its medical advisory board as the company celebrates its one-year anniversary of setting the standard for medical-based online STD awareness and confidential diagnostic testing.

For over 30 years, Dr. Handsfield has been instrumental in developing and promoting modern day STD/HIV prevention strategies. He is Clinical Professor of Medicine at the University of Washington Center for AIDS and STD, Senior Research Leader at the Battelle Centers for Public Health Research, and for 25 years directed the STD Control Program for Public Health at Seattle & King County.

Dr. Handsfield is the 2010 recipient of the Thomas Parran Award, named for the U.S. Surgeon General from 1936 to 1948, and presented by the American STD Association for lifetime contributions to STD research and prevention.

Consider that between 75% and 80% of internet users look online for health information.<sup>1</sup> As public confidence levels for ordering tests online increase, more consumers are purchasing STD tests and other diagnostic tests online because this approach can be convenient, less expensive, and often reimbursable.

With a strong medical orientation to online testing, [getSTDtested.com](http://getSTDtested.com) a year ago launched its educational site with an approach that includes visionaries like Dr. Handsfield and other public health experts such as those with the American Social Health Association (ASHA). Now [getSTDtested.com](http://getSTDtested.com) attracts tens of thousands of visitors each month who want to understand their personal risks and their testing choices.

Shortly after its launch, GST answered the call by consumers and professionals who sought an evidence-based, educational approach to help them select the appropriate STD tests tailored to their needs and risks. This approach is different from sites that recommend a full panel of unnecessary tests.

“Seventy-five percent of people calling [getSTDtested.com](http://getSTDtested.com) want to know what tests they should be taking and how often,” said Tracey Powell, CEO of [getSTDtested.com](http://getSTDtested.com).

The company developed the industry’s first expert test recommendation tool to respond to consumer requests for a better idea of their risk and more specifically, the tests that they should take based on their history and as indicated by public health experts and industry guidance. The tool is based on medical and public health expert input and follows the leading national STD testing guidelines.

“[getSTDtested.com](http://getSTDtested.com)’s online test recommendation tool helps uncertain consumers get a more clear understanding of their risk before ordering a battery of tests,” noted Lynn Barclay,

president of ASHA. “The tool’s guidelines help those seeking greater knowledge of their sexual health select only the tests that are appropriate for them,” concluded Barclay.

[getSTDtested.com](http://getSTDtested.com)’s board members are building a process for medical adherence to STD testing standards. “The addition of Dr. Hunter Handsfield to the [getSTDtested.com](http://getSTDtested.com) medical advisory board demonstrates that our testing and services reflect the best and most current STD recommendations, standards and educational tools. This evidence-based medical expertise was instrumental in [getSTDtested.com](http://getSTDtested.com) receiving the first accreditation of an online testing site by ASHA one year ago,” added Powell.

The intent of [getSTDtested.com](http://getSTDtested.com)’s medical advisory board is to help bring expert guidance and input for STD testing, counseling, treatment and referral services. [getSTDtested.com](http://getSTDtested.com)’s online forum, where one-third of the site’s daily traffic goes, has drawn thousands of consumers to become members during the site’s first year.

“Credibility is growing where it did not exist a year ago. Now consumers realize they can be professionally assessed and get STD tested through a credible, confidential online option. They recognize that trusted expertise is just one click or call away on [getSTDtested.com](http://getSTDtested.com),” said Powell.

Additional [getSTDtested.com](http://getSTDtested.com) medical advisory board members include, Dr. Barbara Van Der Pol of Indiana University Department of Medicine, who believes it is important for university leaders to give students as many options as possible for maintaining their sexual health; and Neil S. Skolnik, M.D., professor of family and community medicine at Temple University School of Medicine in Philadelphia who is published extensively in the medical literature and is editor-in-chief of the medical textbooks: Essential Infectious Disease for Primary Care, and Essential Practice Guidelines in Primary Care, both published by Humana Press. Dr. Skolnik also serves as associate director of the family practice residency program at Abington Memorial Hospital, where he is an attending physician.

Drs. Van Der Pol, Skolnik, and Handsfield join Dr. Barry Berger, [getSTDtested.com](http://getSTDtested.com)’s medical director, as a part of the medical advisory board.

### **About [getSTDtested.com](http://getSTDtested.com)**

As more consumers turn to the internet for health information, [getSTDtested.com](http://getSTDtested.com) is setting the standard for online STD awareness and testing, helping to destigmatize, prevent, and control sexually transmitted infections. The online clinic makes it easy for individuals at risk for STDs to get confidential diagnostic testing as well as professional and peer-to-peer referrals in the Forum, have access to a test recommendation tool developed by academic and medical experts, and have peace of mind that the site is founded on evidence based medical advice from a renowned Medical Advisory Board. Visit [getSTDtested.com](http://getSTDtested.com) and [STDUniversity.org](http://STDUniversity.org).

<sup>1</sup><http://pewresearch.org/pubs/938/e-patients-chronically-ill-seek-health-information-online>

Contact: Kellee Johnson, 312.751.3959 or [kjohnson@ballastgroup.com](mailto:kjohnson@ballastgroup.com).