

MyZiva.com Recognized for Raising Quality of Nursing Home Administration, Receives National Web Award

The Mature Market Resource Center awarded MyZiva.com a Bronze World Wide Web Mature Media Award.

LAKE SUCCESS, N.Y. (PRWEB) April 6, 2005 -- ZivaContinuum, developer of MyZiva.com, has been recognized again for its efforts in leading the revolution in healthcare information access with an award for its MyZiva.com Web site. MyZiva.com, the fastest growing and most advanced nursing facility information and management platform on the Web today, received a Bronze World Wide Web Mature Media Award from the Mature Market Resource Center.

This award follows two others received from MMRC in 2004 for ZivaContinuum's MyZiva.net, a nursing home search engine and evaluation tool for consumers.

The Mature Media Awards, granted twice yearly, recognizes the best senior-related Web sites for consumers and professionals and is the largest program of its kind in the United States. Other winners this year include: Alliance for Aging Research, Anthem Blue Cross Blue Shield, AARP Voices of Civil Rights and MayoClinic.com.

"We are pleased to be recognized by the Mature Market Resource Center once again," stated Celia Strow, CEO of MyZiva.com. "These awards provide recognition for the dedication and service of the many fine people and organizations in this industry. We are honored to be mentioned and delighted that our peers recognize the valuable service we provide to those who use our Web site."

Mary Tellis-Nayak, President/CEO of the American College of Healthcare Administrators, stated that, "MyZiva.com has the potential to increase the quality of healthcare in nursing homes by helping keep administrators and staff up-to-date on the latest certification information, cutting edge changes and advances and by delivering the tools and information they need to provide a higher level of service."

A complete list of award recipients is available at:
<http://www.seniorawards.com/webawards/s2004winners/index.htm>

About MyZiva.com

MyZiva.com delivers information from a variety of public, private and proprietary sources through a single online platform. MyZiva.com is accessed by thousands of nursing facility professionals every day to manage administrative tasks, procedural matters and regulatory issues, enabling efficient operation and freeing up costly resources.

According to ZivaContinuum founder and CEO Robert Abrams, "ZivaContinuum is dedicated to the advancement of quality care and the empowerment of the healthcare industry and consumers by revolutionizing how healthcare information is accessed. MyZiva.com is one example of how our business model will revolutionize access to healthcare information." ZivaContinuum also offers a free site, MyZiva.net, which helps consumers find, evaluate and compare nursing homes across the nation.

For more information, please visit www.myziva.com/about.



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